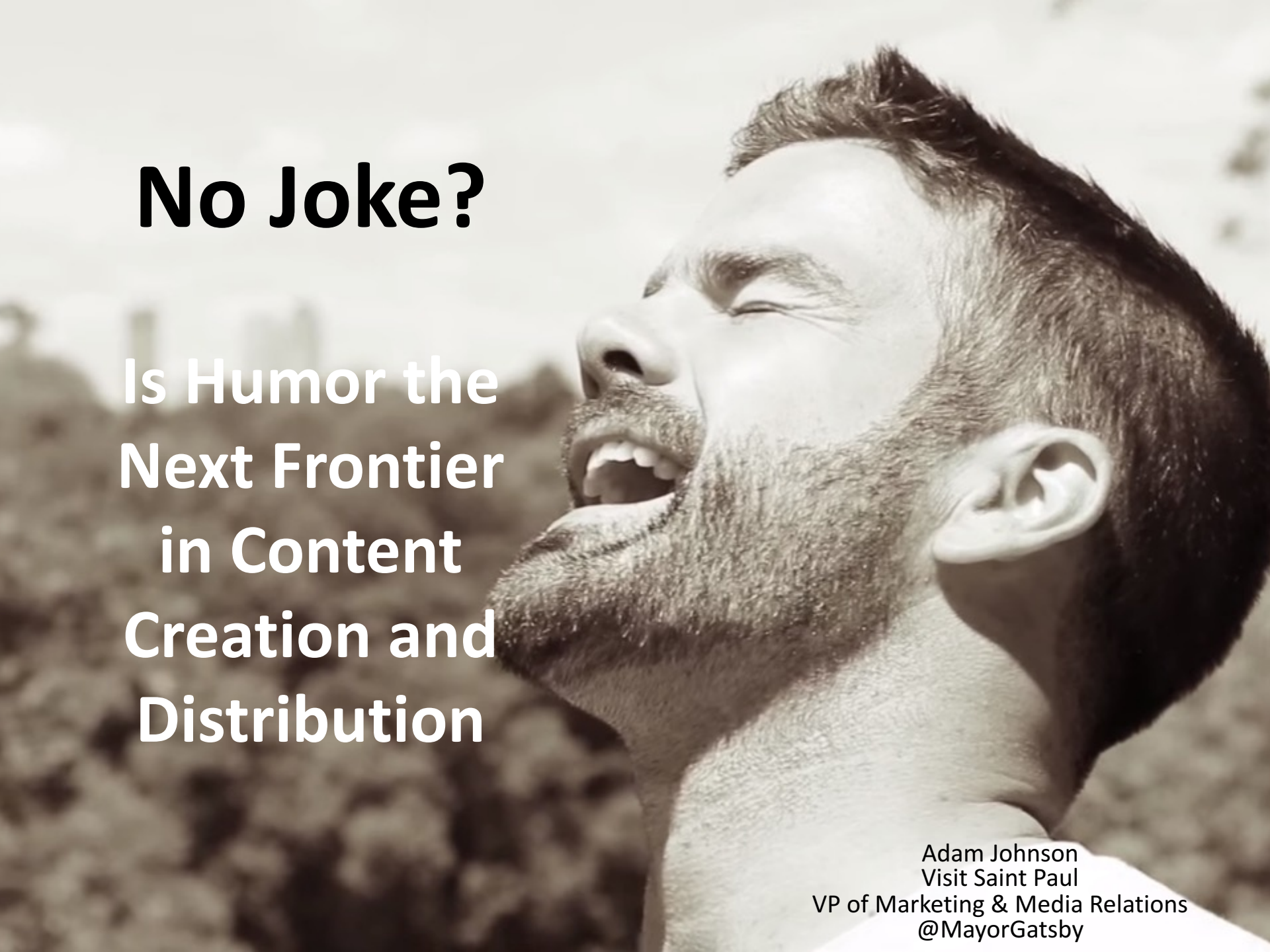
No Joke?

Is Humor the Next Frontier in Content Creation and Distribution



Adam Johnson
Visit Saint Paul
VP of Marketing & Media Relations
@MayorGatsby

The Original Emails

From: Anastasia Straley
Sent: Wednesday, December 16, 2015 10:11 AM
To: all@visitsaintpaul.com
Subject: RE: Suite update

Honestly surprised that this office hasn't created a parody for Minneapolis about being on the other side of the river.

“We’re doing it!”

Objectives

Xcel Energy
FOX SPORTS NORTH
ADELE
TONIGHT
ADELE.COM
FOX 9
9:18 69°

A Thanksgiving Miracle - SNL
2:03 / 3:47

https://docs.google.com/document/d/1RMeQu2Kj3bbni7raxMH5TGTVL2OGVfWyFU_FJs2t7nA/edit
Apps Informz - The Wa

Adele's 'Hello'

Outline

--INTRO--

--START MUSIC--

- Adam close up

Older Twin of Minneapolis, A place yo...

