



MICHIGAN'S BEST

Michigan's Best

BUILDING A BRAND WITH AN OMNI-CHANNEL CONTENT STRATEGY

Background

In 2012, it was determined that the Travel and Entertainment sections of MLive.com needed an overhaul. Many stories were outdated and no longer relevant, and the need was identified to appeal to Michigan travel intenders both in the state of Michigan and across the nation. MLive.com which serves as an informational clearing house for all things Michigan, needed significantly more rich and engaging content for both travel and entertainment, to serve the needs of our consumers.

MLive Media Group transitioned MLive.com from a site exclusively delivering news, in to a space where strategically targeted lifestyle, travel, foodie and tourism content is consumed in ever-increasing quantities. The effort to shift focus is one that is especially relevant as it clearly demonstrates the benefits of meeting the consumer where they are at, with relevant content.

A secondary goal looked to incorporate potential partners. These partners looked to align with content that is desirable and intuitively delivered for easy consumption. With a growing cache of content covering more topics, MLive.com saw an increase in first-party data delivered. This data was used to create effective travel and tourism campaigns for advertising clients.

The next evolution of this project occurred in 2018. The vision to add more client sponsorship opportunities was one that was already being requested by our clients. In February 2019, a dedicated online space to showcase this sponsored content was launched, alongside a companion print piece that revamped one of our most widely distributed print assets.

TACTICS

- Brand Awareness
- Video
- Sponsored Article on ThisIsMIBest.com and/or MLive.com
- Social Media
- Digital Impressions
- Content Impressions
- Scheduled Appearances
- Print Ads in MI Best Publication
- Print Ads in 8 Statewide Newspapers



Michigan's Stories We Love to Share

Michigan's Best and ThisIsMIBest.com is a spot where foodies, travel lovers, tech fans and anyone curious about life in Michigan can find uplifting stories that might help them plan their next adventure – or just put a smile on their face.

Getting involved in Michigan's Best means sharing stories through platforms like video, social media, print and display. It means aligning one's brand with highly sharable, entertaining and uplifting content via vlogs, sponsorships and other media. Our most committed partners will be aligned in the brand and marketing of Michigan's Best at a mass level.

ThisIsMIBest.com

The content and articles within the Michigan's Best brand are be editorial as well as (clearly marked) sponsor content, crafted by our journalists at MLive and others. These two kinds of content live side-by-side.

Editorial content will originate on MLive.com and will be promoted through Michigan's Best. Our partner's paid content will originate on ThisIsMIBest.com.

