

BEAVER'S DIGEST
BEST OF BEAVER NATION 2023 LAUNCH PARTY

MAGAZINE. STICKERS. POSTCARDS. PHOTOBOOTH.

AMERICAN DREAM PIZZA. BOMBS AWAY CAFE. ROCKET BURGER. CASCADIA MARKET. LOCAL VENDORS.

POLYPORE: LIVE MUSIC.

FEB 21
6-8 PM
SEC PLAZA

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MAGAZINE. FOOD. MUSIC. VENDORS.

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BEST OF Beaver Nation 2023

MAGAZINE

COLLECT ALL THE BEST OF BEAVER NATION SOUVENIRS

POSTCARDS

POSTERS

TODAY 6-8 PM SEC PLAZA

STICKER SHEET

PHOTOBOOTH STRIPS

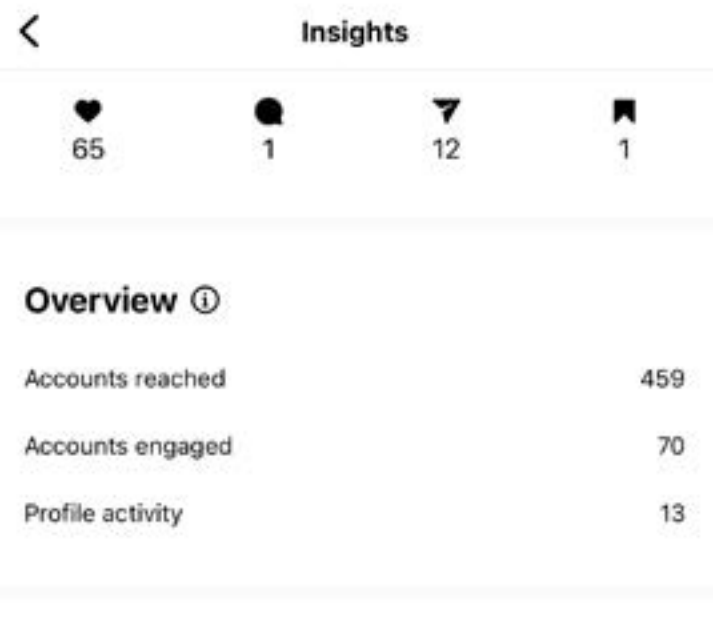
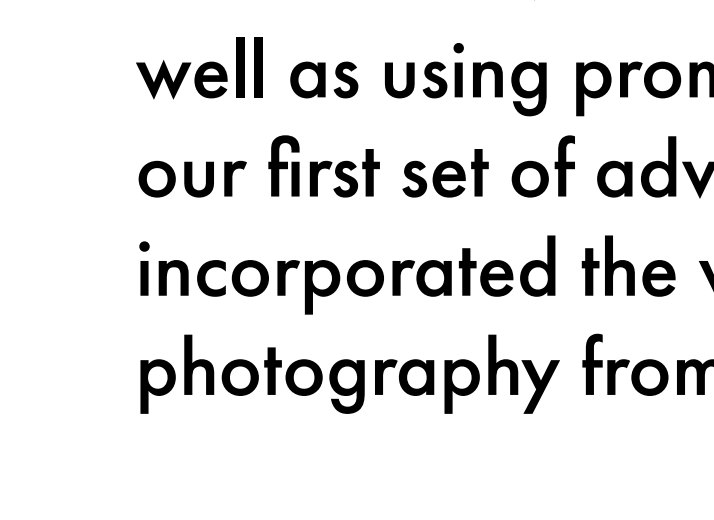
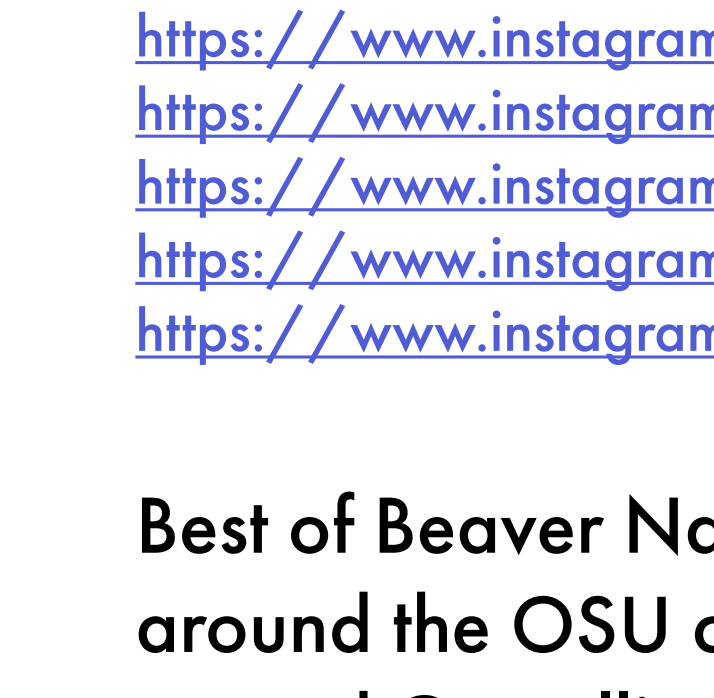
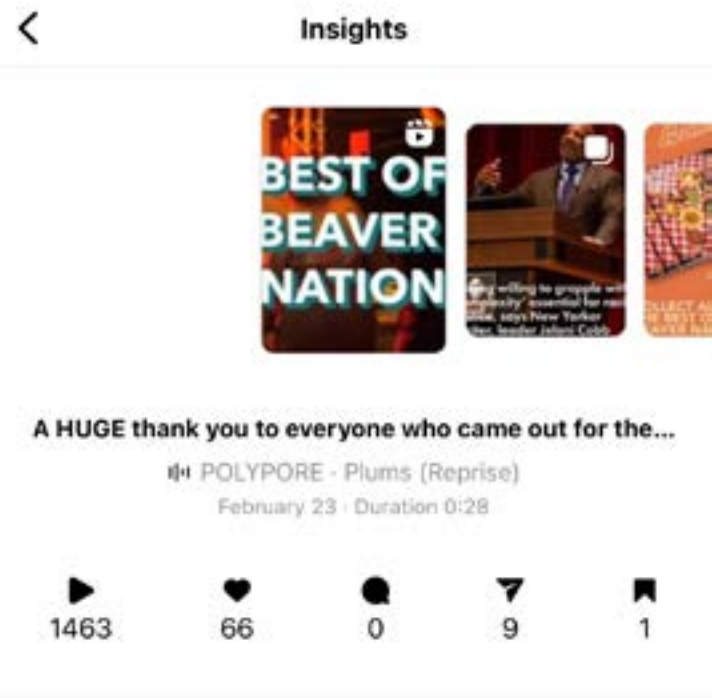
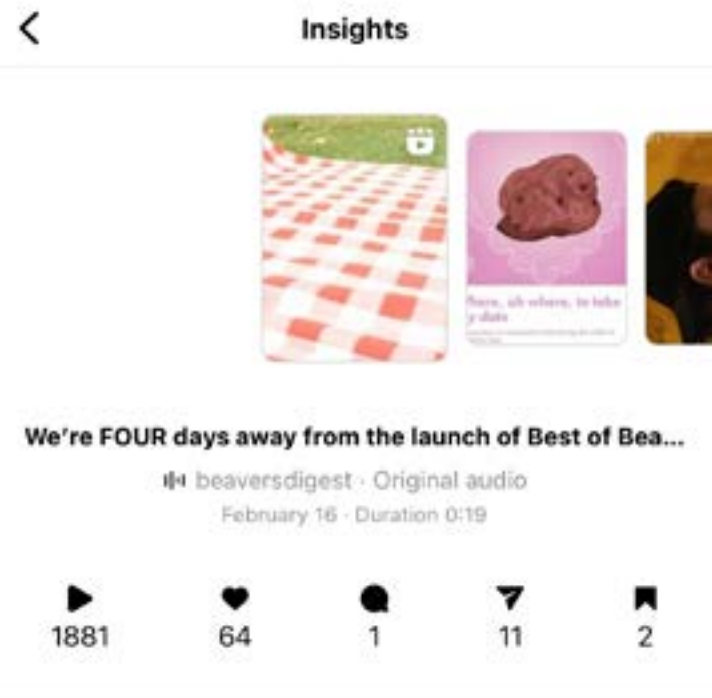