-Shot in the JJ Hill center/library (look...

We have changed most everything

- Walking out of Library

We are the center of it all

- Rice Park - Spinning

Welcome to glorious St Paul

- High bridge pan of Saint Paul Skyline

- Close up of singing (Madonna with h...

I'm in CHS Field happy

- in CHS during a game (or maybe on ...

Lowertowns the place to be

- Broll of Lowertown/CHS field

We've got crashed ice every year

- Sitting on patio at Tom Reids with S...

Adele	VSP
Hello, it's me I was wondering if after all these years you'd like to meet To go over everything They say that time's supposed to heal ya But I ain't done much healing Hello, can you hear me I'm in California dreaming about who we used to be When we were younger and free I've forgotten how it felt before the world fell at our feet There's such a difference between us And a million miles Hello from the other side I must have called a thousand times To tell you I'm sorry for everything that I've done But when I call you never seem to be home	Hello, it's me Older Twin of Minneapolis, A place you gotta see We have changed most everything We are the center of it all Welcome to glorious St Paul Hello, can you hear me I'm in CHS Field happy Lowertowns the place to be We've got crashed ice every year Find a patio or rooftop, you can grab a Summit beer Sure there's a difference between us but only seven miles Hello from the other side We'd love to have you swing on by The green line, will take you into downtown with ease If you want breakfast, we recommend Mickeys

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THE UNITED STATES OF AMERICA
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AD 96612189 A
50
FIFTY DOLLARS

Visit SAINT PAUL
Official Convention & Visitors Bureau

FOR IMMEDIATE RELEASE
June 28, 2016
Contact:
Nick Cusick, Marketing & Media Relations Manager
P: 651.265.4907 | C: 651.341.9422 | ncusick@visitsaintpaul.com

Adam Johnson, Vice President of Marketing & Media Relations
P: 651.265.4904 | C: 651.226.5403 | ajohnson@visitsaintpaul.com

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Saint Paul Targets Minneapolis with 'Hello' Parody Video

Saint Paul tourism office celebrates Adele visit with video to help attract visitors from Minneapolis

SAINT PAUL, Minn. (June 28, 2016) – International music sensation Adele is launching her North American tour with two sold-out shows on July 5-6 at the Xcel Energy Center, which will bring visitors from all over the upper Midwest to downtown Saint Paul.

Visit Saint Paul, the city's official convention & visitors bureau, is capitalizing on the opportunity to say "Hello" to potential visitors a little closer to home, right across the river in Minneapolis.

The bureau has launched "Hello, Minneapolis! - Love, Saint Paul," a music video parody of Adele's No. 1 hit "Hello" targeted at its twin, Minneapolis. View the video by clicking here.

"There are a lot of new things happening in Saint Paul," said Terry Mattson, President & CEO of Visit Saint Paul. "We love sharing them with our neighbors!"

The video, produced and lip-synced by the Visit Saint Paul marketing team, shows some of the great things happening in the capital city, such as the new giraffe feeding exhibit at Como Zoo, CHS Field, the new InterContinental Hotel, Red Bull Crashed Ice and more.

It also pokes fun at the friendly rivalry between Minneapolis and Saint Paul, with lines like "You snuck into our skating guide," referring to the image of the Stone Arch Bridge in Minneapolis that was accidentally placed in the 2016 U.S. Figure Skating Championships program that was held in Saint Paul in January.

Featured in the video are vocals by Savanna D'Amico and audio engineering by Mike Salovich —

Audience

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Visit Saint Paul
@VisitSaintPaul

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Visit Saint Paul
Published by Anastasia Straley [?] · June 27 ·

Hello, it's us.

172,034 people reached — View Results

81K Views

Like · Comment · Share

Julie Wiejak, John Davis Rorer and 771 others — Top Comments

1,758 shares

Write a comment...

Visit Saint Paul Special thanks to MPLS / STP Clothing Co., St. Paul Saints Baseball, Tom Reed's Hockey City Pub, Como Park Zoo & Conservatory, Shamrocks Irish Nook, Minnesota United FC, Pazzaluna Urban Italian Restaurant and Bad Weather Brewing Company for their roles in this video.

Like · Reply · 20 · Commented on by Anastasia Straley [?] · June 27 at 7:49pm

MPLS / STP Clothing Co. So fun! Thanks for including our gear, Visit Saint Paul!

Unlike · Reply · Message · 2 · June 28 at 9:03am · Edited

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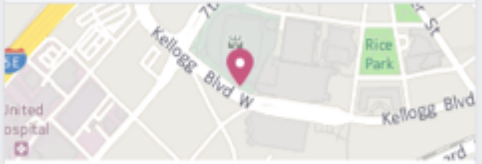

175 Kellogg Blvd W Ste 502
Saint Paul, MN 55102
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(651) 265-4900

Typically replies within a few hours
Message Now

http://www.visitsaintpa...
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What's a Boosted Post?

