



ANN ARBOR

S/S Campaign

March 28, 2024

ANN
ARBOR



**A different kind
of different.**

**ANN
ARBOR**

You've never been one to fit in. And neither have we.

Our different runs deep. Each of our communities
is forever creating, forever challenging, forever new.



The status quo is a no go.



**A different kind
of different.**



VIDEO :30

This isn't just any one place.
It's seven unique places.
Places where we live to do our own thing.
We don't tone ourselves down.
Or hide who we are.
Our different runs deep.

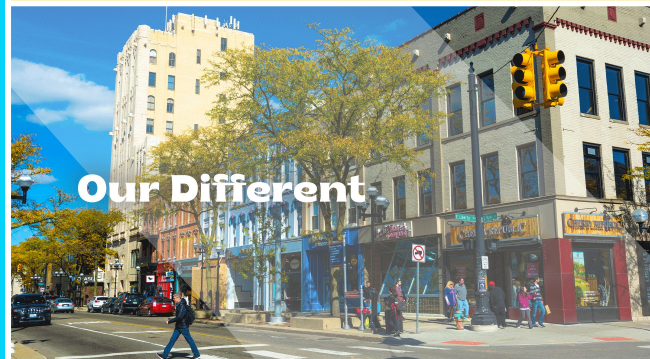
We've never been ones to fit in
And neither have you.
We see you here.
Making room for something new.
Always creating.
Forever true.

[Start animation: Ann Arbor. Chelsea. Dexter. Manchester.
Milan. Saline. Ypsilanti.]

We're a collection of communities unlike one another,
but together – we're unlike anywhere else.

Discover your different kind of different.

Start in Ann Arbor and go from there.



An aerial view of a football stadium at night, filled with spectators. The field is illuminated, and the word "MICHIGAN" is visible on the end zones. Large plumes of white smoke or fireworks are exploding from the field, creating a dramatic effect against the dark sky.

FALL PM PRINT TRAVEL GUIDE

March 28, 2024

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ARBOR**

HEADLINE:

Make room for something different.

COPY:

Start in Ann Arbor and go from there.

The Ann Arbor area is home to seven distinct destinations — each connected by the unexpected (and each with a calendar full of fall events). Out here, you have room to roam where you can let your inner light shine. Simply step outside and start exploring, and you'll discover your **different kind of different.**

CTA:

LEARN MORE AT ANNARBOR.ORG



Start in Ann Arbor and go from there.

The Ann Arbor area is home to seven distinct destinations — each connected by the unexpected (and each with a calendar full of fall events). Out here, you have room to roam where you can let your inner light shine. Simply step outside and start exploring, and you'll discover your **different kind of different.**



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An aerial view of a football stadium at night, filled with a large crowd. The field is illuminated, and the word "MICHIGAN" is visible on the end zones. Several fireworks are exploding in the air above the stadium, creating bright streaks and clouds of smoke. A yellow rectangular box is centered over the field.

PAID SOCIAL

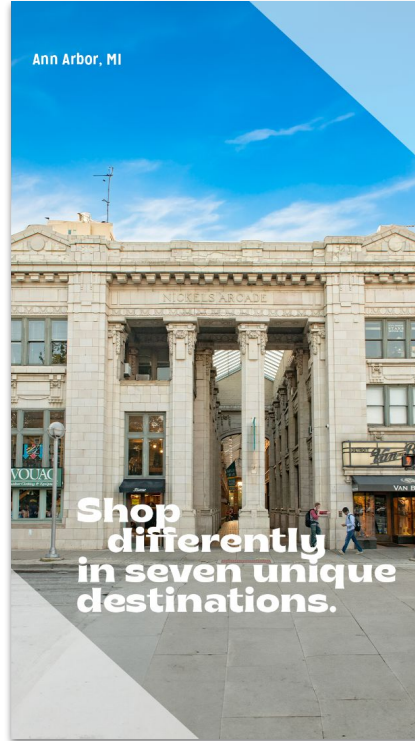
March 14, 2024

ANN
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META – CAROUSEL STORIES



Frame 1



Frame 2

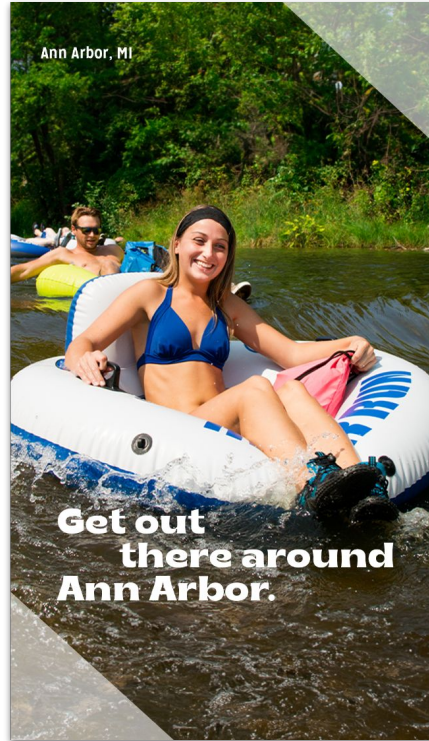


Frame 3

SOCIAL / Meta Carousel Story – Outdoor Recreation



Frame 1

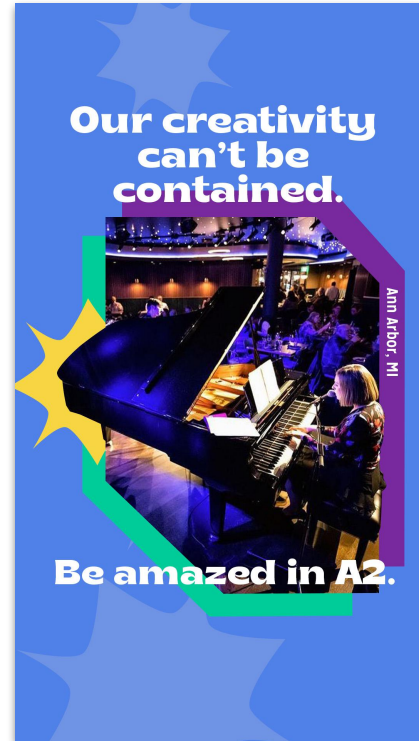
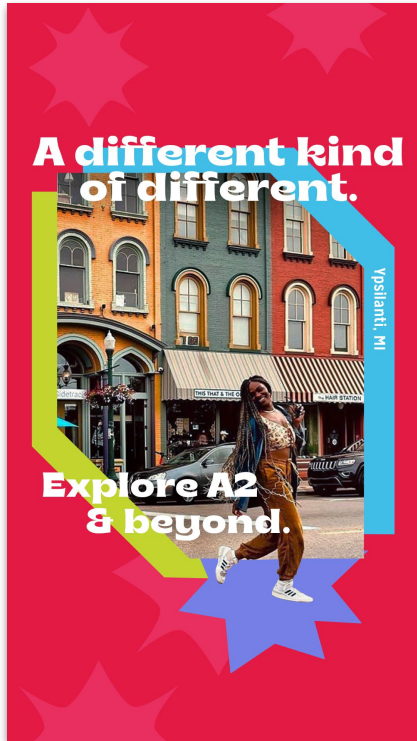


Frame 2



Frame 3

META – STATIC STORIES



META – STATIC IN-FEED

SOCIAL / Meta Single-Image Static Post – Version 1 Dining



Ann Arbor

Our global cuisine will satisfy your hunger
for different. 🍴🇺🇸🌞



ANNARBOR.ORG

A Different Kind of Different
Grab a Plate

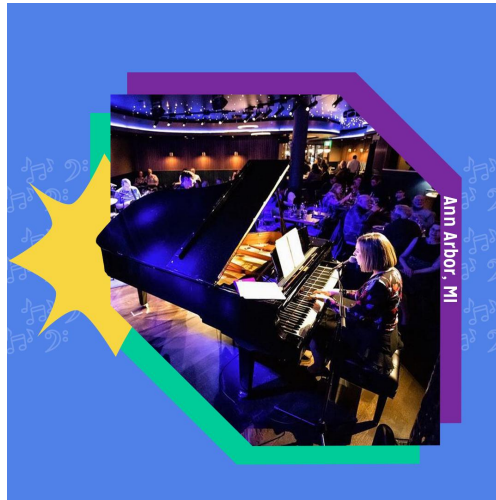
[Learn More](#)

SOCIAL / Meta Single-Image Static Post – Version 2 Performing Arts



Ann Arbor

Our creativity in performing arts knows no bounds. 🎨 ✨ 🌟



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A Different Kind of Different
See What's On Stage

[Learn More](#)

SOCIAL / Meta Single-Image Static Post – Version 3 - Outdoor



Ann Arbor

Here, the only boundaries are the ones
you set yourself. 🧡☀️



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A Different Kind of Different
Get Out There

[Learn More](#)

META – CAROUSEL IN-FEED

SOCIAL / Meta Carousel Post – Version 1 Shopping



Ann Arbor

Fill your bag with unique products and one-of-a-kind designs. 🛍️



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A Different Kind of Different
Shop Differently

[Learn More](#)



ANNARBOR.ORG

A Different Kind of Different
Shop Differently

[Learn More](#)



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A Different Kind of Different
To A2 and Beyond

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SOCIAL / Meta Carousel Post – Version 2 Outdoor Recreation



Ann Arbor

Here, the only boundaries are the ones
you set yourself. 🌞☀️



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Get Out There

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Get Out There

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To A2 and Beyond

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SOCIAL / Meta Carousel Post – Version 3 Brand / Community Message



Ann Arbor

Get to know our area's seven distinct destinations. They're all different – but together, they're unlike anywhere else.