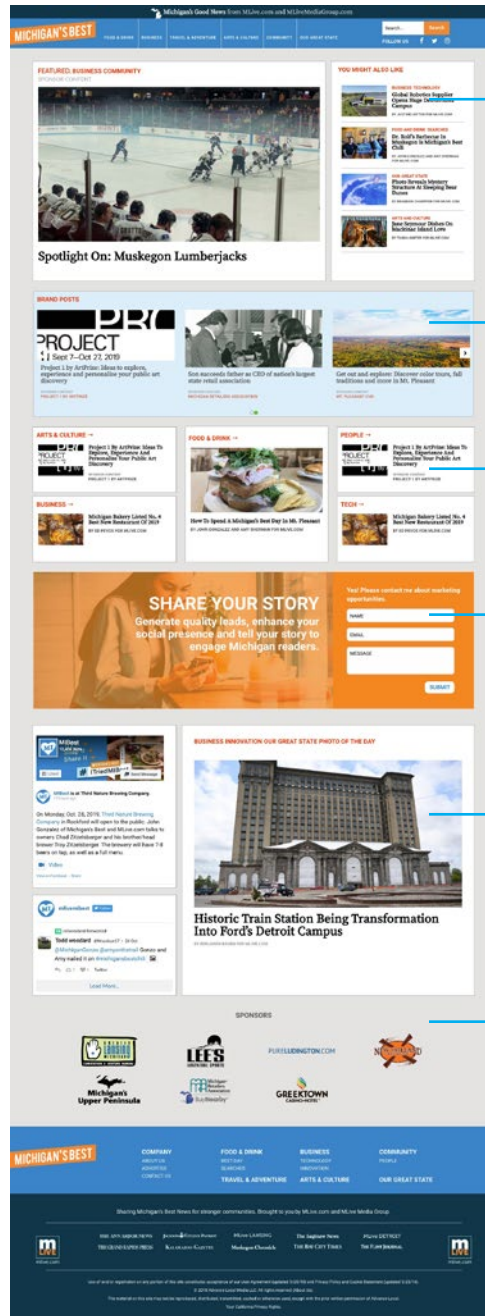
 **Page Views: 3.6M***

 **Unique Users: 1.45M***

 **7 Elite Partnerships and Growing**

**Number includes both mlive.com/ michigansbest and thisismibest.com*

Stats from 9/2019



RECENT POST FEED

PAID CONTENT FEED

ARTICLES BY CATEGORY, PAID AND EDITORIAL

LEAD GEN

SOCIAL MEDIA FEEDS, FEATURED CONTENT

ELITE PARTNERSHIP ADVERTISERS



www.ThisIsMIBest.com

Marketing MI Best

MLive Media Group supports the Michigan's Best brand with its own comprehensive marketing campaign the State of Michigan.

Campaign Includes:

- Millions of display impressions on MLive.com
- In-Story Video Ads
- Homepage Takeovers
- Half page ROP statewide each week
- Promo Ads in MI Best Publication
- Paid + Organic Social Campaign

 Followers: 13,849

 Likes: 1,160

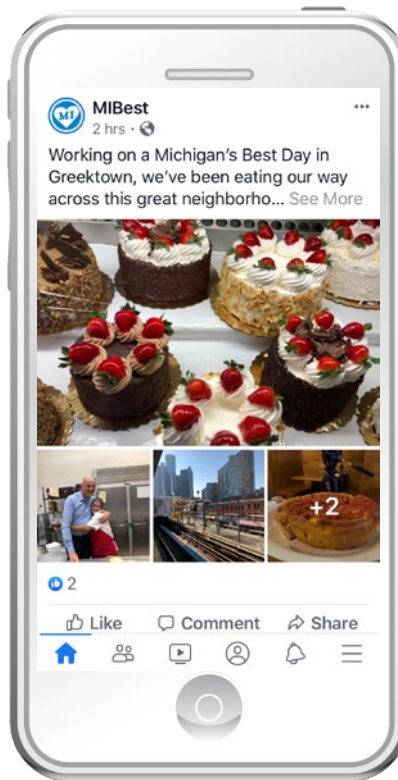
 Video Views: 1.4M

 Social Impressions: 7M

Digital Ads



Facebook



Instagram



MI BEST BBQ WINNER SHARES THE IMPACT

Bill Wall, owner of Bone Daddy's BBQ in Midland, never expected to have to open a new restaurant once Bone Daddy's BBQ was named MI Best BBQ, but that is exactly what happened. As thousands of people from across Michigan sought out a new taste adventure, they learned about through MI Best.

 <https://youtu.be/Bhx9yNlmkjo>



Printed TMC Publication

The Michigan's Best publication is delivered free to 585,000 homes weekly and features a blend of editorial and sponsor content, alongside partner advertising. This cross-channel method of serving content in both digital and print formats affords the reach of the content a wider berth and deeper audience, and offers advertisers and sponsors multiple channels for their own brand to live with these popular features.

MICHIGAN'S BEST

For delivery concerns or to stop receiving this publication please call 800.868.5788, email customer-care@mlive.com, or go to <http://michigansbest.com>.

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FIND MORE MI BEST CONTENT @ [MLIVE.COM/MIBEST](https://www.mlive.com/mibest)

GRAND RAPIDS | FARMINGTON | HOSIENON | 1.8.19

17 unusual spots

you didn't know you could spend the night in Michigan

IN A CABOOSE
There are countless lodging options in and around Sleeping Bear Dunes National Lakeshore, but the renovated historic caboose might be one of the most unique. There's room for two here, with a galley kitchen, bathroom, internet, camp grill outside, and the Sleeping Bear Heritage Trail just steps away.

Check out historic, restored Caboose at the Base of the Sleeping Bear Dunes, or on www.mlive.com.

IN A HOBBY HOUSE
Sleep in a tiny side cottage just steps from Lake Michigan on one of Chatham's "hobby houses" — 30 quirky stone houses designed and built by architect Earl Young in the early 20th century. These structures feature cedar-shake roofs and connect from the island in harmony with the northern landscape around them, leading them to be called things like "hobby houses" or "hobbyhouse houses."

There are nearly a half dozen hobby houses that cater to avid vacation lodging, but none that represent the original architecture of Earl Young. Alternatively, you can stop in at the Chatham Chamber of Commerce for details on a walking tour of the houses.