Search

Hello, Minneapolis! Love, Saint Paul

SAINT PAUL

Visit Saint Paul

Subscribe 270

58,092 views

Add to Share More

261 35

Published on Jun 27, 2016

Adele has said her #1 hit "Hello" is about reconnecting. Well, Minneapolis, we'd like to reconnect.

Adele's two night performance, which kicks off her 2016 North America tour, is sold out at Xcel Energy Center. Visitors will travel to Saint Paul

SHOW MORE

COMMENTS • 49

NEWS

St. Paul invites Minneapolis to come over and play – in song

By ROSS RAIHALA | rraihala@pioneerpress.com

PUBLISHED: June 28, 2016 at 7:30 am | UPDATED: June 28, 2016 at 7:33 am

With Adele kicking off her North American tour next week at St. Paul's Xcel Energy Center, Visit Saint Paul decided it was the perfect time to introduce the city, in the international superstar's style, as the "older twin of Minneapolis, a place you've got to see."

The convention and visitors bureau has reimagined Adele's smash "Hello" as "Hello, Minneapolis! Love, St. Paul," a five-minute parody song performed by local Savanna D'Amico and produced (and lip-synced) by the bureau's marketing team.

Shot in dramatic black-and-white, the goofy clip is aimed at inviting our neighbors to the

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The Best Adele Parody Song Yet, Minneapolis Vs. St. Paul [VIDEO]

By Jeanne Ryan June 28, 2016 2:58 PM

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Photo courtesy of Visit Saint Paul Via You Tube

LISTEN LIVE

RECENTLY PLAYED: LET IT GO | JAMES BAY

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THE FRESH FIVE

Kylie Jenner Reacts to Blac Chyna's Emoji Slap Diss in 'KUWTK' Trailer
August 9, 2016 7:28 AM

Rio Olympics Recap Day 3: Lilly King Wins Gold Over Yulia Efimova

Visit Saint Paul (@vis
ryder cup logo - Goo
(2) Adam Johnson
Hotel Info - eTourism
A fabulous St. Paul vi
ESPN's 2016 Monday
www.citypages.com/news/a-fabulous-st-paul-video-beckons-minneapolitans-to-cross-the-river-8390509
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Attention
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Canterbury Park's
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SATURDAY
AUGUST 13
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& Live Music from
Bad Girlfriends.
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at $40.

A fabulous St. Paul video beckons Minneapolitans to cross the river

Tuesday, June 28, 2016 by Cory Zurowski in News

lensrentals

St. Paul and

The secrecy

16rc_lockup_po....jpg

https://www.google.com/#tbm=nws&q=adele+parody+st.+paul

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'Hello:' St. Paul invites Mpls. to visit in Adele parody
KARE - Jun 28, 2016
Love, **St. Paul**," is a **parody** of **Adele's** smash hit "Hello" created by Visit **Saint Paul**, the convention and visitors bureau for the capital city.

Can a 'Hello' **Adele parody** video get people from Minneapolis to ...
Rick Kupchella's BringMeTheNews - Jun 28, 2016

'Hello' **parody** wants people from Minneapolis to visit **St. Paul**
KMSP-TV - Jun 28, 2016

St. Paul invites Minneapolis to come over and play – in song
Local Source - TwinCities.com-Pioneer Press - Jun 28, 2016

A **parody** video from **St. Paul** gives Minneapolis a nudge
Local Source - Minnesota Public Radio News (blog) - Jun 28, 2016

TwinCities.co...

Rick Kupchell...

KMSP-TV

Minnesota Pu...

View all

Adele Mania Hits St. Paul
CBS Local - Jul 5, 2016
Anastasia Straley from the Visit **St. Paul** tourism office was ... **parody** video, and has earned the nickname "**Adele**" from family and friends.

Adele Pays Tribute to Prince as U.S. Tour Kicks off With Dazzling ...
Yahoo Movies (blog) - Jul 6, 2016

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A fabulous **St. Paul** video beckons Minneapolitans to cross the river
City Pages - Jun 29, 2016
That's the message from Visit **Saint Paul**, the marketing arm of the convention and visitors bureau. Its new **parody** video of **Adele's** chart topper ...

Ruben Rosario: Minneapolis-**St. Paul** rivalry is...
TwinCities.com-Pioneer Press - Jul 1, 2016
That's my general take on a video **parody** of the British pop singer **Adele's** mega hit put together by Visit **St. Paul**. The nearly five-minute video, ...

Cities97
Discover New Music

St. Paul has a special message for Minneapolis

This parody of Adele's "Hello" invites the people of Minneapolis to visit St. Paul. Watch »

Frequent Listener Club exclusive contest

Score tickets to Basilica

Addicted to Adele

Everybody wants them and Cities 97 has your shot to go to the sold-out show! Listen all day Tuesday 7/5 to win!