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To A2 and Beyond

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Chelsea, MI



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A Different Kind of Different
Explore Chelsea

[Learn More](#)

Dexter, MI



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A Different Kind of Different
Explore Dexter

[Learn More](#)

Manchester, MI

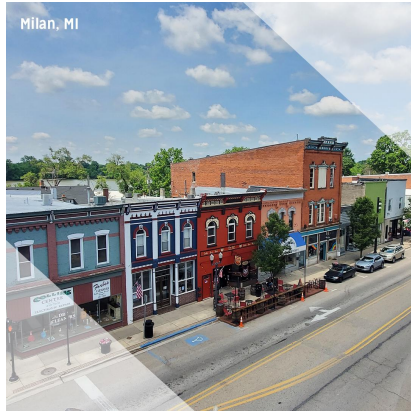


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A Different Kind of Different
Explore Manchester

[Learn More](#)

SOCIAL / Meta Carousel Post – Version 3 Brand / Community Message Cont.



Milan, MI

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Explore Milan

[Learn More](#)



Saline, MI

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A Different Kind of Different
Explore Saline

[Learn More](#)

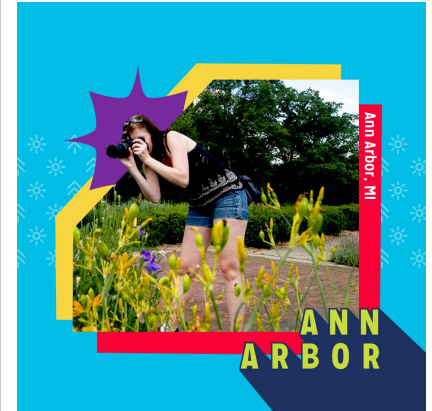


Ypsilanti, MI

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Explore Ypsilanti

[Learn More](#)



Ann Arbor, MI

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A Different Kind of Different
To A2 and Beyond

[Learn More](#)

A red barn with a gambrel roof is the central focus. The word "MOBILE" is painted in large, white, stylized letters across the front of the roof. The barn is situated in a field of white flowers, possibly baby's breath, which are in the foreground. To the left of the barn is a large, leafy green tree. The sky is filled with heavy, grey clouds. A yellow rectangular box is superimposed over the middle of the image, containing the text "CARVERTISE DOOH VEHICLE WRAP".

CARVERTISE DOOH VEHICLE WRAP

March 28, 2024

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VERSION 1 – rideshare-centric copy lines



DRIVER'S SIDE ART / Actual Size: 110"x38"

VERSION 1 – rideshare-centric copy lines



PASSENGER SIDE ART / Actual Size: 110"x38"



REAR WINDOW ART / Actual Size: 24"x8"

META – CAROUSEL IN-FEED

March 21, 2024

SOCIAL / Meta Carousel Post – Version 1 Shopping Revisions



Ann Arbor

Fill your bag with unique products and one-of-a-kind designs. 🛍️



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A Different Kind of Different
Shop Differently

[Learn More](#)



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A Different Kind of Different
Shop Differently

[Learn More](#)



ANNARBOR.ORG

A Different Kind of Different
To A2 and Beyond

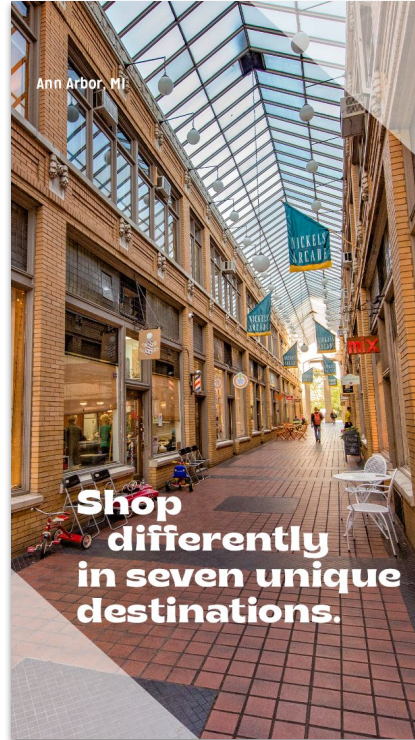
[Learn More](#)

META – CAROUSEL STORIES

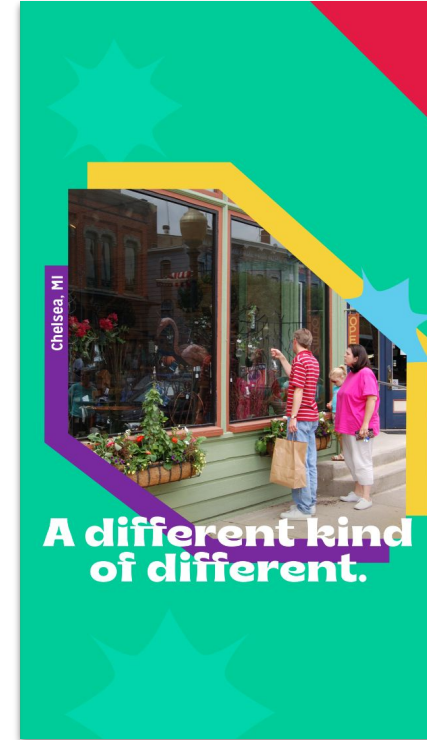
March 21, 2024



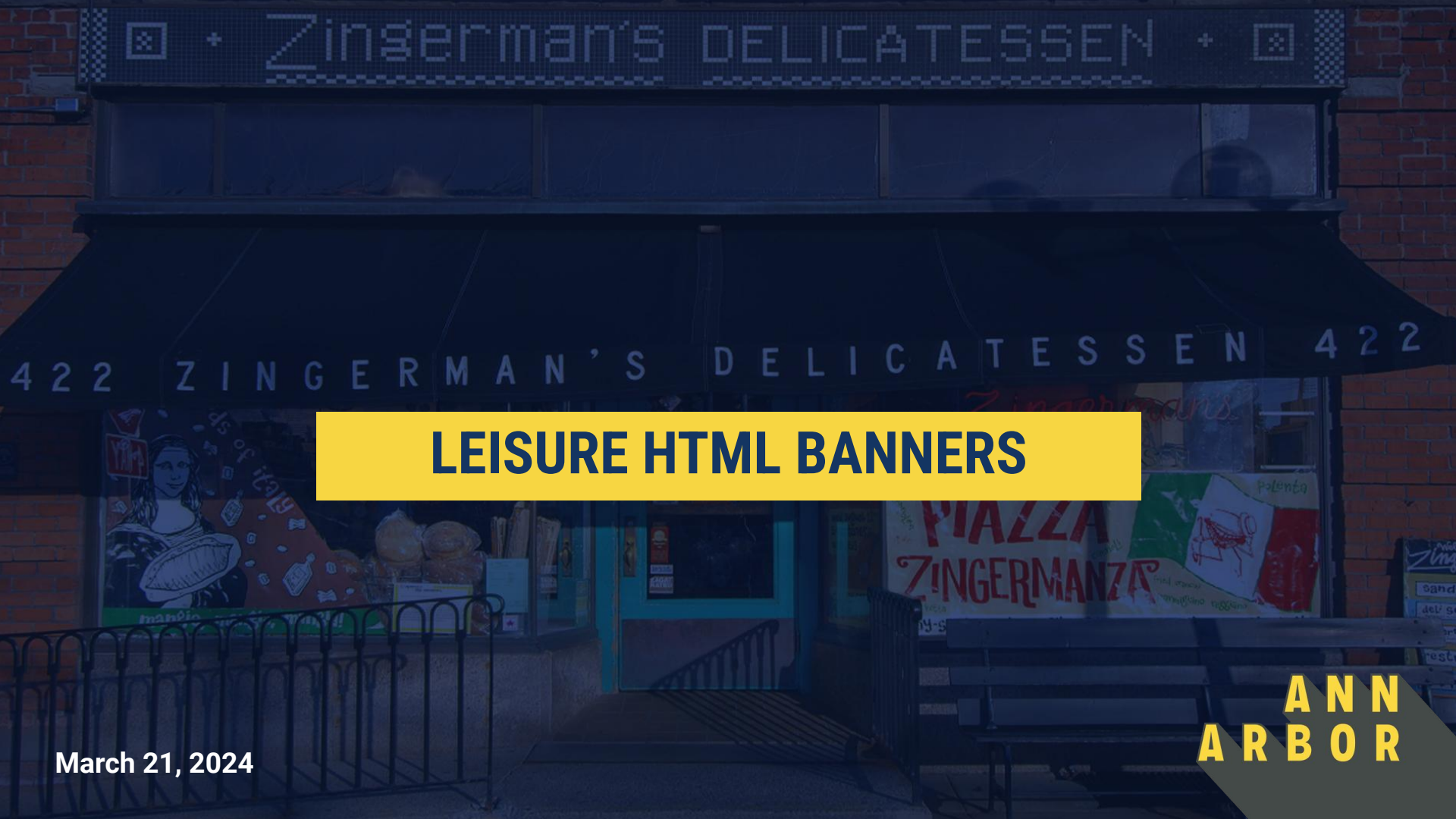
Frame 1



Frame 2



Frame 3



LEISURE HTML BANNERS

March 21, 2024

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ACTIVITIES



F1

The animation begins with an image of a bike on the screen. The biker's wheel will break through the frame for a dynamic effect. As the wheel emerges, vibrant colors gradually pop out from behind the main image one at a time.



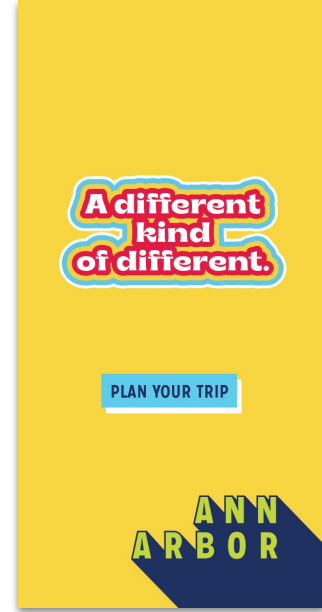
F2

The color flips to the A2 brand blue, and the same animation happens here after the woman's inner tube extends from the image borders. Once the inner tube starbursts pop on screen, the colors slide out from behind the image.