(Continued) 2 of 2

IN A SOLARIUM
Guests who seek the finest in luxury will find this resort in Traverse City — a private solarium was attached to a resident's home — read about it by visiting the writer's view and the proximity to a downtown. The structure is built plans and tons of natural light (no windows needed here, but there is one) and a bathroom, bedroom, living room and a kitchenette. Properly equipped, it's a great spot to relax and well-lit and just as well-lit.

Check out Moon Day View

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WHERE TO FIND MICHIGAN'S BEST CONTENT

MLive | www.mlive.com/michigansbest | Michigan Live | www.michiganlive.com
 Facebook | [Facebook.com/MichiganBest](https://www.facebook.com/MichiganBest) | Michigan | [Michigan](https://www.facebook.com/Michigan)
 Email | everybody_loves_the_state@michiganlive.com | Twitter | [michiganlive](https://twitter.com/michiganlive)

GRAND RAPIDS | FARMINGTON | HOSIENON | 1.8.19

World-famous muralist and 5 more "can't miss" highlights at the 2019 Lakeshore Festival

World-famous muralist
In April, muralist Kelley Montague collaborated with Taylor Park to launch the pop-up community network. Montague, who has built an international following with large-scale original street pieces, will drive excitement around the Lakeshore Art Festival, centered in Farmington, Michigan, on July 24. By creating a meet-and-greet space for visitors to enjoy, "We are thrilled and excited that she is going to be here and become a permanent part of our community," said Curtis Flanck, the art festival director. "We've been so impressed with her work and how intentional and thoughtful it is. Her pieces are inspirational, educational and uplifting. It's a great message and a great fit for the Lakeshore Art Festival and for Shokango."

The art festival and its various displays will demonstrate the fine arts of the Farmington Center, becoming an extension that continues Michigan's rich history and its thriving downtown," Flanck said.

Montague's artwork will join only 77 other works around the world, including ones in New York and London in Ireland. The piece depicts a people building for bright art images and are a favorite of social media users.

"It's really exciting to have Kelley be a part of the Lakeshore Art Festival, her beautifully being around is not only breathtaking, but it is symbolic for the many changes our community has gone through and the beautiful moments in our lives," Flanck said. "This new permanent piece, created with the hundreds of artists at the Lakeshore Art Festival, will bring the next major year of artful engagement."

The art festival is a summer tradition, drawing artists and visitors from around the country, leading to it being known as the best contemporary and classic art show in Michigan and the 11th best in the nation for Southern Art, Michigan. The weekend also serves as an economic engine for the Lakeshore community, with research showing the festival has had a 85% increase in sales since 2013. Annual attendance reaches 60,000 people, Flanck said.

"People are drawn here for the quality of art and the hospitality of the community," said Flanck. "It's an honor to have people so excited to come back and spend the most about how incredible this festival is to them."

Here are more must-see highlights for 2019, Shokango's parade.

The festival jury committee creates a marketplace for artists that are and handcrafted goods for pricing more than 450 artists who apply for entry. The team then invites them to participate to share their unique and one-of-a-kind items in Haskely Park and throughout the vibrant downtown surrounding area.

"You can find something for everyone here," said Flanck. "It's truly an artist's market with pieces you won't find anywhere else. We have a beautiful setting with hundreds of art that is truly remarkable."

There are more than 200 booths, with roughly 120 fine art exhibitors creating art with distinctive styles and unique mediums including, but not limited to, painting, sculpture, photography, glass and more.

When and how gather
If you're going to your art show among things to do — or you just want to drop off a picture where they'll be appreciated — the festival has a nice and beautiful garden in Haskely Park and it is the perfect place to spend. Visitors can grab a glass of wine or a cold beer and stroll through the fine art in the park or take a break from gawking the booths and enjoy the stage entertainment.

"It was a natural fit and a great way to enhance the festival experience," Flanck said. "It's such a beautiful setting that you can sit back, relax and enjoy everything that is going on around you."

Children's Lane
The Lakeshore Art Festival opens the door for children to experience beauty through different venues and presents an opportunity to engage through building items through interactive displays.

That's what a great art museum can do: personalized paintings and participate in theatrical games, of capturing, creating and observing by nature. This year's theme, the history, is right in line with not only the fine art history museum, but also the history of our community, history of education, health and history of interactive displays.

"It's a very rich and so to see what people come out with," Flanck said. "Everyone from kids and their parents, to art students and grandparents, get out there and get inspired."

Visit the Lakeshore Art Festival website, lakeshorefestival.com, to discover more about the exciting weekend in Farmington.

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