Rock & Rockets at Mystic Lake

Celebrate America's birthday at a star-spangled day of

Re: ADELE VIDEO - 7 Miles! - Message (HTML)

File | Message

Ignore | Junk | Delete | Reply | Reply All | Forward | Meeting | More | Delete | Respond

2016 Leads | Team E-mail | Reply & Delete | To Manager | Done | Create New | Quick Steps

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Translate | Find | Related | Select | Editing

Zoom | Zoom

rom: Weik, Jane <Jane.Weik@startribune.com>
o: Albo, Mike
c: Adam Johnson
ubject: Re: ADELE VIDEO - 7 Miles!

Agreed.....LOVE the video. Let's shorten it and use it on our site as pre-roll. Really hit the people you need to reach.

Did you see the article on startribune.com talking about it?

We have MN Explorer coming up which Visit Saint Paul is a perfect fit to be in!!!! Comes out in August.

I will send details.

Jane

On Jun 30, 2016, at 11:31 AM, Albo, Mike <Mike.Albo@startribune.com> wrote:

> Hey man!! Your video has everyone talking and it's SO you! I couldn't stop laughing the first time I watched it.
>
> You really want people from Minneapolis?!?! If that's the case all you had to do was call Jane. She could make that happen much quicker and cheaper!! ;) We'd have no problem running it somehow! ☺
>
> Let's catch up soon. Folks are coming to town, but we're around all weekend.
>
> **Mike Albo**
> Sales Manager, Local Sales
> o 612-673-7188
> c 651-210-8919
> **Mike.Albo@StarTribune.com**
> www.startribune.com/advertise
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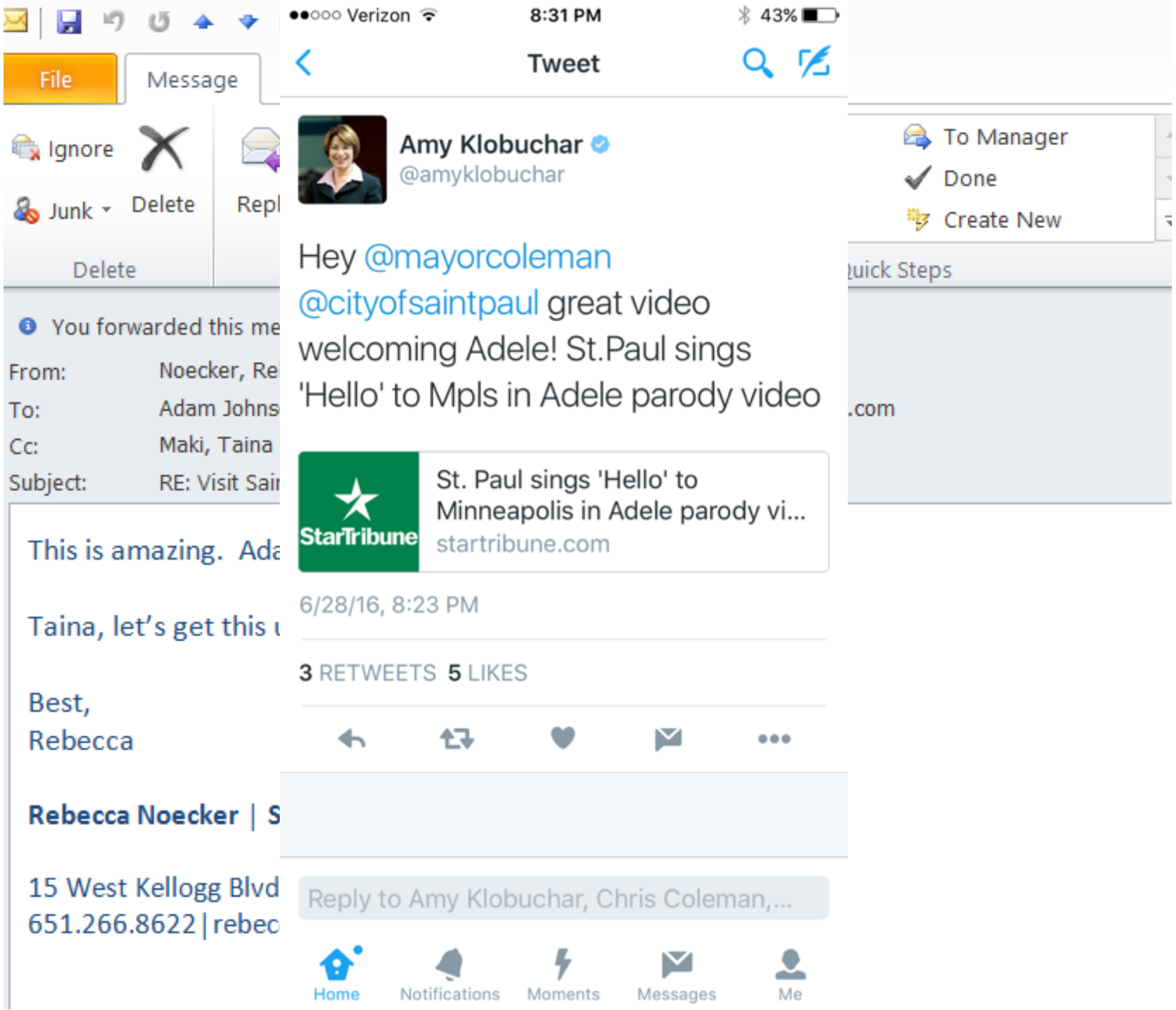
> <image001.png>