F3

The animation flips through the color transitions slat, mimicking a video effect. The starburst shapes gradually emerge one at a time, while the Ann Arbor logo slides in from the bottom right-hand corner into the frame. Simultaneously, the headline gently fades in.



F4

The animation quickly cuts to introduce the new headline as it smoothly fades in. Once the text settles into place, vibrant colors radiate outward from behind the white text to emphasize the branding. The starburst shape pops into the frame as a finale.



F1



F2



F3

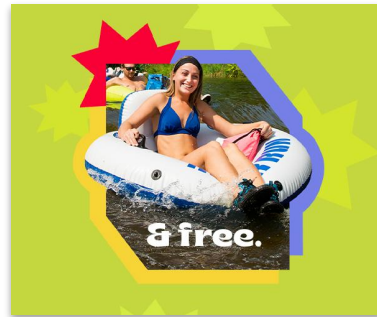


F4

HTML BANNER / Leisure Activities 300x250



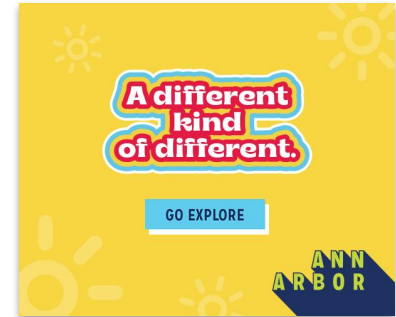
F1



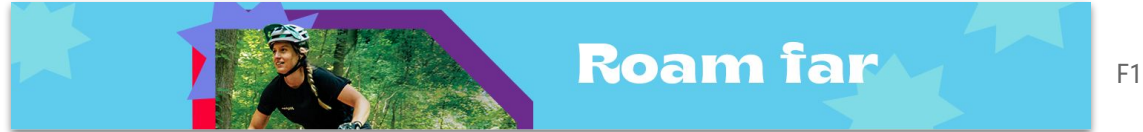
F2



F3



F4





F1



F2



F3



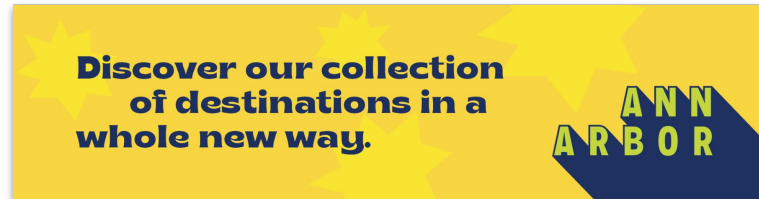
F4



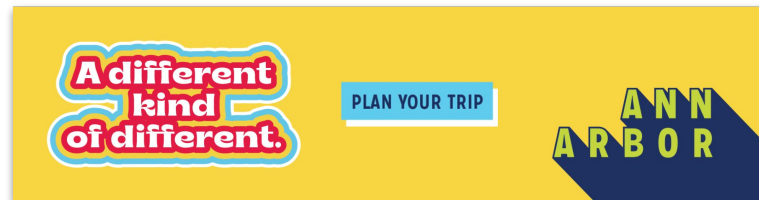
F1



F2



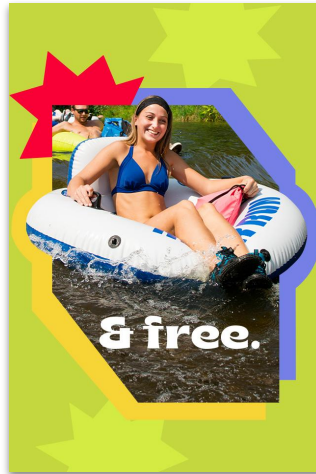
F3



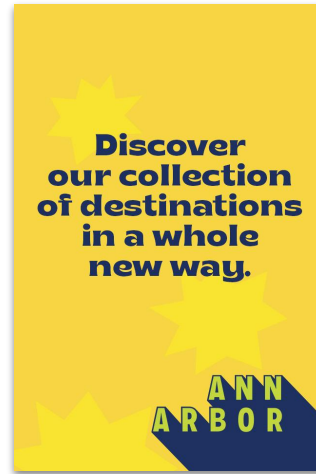
F4



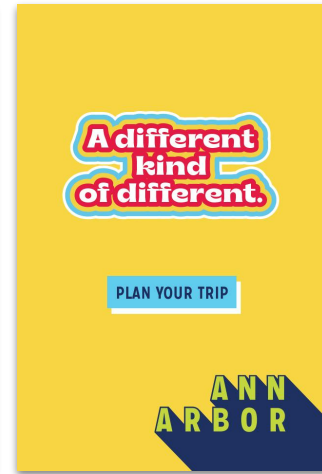
F1



F2



F3



F4

HTML BANNER / Leisure Activities 320x50 & 300x50 (mobile)

320x50



F1



F2



F3



F4

300x50



F1



F2



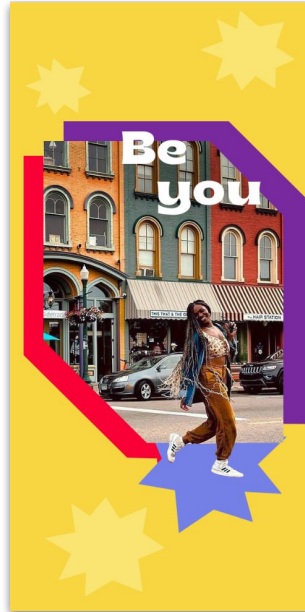
F3



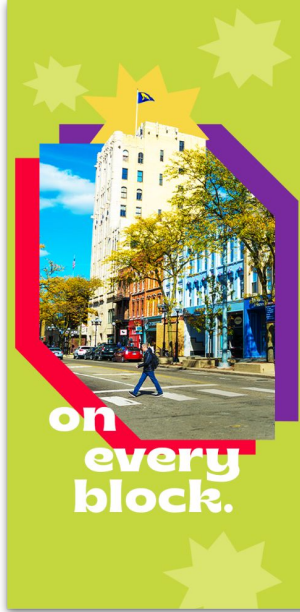
F4

DOWNTOWN

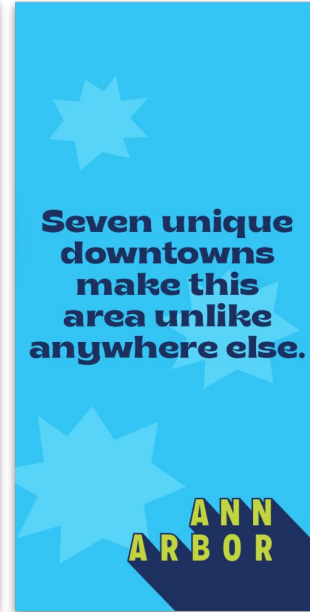
March 21, 2024



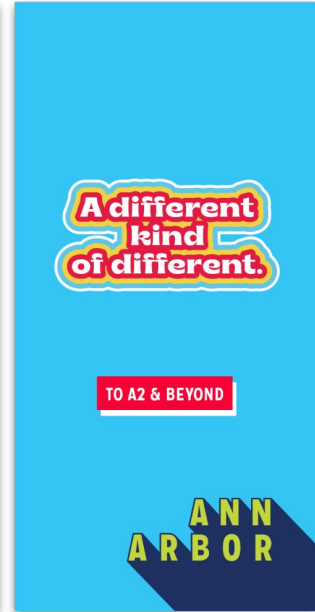
F1



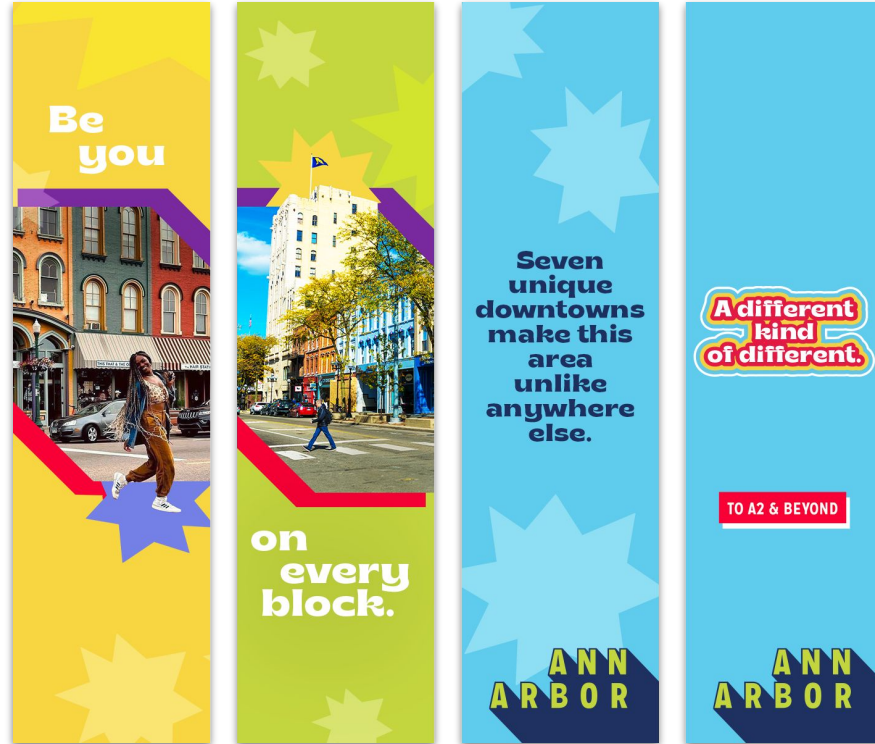
F2



F3



F4



F1

F2

F3

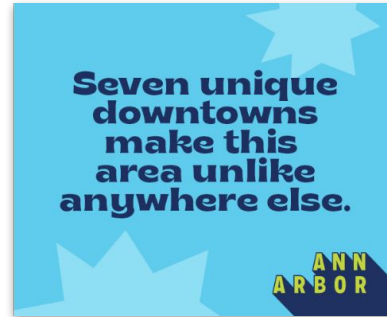
F4



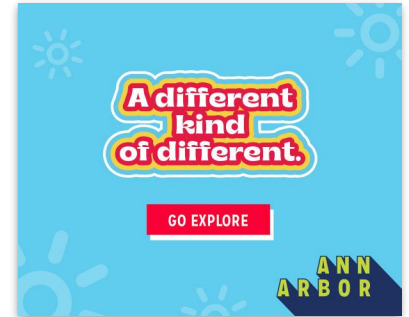
F1



F2



F3



F4

	Be you	F1
	on every block.	F2
Seven unique downtowns make this area unlike anywhere else.		F3
A different kind of different. TO A2 & BEYOND		F4