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Beaver's Digest - Best of Beaver Nation 2023 Launch Party Campaign



<https://www.instagram.com/p/CoqBkkmSPdH/>
<https://www.instagram.com/p/CovJDUGgxM8/>
<https://www.instagram.com/p/Co5kkuUSCjC/>
<https://www.instagram.com/p/CpBLCAkAmH9/>
<https://www.instagram.com/p/CICptGMvGKL/>

Best of Beaver Nation is an annual issue that highlights Corvallis businesses and places around the OSU community. This year's BOBN focused on the theme of food and drinks around Corvallis. For our advertising, we did surveys for voting from the student body, as well as using promotional graphics with pictures and designs from the physical magazine. For our first set of advertising, we were inspired by retro 50s and 60s-styled ads, this is where we incorporated the vote signage. For launch party deliverables we used the aspects of flat lay photography from the magazine to give sneak peeks of the pictures in the magazine, as well as changing up the advertising from things of the past. Along with this to entice students to come to the party, we created several promotional materials to give away on top of the magazine, like postcards, posters, sticker sheets, and Photo Booth strips. This made the event more of a food festival-style event, which ultimately led to at least 200 people in attendance. Not only did this event elevate the magazine as a whole, but allowed us to work with a lot of different local businesses around town, and highlight their stories.