Weik, Jane


File
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Quick Steps
You forwarded this me
From: Noecker, Re
To: Adam Johns
Cc: Maki, Taina
Subject: RE: Visit Sai
This is amazing. Ada
Taina, let's get this u
Best,
Rebecca
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Hey @mayorcoleman @cityofsaintpaul great video welcoming Adele! St.Paul sings 'Hello' to Mpls in Adele parody video
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Justin Bresler ▶ **DMO CMO**

Just now •

Adam Johnson is a fcking genius.

Hello, Minneapolis! Love, Saint Paul

Adele has said her #1 hit “Hello” is about...

youtube.com

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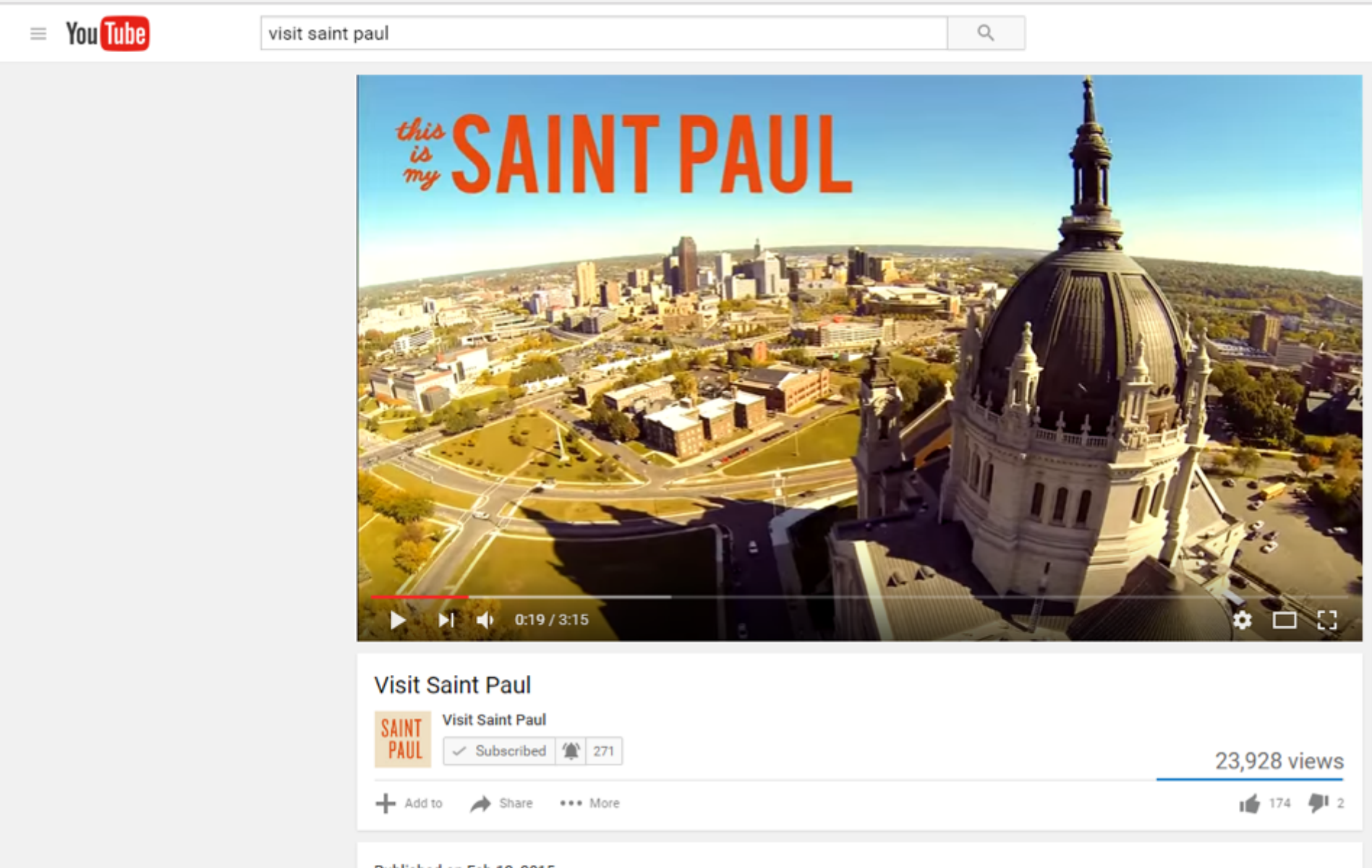
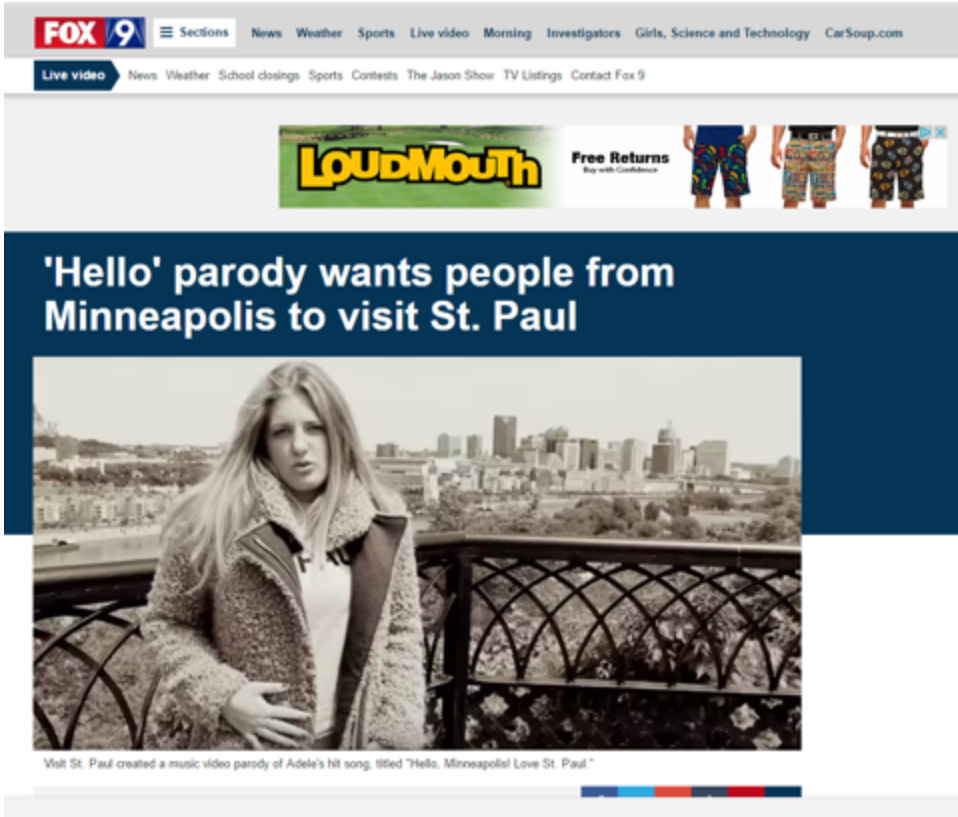
Expectations