F1



F2

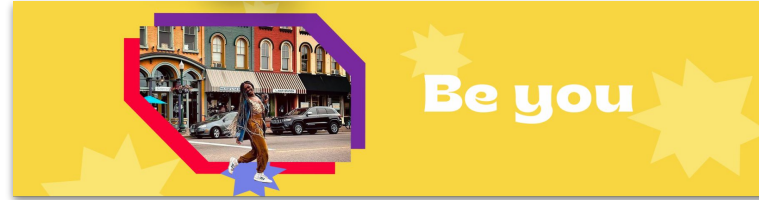


F3



F4

HTML BANNER / Downtown 970x250



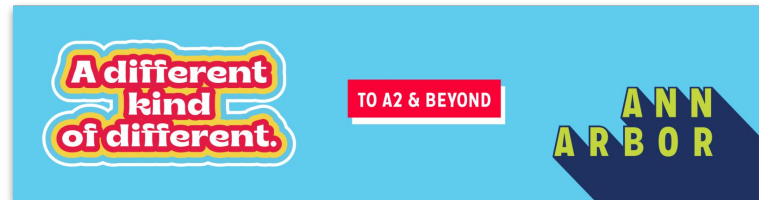
F1



F2



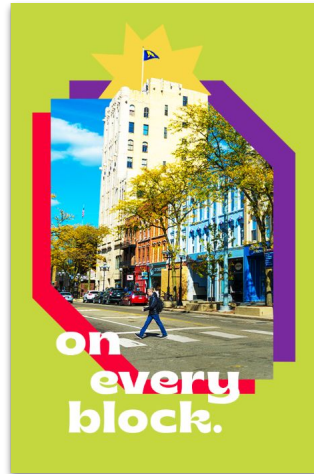
F3



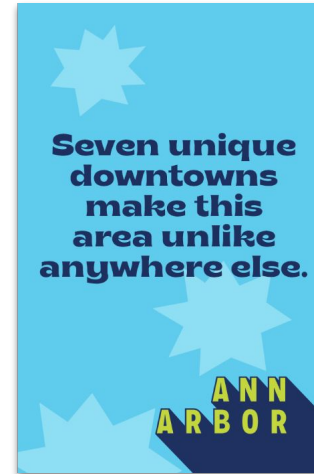
F4



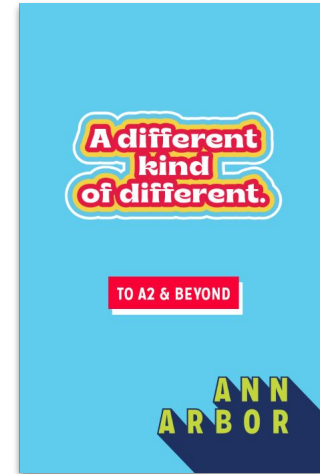
F1



F2



F3



F4

HTML BANNER / Downtown 320x50 & 300x50 (mobile)

320x50

**Be you on every block.**

**Seven unique
downtowns make**

**this area unlike
anywhere else.** **ANN
ARBOR**

**A different kind
of different.** **TO A2 & BEYOND** **ANN
ARBOR**

F1

F2

F3

F4

300x50

**Be you on every block.**

**Seven unique
downtowns make**

**this area unlike
anywhere else.** **ANN
ARBOR**

**A different kind
of different.** **TO A2 & BEYOND** **ANN
ARBOR**

F1

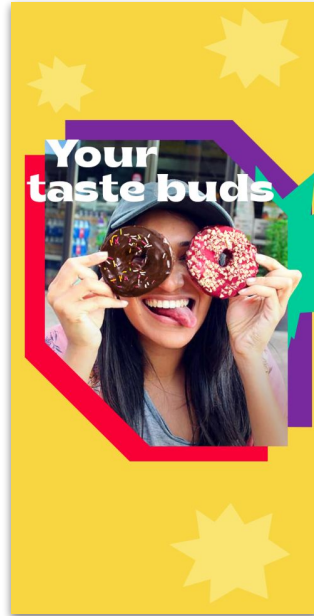
F2

F3

F4

DINING

March 21, 2024



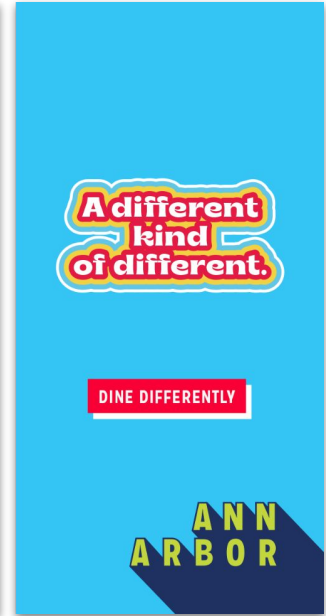
F1



F2



F3



F4



F1



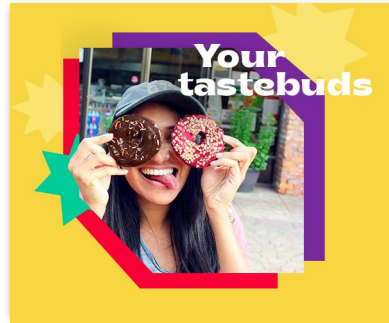
F2



F3



F4



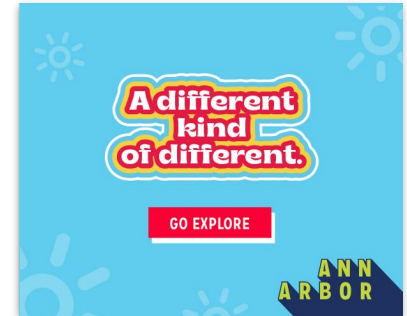
F1



F2



F3



F4



F1



F2



F3



F4



F1



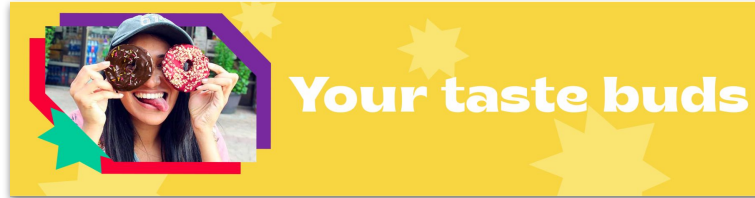
F2



F3



F4



F1



F2



F3



F4



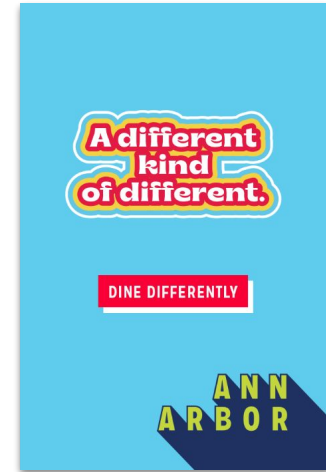
F1



F2



F3



F4

HTML BANNER / Dining 320x50 & 300x50 (mobile)

320x50



F1

F2

F3

F4

F5

300x50



F1

F2

F3

F4

F5



MYCODE

March 28, 2024

**ANN
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F1



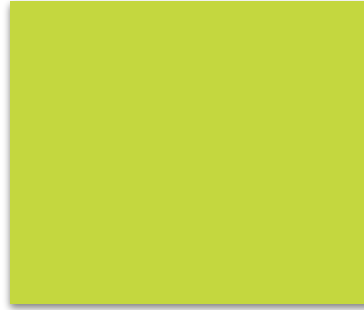
F2



F3



F4



—— F3 Transition
Flip color animation reference



F1



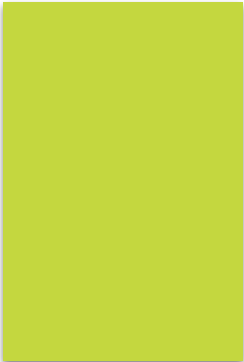
F2



F4



F5



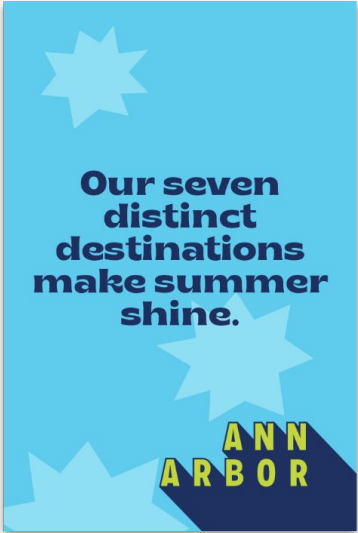
—— F3 Transition
Flip color animation reference



