

# RHDG

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## **RHDG Helps Meeting Planners Get More of San Francisco**

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Measuring only seven by seven miles, San Francisco is a small city, but Riezebos Holzbaaur Group (RHDG) has helped SF Travel make it appear even smaller.

Because of the city's historic popularity, meetings and conferences in San Francisco have been beyond the budgets of small and mid-sized organizations. The goal of the Meeting Planners campaign was to change the perception of San Francisco as a venue reserved for only large-scale events by offering small and mid-sized meeting planners unheard-of discounts.

Playing off the concept of an unbelievably good opportunity, RHDG created unbelievable scenarios transforming San Francisco landmarks into a series of comically underwhelming alternatives. The Golden Gate Bridge became the Golden Gate Pier, cable cars became cable carts, and the Museum of Modern Art became the Room of Modern Art. The campaign included print, online and email advertisements that drove our audience to a microsite with exclusive promotional offers.