Media Coverage

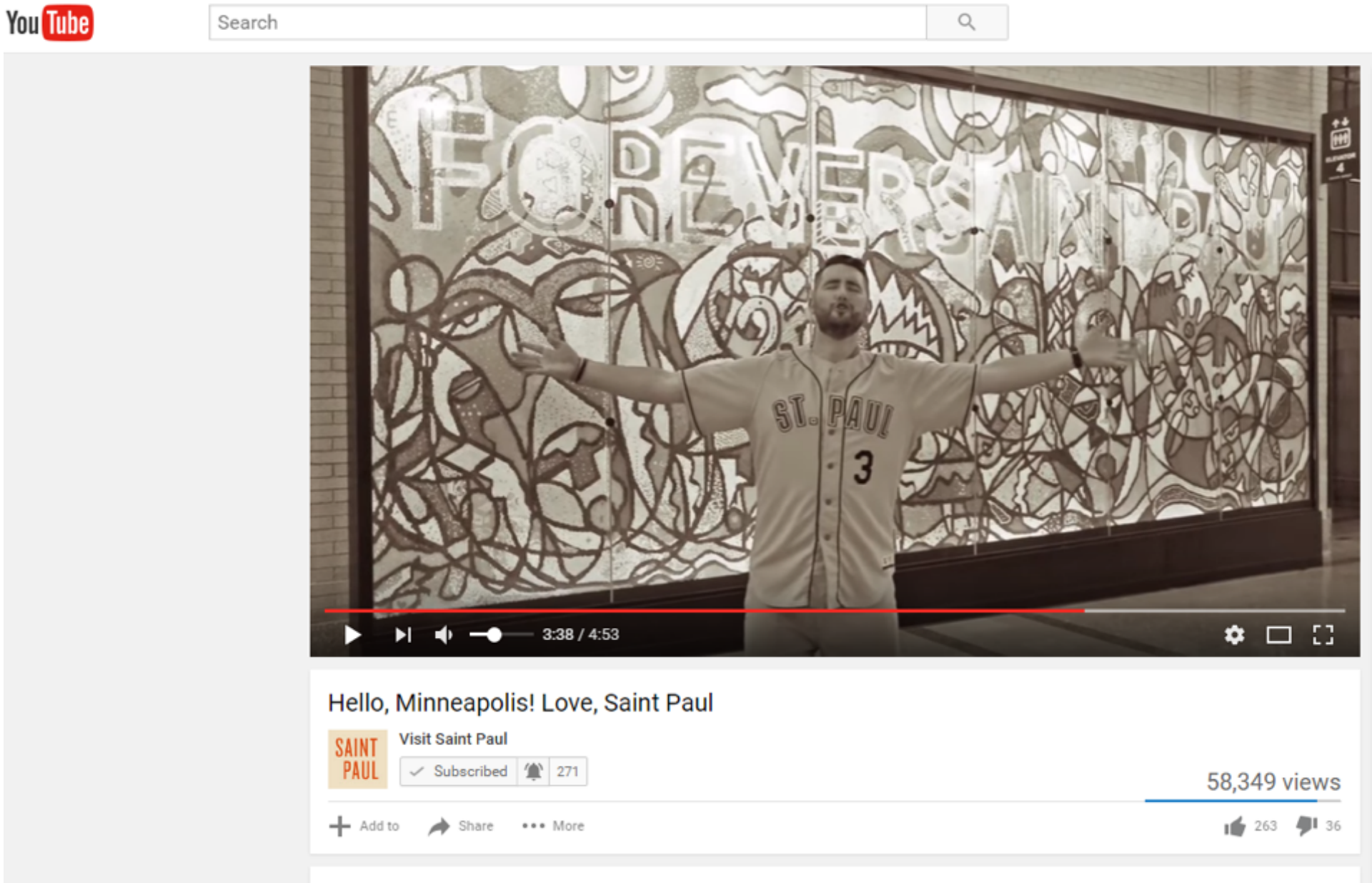
- 16 web articles
- 8 TV spots
- 2 newspaper stories