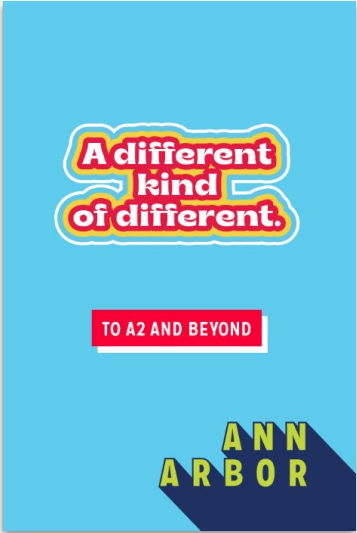
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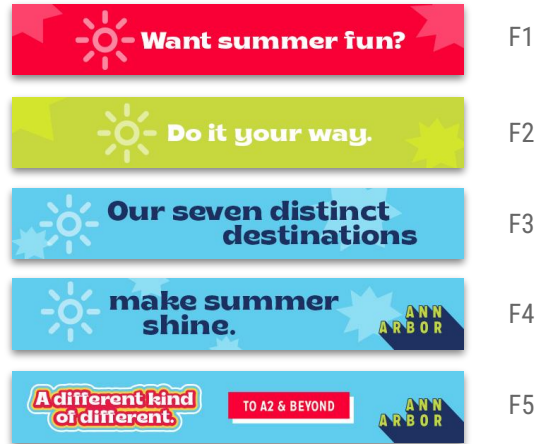
F2



F3



F4

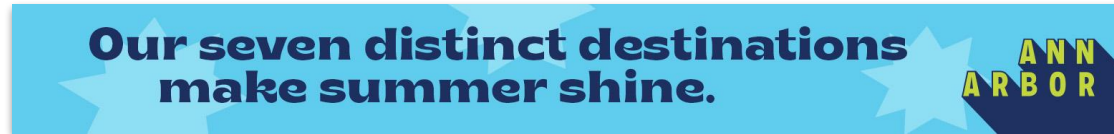




F1



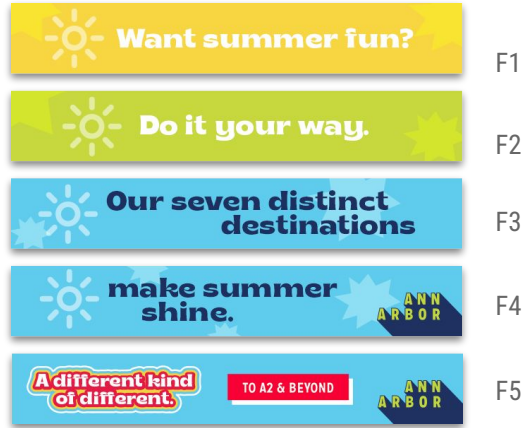
F2



F3



F4





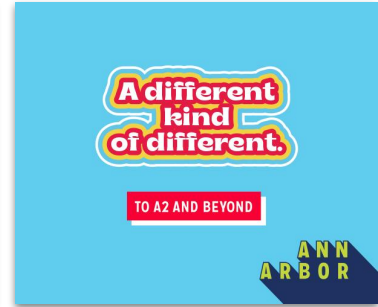
F1



F2



F3



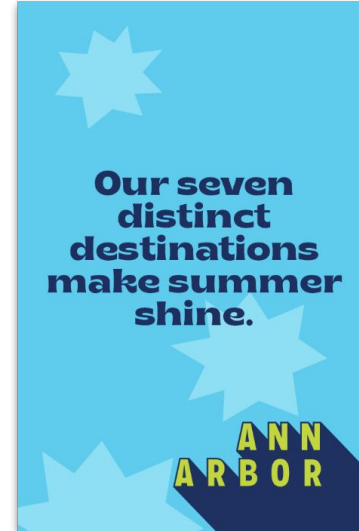
F4



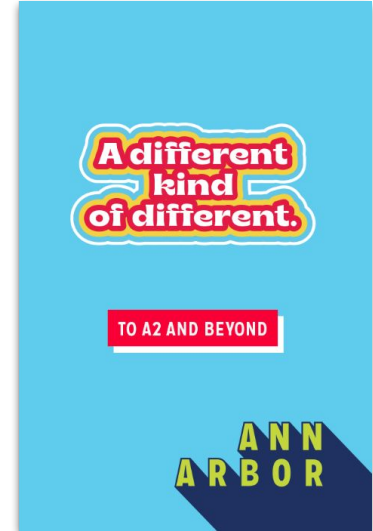
F1



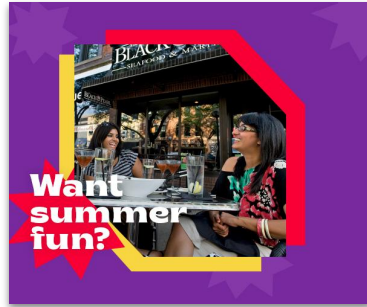
F2



F3



F4



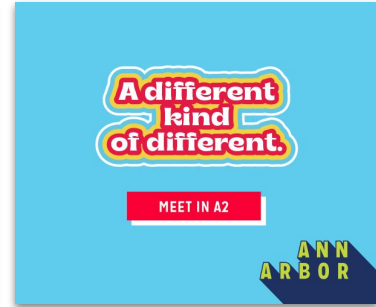
F1



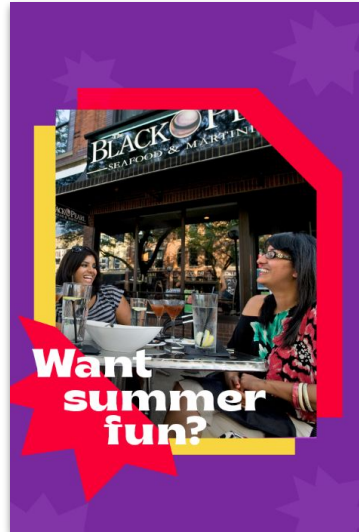
F2



F3



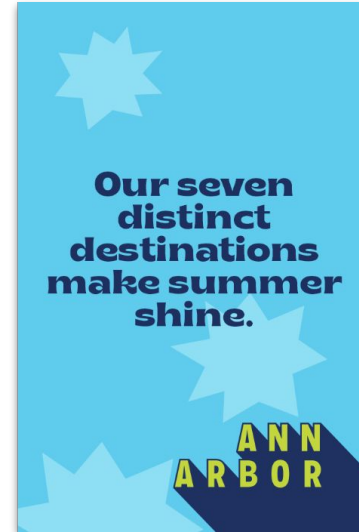
F4



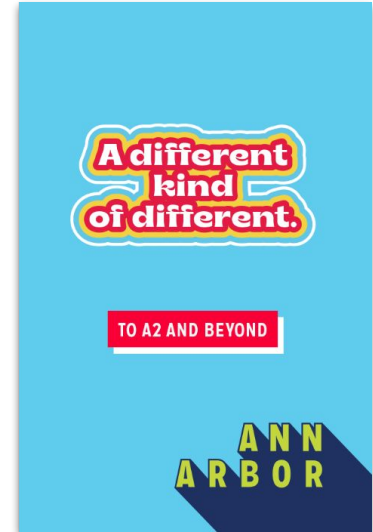
F1



F2



F3



F4



Want summer fun?

F1



Do it your way.

F2

**Our seven distinct destinations
make summer shine.**

**ANN
ARBOR**

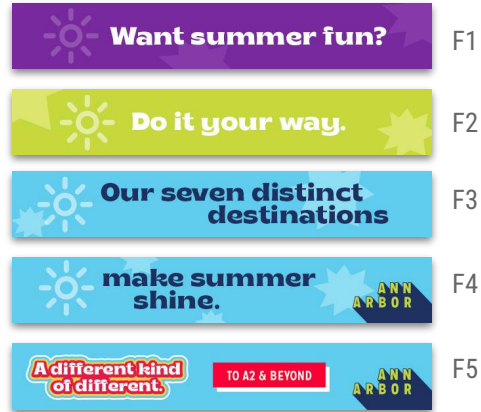
F3

**A different kind
of different.**

TO A2 AND BEYOND

**ANN
ARBOR**

F4





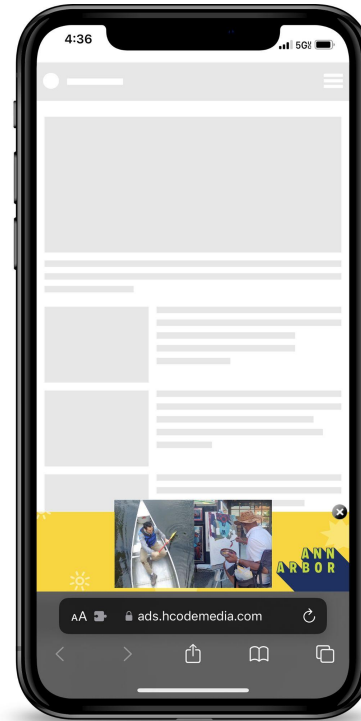
F1

Unit begins with borders flanking all sides of the screen.



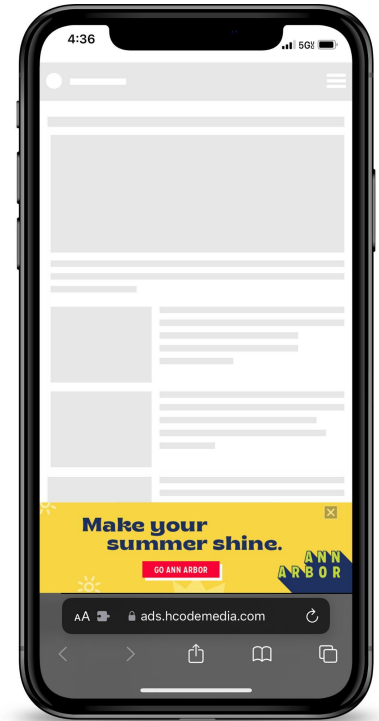
F2

As user scrolls or waits, borders begin to animate out toward screen edge.



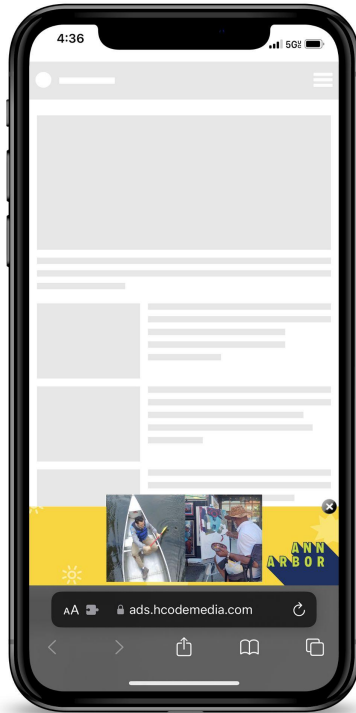
F3

Copy and CTA fade out.
Video player fades on.



F4

After video plays, copy and CTA fade back in.



*Video screenshot
in mockup*



[Link to view video](#)

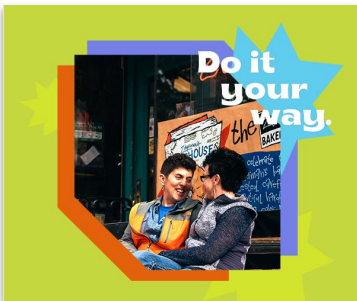


F1

The animation begins with purple background. The brand polygon begins to grow to reveal the image of the ladies. The shape grows quickly from nothing, directly in the center of color to reveal the entire window polygon as full size. Once the image hits the full size (shown in the deck), the top color block slide out from behind the image with the starburst slightly behind it.

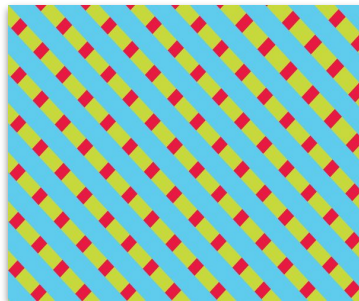
Then the yellow highlight slide out slightly behind the starburst.

Simultaneously, the headline 1 gently fades in. After a small pause, the window frame then shrinks back down.



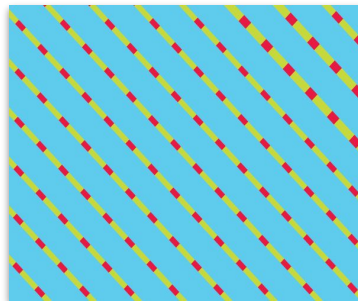
F2

The purple quickly cuts to the green background. Then the animation process begins once again to reveal image of the couple in the window. The brand shape grows from nothing in the center, to the full size shown in the deck. Then the color block slides out, then the starburst slides out from behind the image window. Simultaneously, the headline gently fades in.



F3.1

Then the color flip transition happens to change the background from green to blue.



F3.2



Then the starbursts pop into frame one at a time.

After a short pause, the Ann Arbor logo slides up from the bottom right-hand corner into the frame. Simultaneously, the headline gently fades in.



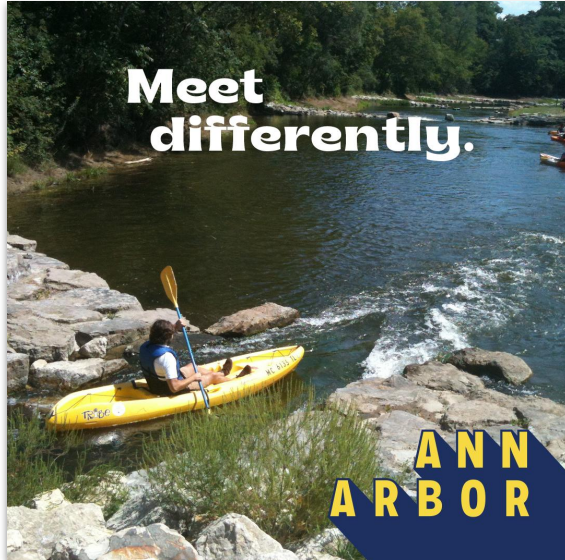
MEETINGS

Creative

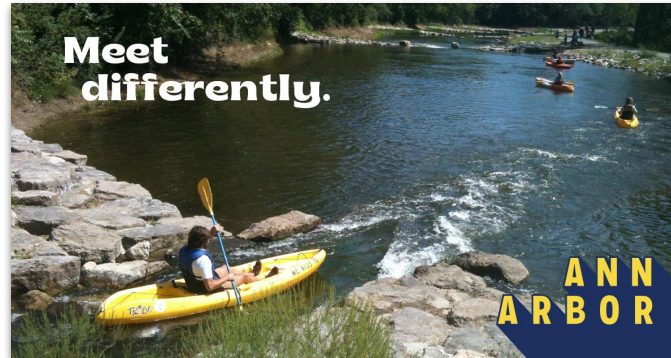
A young boy with dark hair, wearing a light-colored t-shirt and shorts, is sitting on a large, light-colored rock in a stream. He is looking down at the water. The background is dark and blurry, showing some dry branches. The overall tone is dark and moody.

NORTHSTAR SOCIAL ASSETS

**ANN
ARBOR**



1080x1080



1200x628

Body Text:

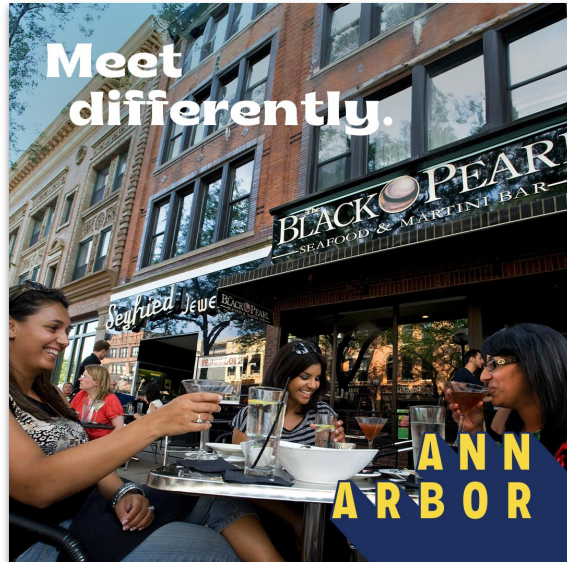
Don't just connect minds. Inspire them.
From cuisine and culture to outdoor adventure,
Ann Arbor makes meetings mean more.

Headline:

Meet in Ann Arbor

Link Description:

Plan Your Next Big Event



1080x1080



1200x628

Body Text:

Don't just connect minds. Inspire them.
From cuisine and culture to outdoor adventure,
Ann Arbor makes meetings mean more.

Headline:

Meet in Ann Arbor

Link Description:

Plan Your Next Big Event



1080x1080



1200x628

Body Text:

Don't just connect minds. Inspire them.
From cuisine and culture to outdoor adventure,
Ann Arbor makes meetings mean more.

Headline:

Meet in Ann Arbor

Link Description:

Plan Your Next Big Event



Zingerman's DELICATESSEN

422 ZINGERMANN'S DELICATESSEN 422

MME SPONSORED CONTENT AD

**ANN
ARBOR**

SPONSORED CONTENT AD IMAGES / Please select 4



1



2



3



4

SPONSORED CONTENT COPY

TITLE|

Ann Arbor: A Different Way to Meet

BODY|

Planning a memorable meeting demands a fresh approach – and in Ann Arbor, we're all about doing things differently. The best connections don't just happen during the workday; they happen in places built to spark curiosity – whether that's around the dinner table or out on the trail. Across all seven destinations in the Ann Arbor area, visitors find the inspiration they need to bring out their brightest ideas.

There's a reason Destination Ann Arbor was named one of the best Mid-American DMOs by Meetings Today in both 2022 and 2023 – and it all starts with our outstanding facilities. The area features over 150 meeting spaces, ranging from intimate venues to The Big House, home to the 2024 college football national champions: the University of Michigan Wolverines. And with more than 5,000 guest rooms, we have space for any kind of event.

When work is wrapping up, the day has only just begun. Your attendees can stop by one of the 400-plus restaurants, pubs and breweries that dot the Ann Arbor area. Whether your attendees are thirsty for a locally brewed pint, ready to fill up on classic American fare or have a taste for diverse fusion cuisine, they'll find plenty of places to keep the conversation going.

Perhaps the most famous Ann Arbor eatery is Zingerman's Deli. Since opening in 1982, this internationally known sandwich shop has branched out into new dining concepts, including a bakery, coffee shop and creamery. Their newest restaurant is called Miss Kim, where you'll find Korean dishes rooted in tradition and prepared with only the freshest Michigan produce.

As a college town, Ann Arbor's youthful energy fuels the area's one-of-a-kind culture. The area is home to several art exhibitions, including the Jean Paul Slusser Gallery and the University of Michigan Museum of Art, known locally as the UMMA. The State Theater and Michigan Theater are pillars of the performing arts scene, bringing the best in concerts, plays and more to downtown Ann Arbor.

No trip to Ann Arbor is complete without spending time in the great outdoors. From exploring the Border to Border Trail to floating along the Huron River, our sights have to be experienced to be believed. Your attendees will find new levels of inspiration from taking in the fresh air around Washtenaw County – whether they prefer to hike, ride, paddle or play a round of golf.

Your attendees can do it all, and our expert planning team makes creating your next big event easy. They'll assist you in finding the perfect location, arranging transportation, planning networking opportunities and post-meeting activities, selecting catering options and more.

Start planning an event to remember. Call 800-888-9487, email asn@annarbor.org or visit annarbor.org/meetings.