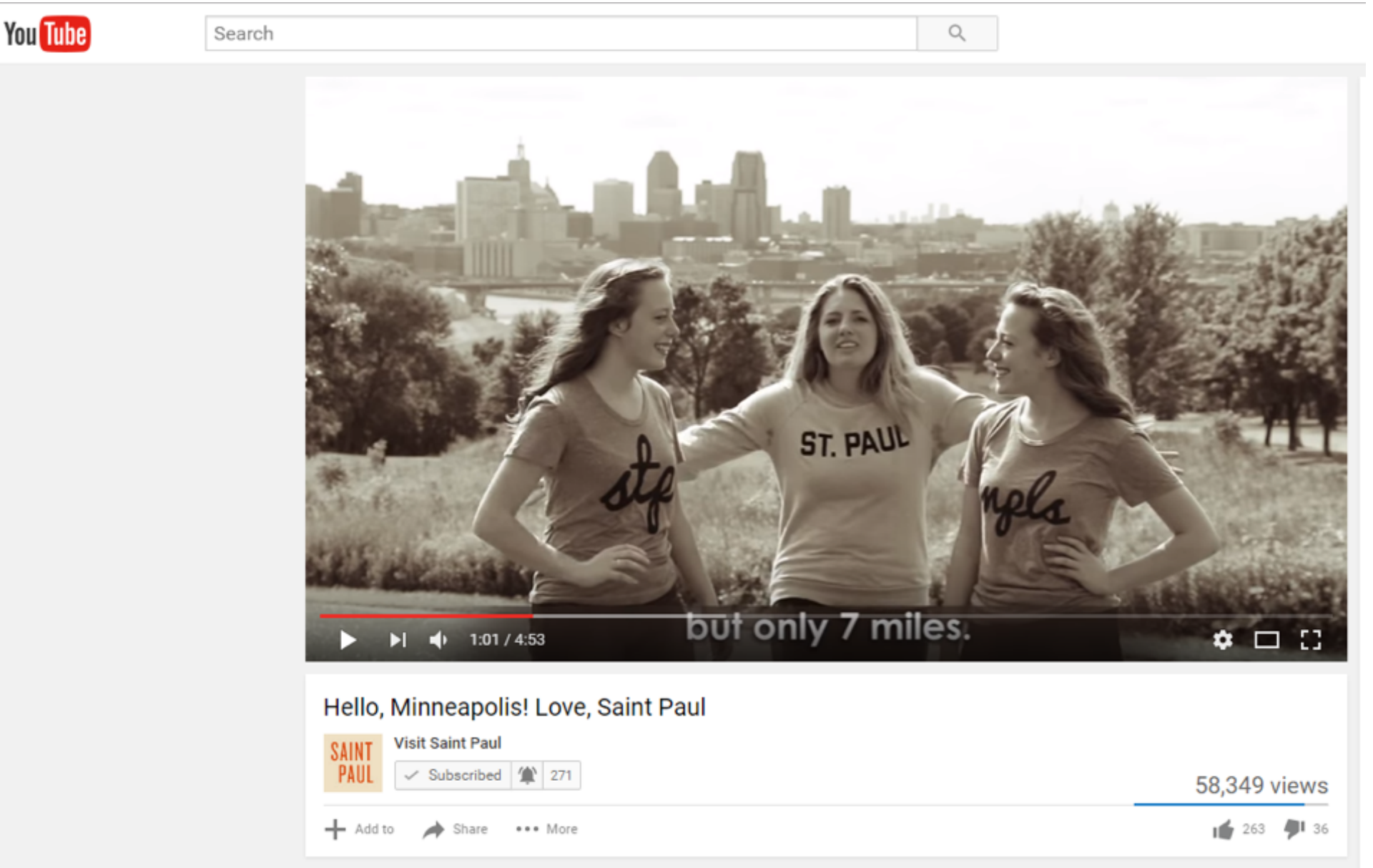
By the Numbers

- Video:
  - YouTube: 58,092
  - Facebook: 83,400
    - Shares 1,821
    - Reactions 5,469
- Web: 26 million monthly users
- TV News: 283,974 viewership
- Print: 388,390 circulation

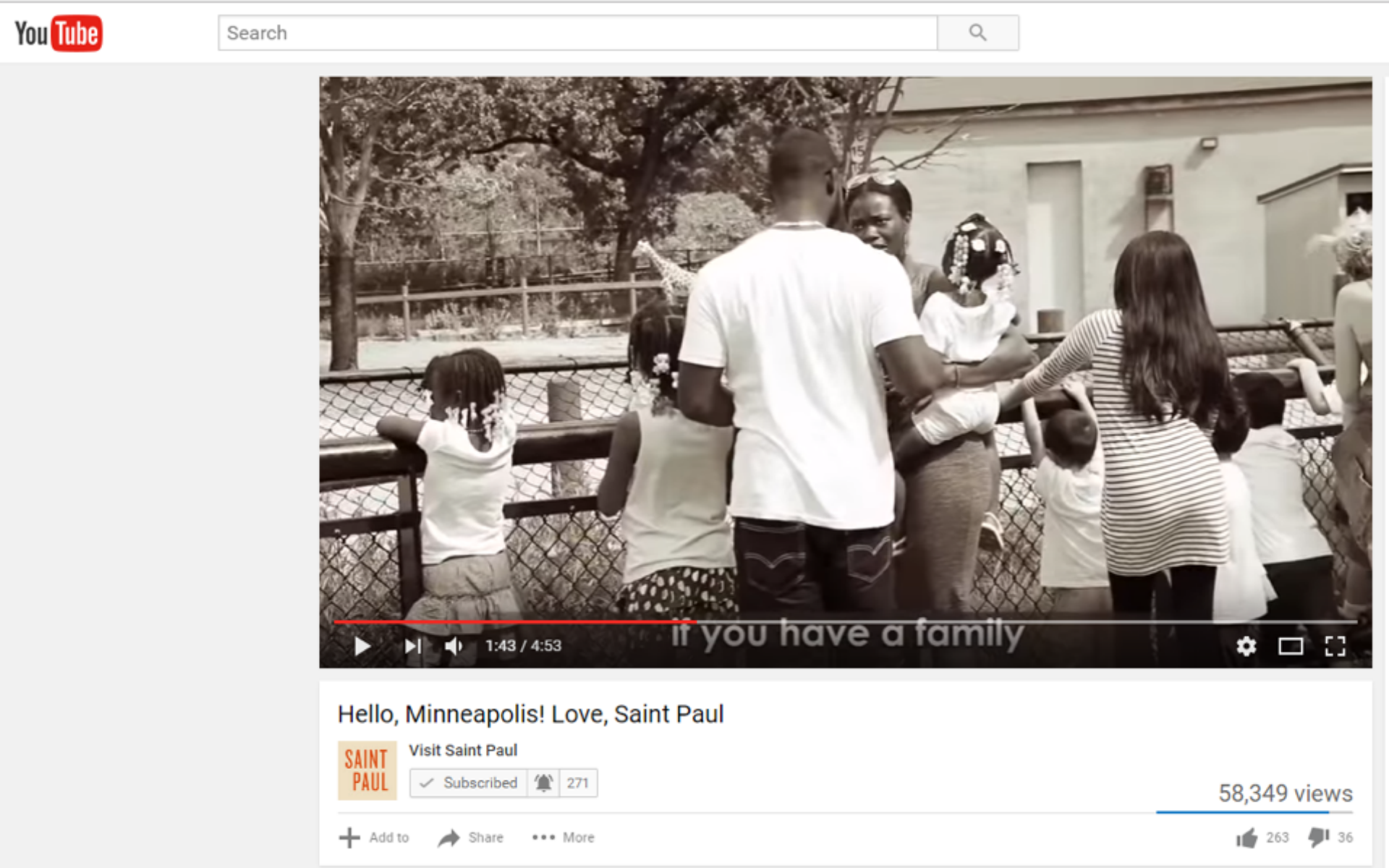
Three Takeaways



Three Takeaways



Three Takeaways



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April 1, 2017

No Joke?

Is Humor the Next Frontier in Content Creation and Distribution

Adam Johnson
Visit Saint Paul
VP of Marketing & Media Relations
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