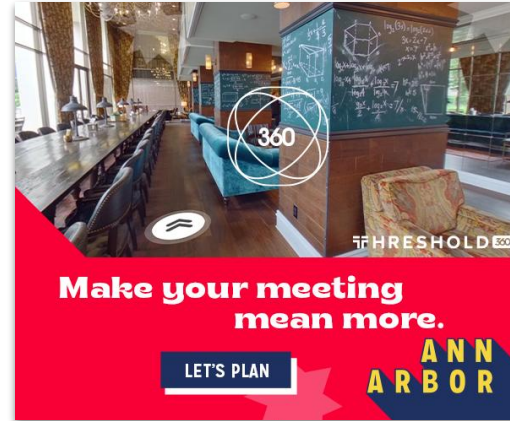
THRESHOLD 360

**ANN
ARBOR**

THRESHOLD 360 / Video Layout for A/B Testing Option 2

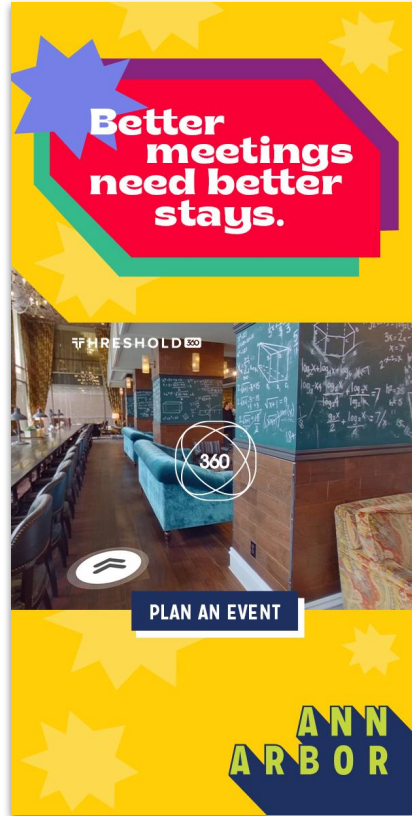


300x600

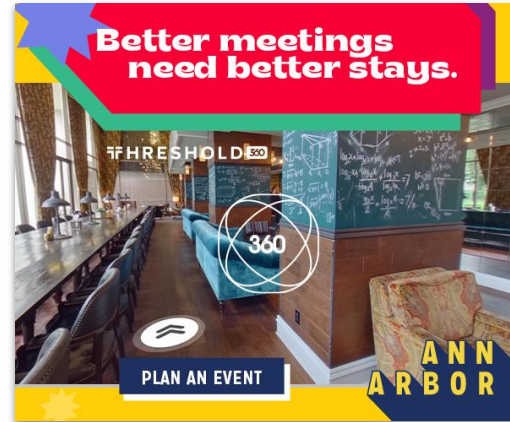


300x250

Not chosen by client.



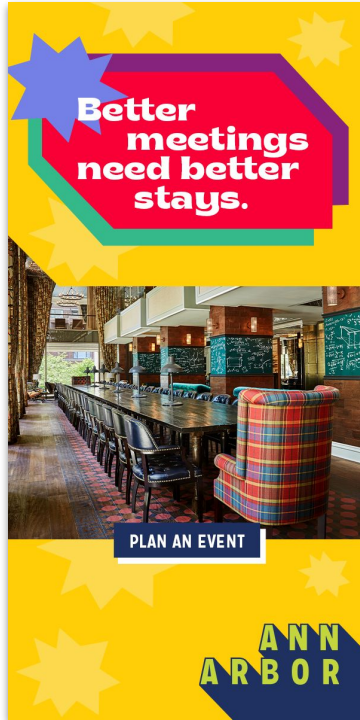
300x600



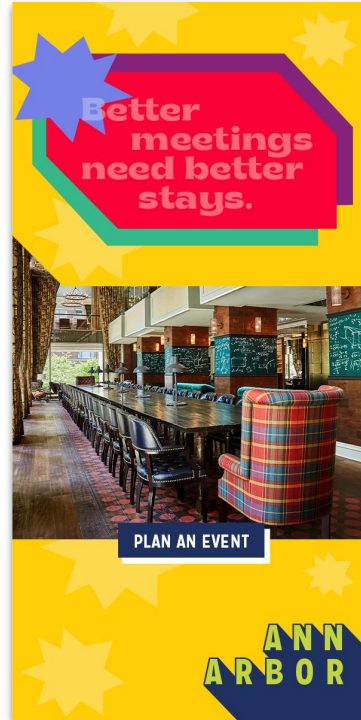
300x250

HTML Banner / Static Image Layout for A/B Testing Option 1

300x600

Not chosen by
client

F1



F2



F3

HTML Banner / Static Image Layout for A/B Testing Option 1

Not chosen by
client

300x250



F1



F2



F3

HTML Banner / Static Image Layout for A/B Testing Option 2

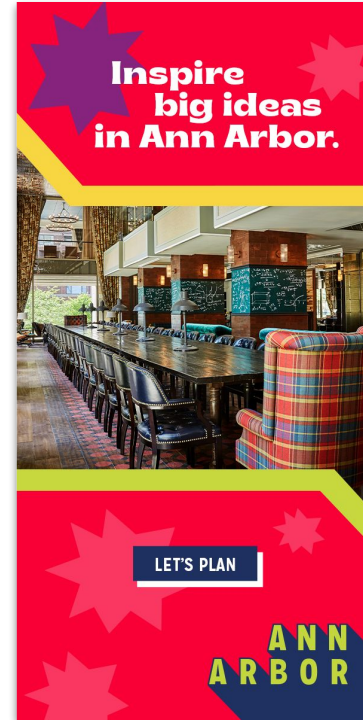
300x600



F1



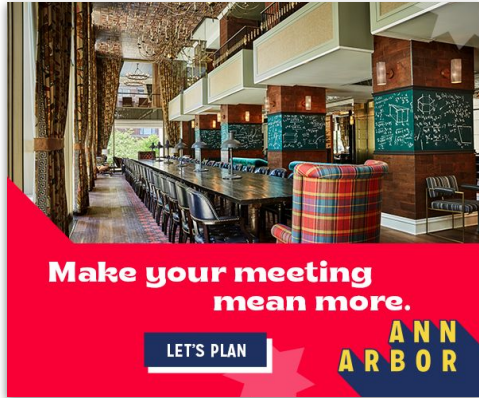
F2



F3

HTML Banner / Static Image Layout for A/B Testing Option 2

300x250



F1



F2



F3

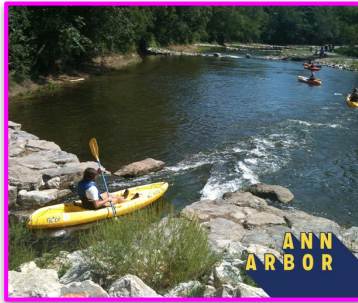


MM&E Newsletter

**ANN
ARBOR**

MM&E NEWSLETTER STATIC BANNER / Revised Options (Please Select One)

300x250



Meet differently.

In the Ann Arbor area, great minds don't just meet in the conference room – they connect across the streets and trails of Washtenaw County. Discover all the places to bring people together, from diverse, delicious restaurants to the waterways and green spaces that make our seven distinct destinations shine.

A person with long dreadlocks and a lightning bolt graphic on their shirt is running across a street. In the background, there is a row of shops with awnings. The shops are labeled "Sidetrack", "THIS THAT & THE O", and "The HAIR STATION". A black SUV is parked on the street. The image has a blue tint and a yellow banner across the middle.

MME PRINT AD

**ANN
ARBOR**

MME MEETING AD

HEADLINE:

You're a team of originals.
So are we.

COPY:

Different perspectives inspire richer ideas. Our seven communities give you the room to ideate, create – and celebrate a meeting well done. Come together in a place that offers a **different kind of different.**



Aventura Restaurant

Different perspectives inspire richer ideas. Our seven communities give you the room to ideate, create – and celebrate a meeting well done. Come together in a place that offers a **different kind of different.**



START AT ANNARBOR.ORG

ANN
ARBOR

An aerial view of a football stadium at night, filled with a large crowd. The field is illuminated, and fireworks are exploding in the sky above the stands. The word "MICHIGAN" is visible on the field's end zones.

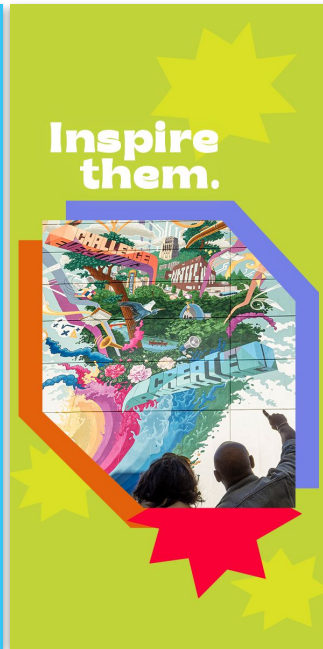
MEETING HTML BANNERS

March 21, 2024

ANN
ARBOR



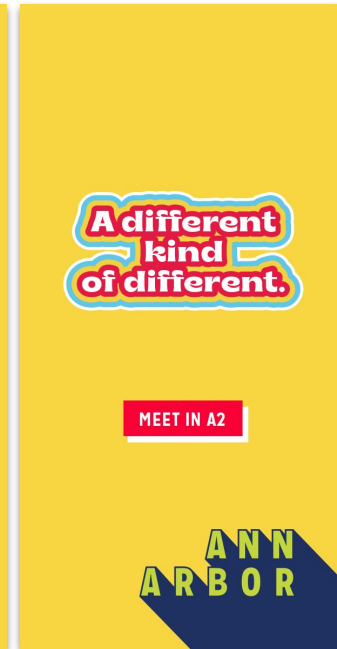
F1



F2



F3



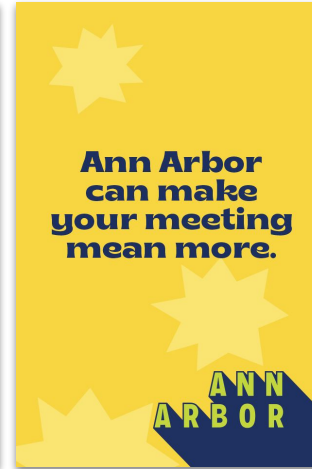
F4



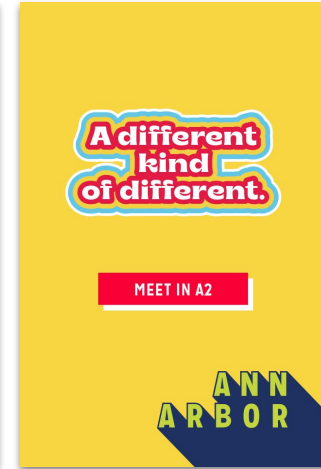
F1



F2



F3



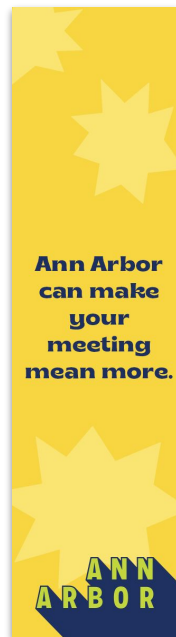
F4



F1



F2



F3



F4



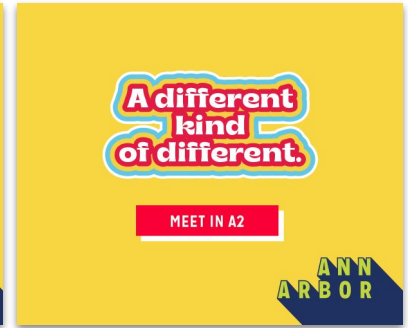
F1



F2



F3



F4



F1



F2



F3



F4



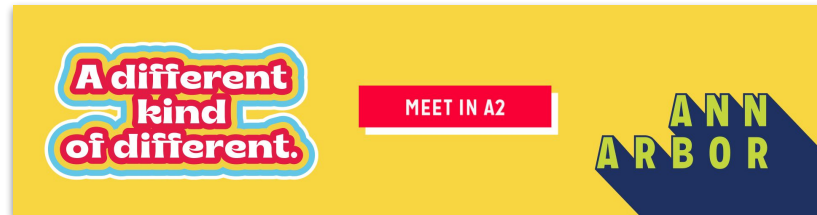
F1



F2



F3



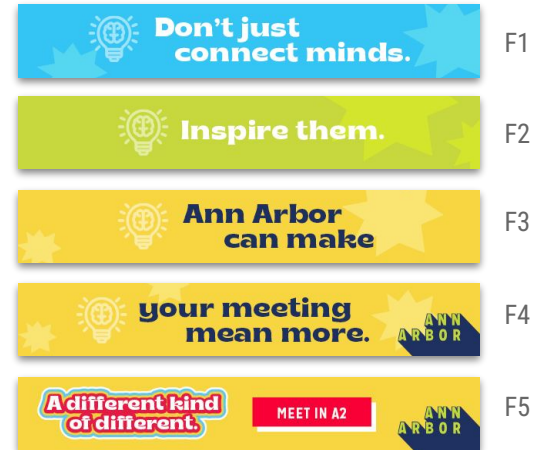
F4

HTML BANNER /mobile sizes

320x50



300x50





MEETING STATIC BANNERS

March 21, 2024

STATIC BANNERS / 3 Versions



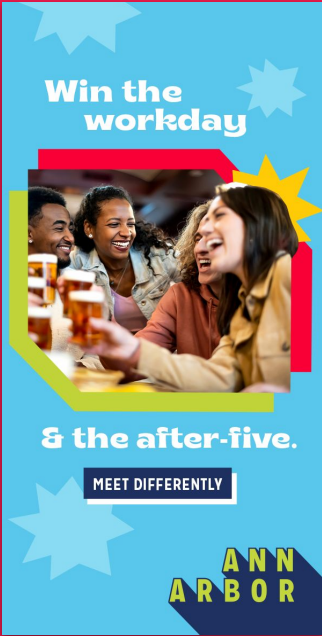
Version 2

***Note: this is a stock image*



Version 3

***Note: this is a stock image.*



Version 4

STATIC BANNERS



300x600



580x150



300x250



320x100

STATIC BANNERS



300x600



580x150

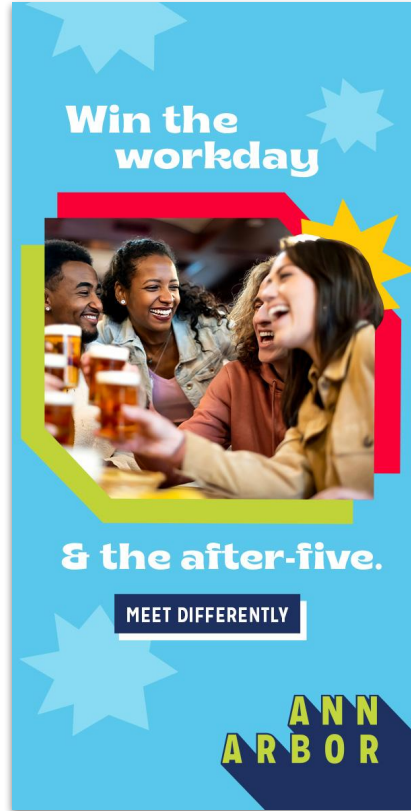


300x250



320x100

STATIC BANNERS



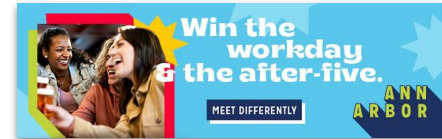
300x600



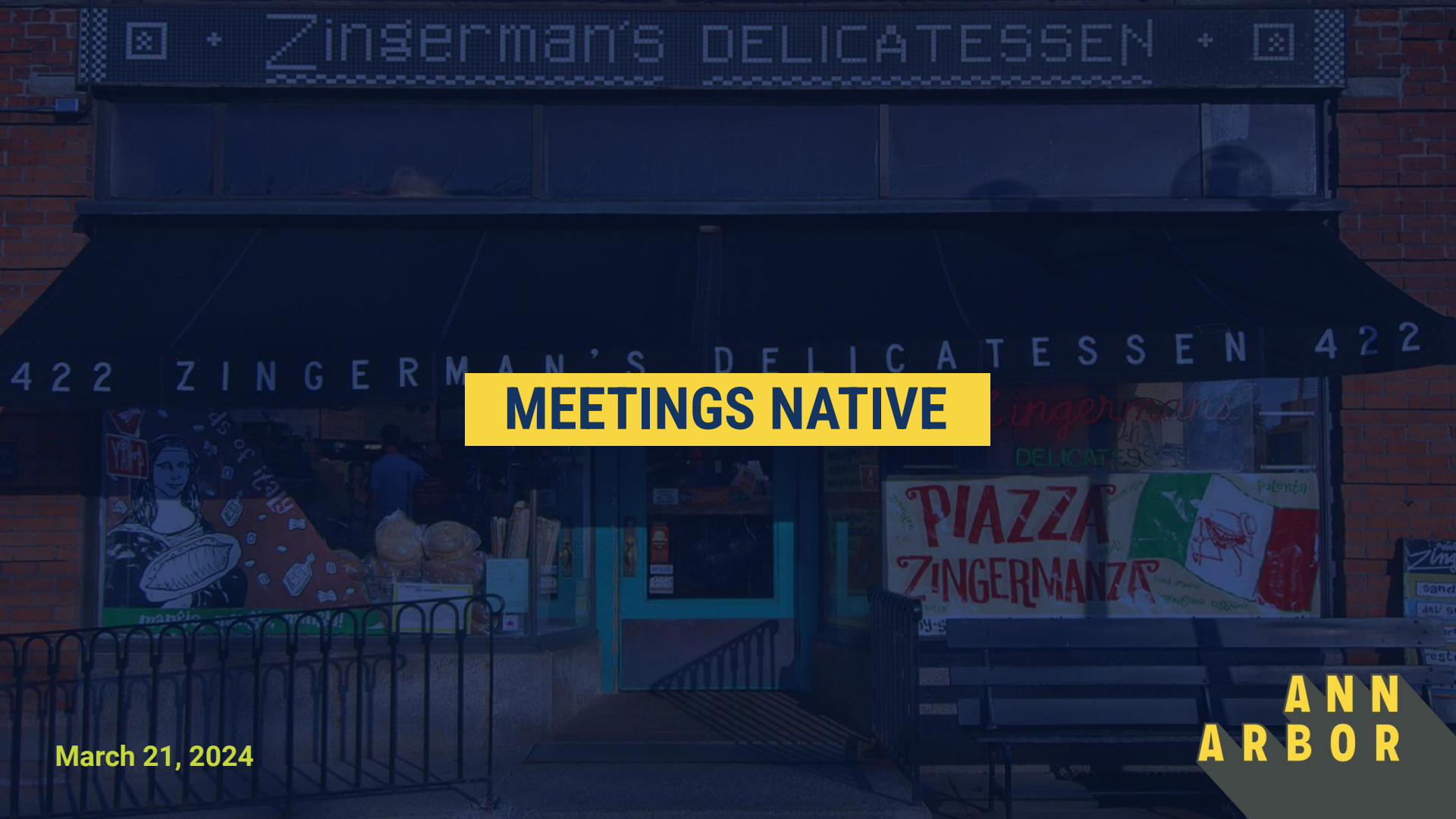
580x150



300x250



320x100



MEETINGS NATIVE

March 21, 2024

ANN
ARBOR



627x627



1200x627

Headline:

Meet Differently in A2

Description:

Ann Arbor is your break from basic meetings. Shop, dine and explore our walkable downtown.

CTA:

Start Planning

Zingerman's DELICATESSEN

422 ZINGERMANN'S DELICATESSEN 422

MEETING EMAIL





Meet Differently in Ann Arbor

**Want to plan a more productive event?
Here's our advice: break out of the box.**

Don't get us wrong. We've got great boardrooms and conference centers. But we believe the best connections happen when attendees really get to know each other, whether it's around the dinner table or out exploring nature.

Come see how we do it in the Ann Arbor area. From our [hiking trails](#) to the [perfect spots to grab a midday mocktail](#), we're all about creating different spaces to truly connect.

LINK UP IN A2

[f](#) [d](#) [p](#) [i](#) [in](#)

A different kind of different.

BRIDAL

Creative



BRIDAL GUIDE DISPLAY

March 21, 2024

ANN
ARBOR

HTML BANNER / Bridal Guide

300x250



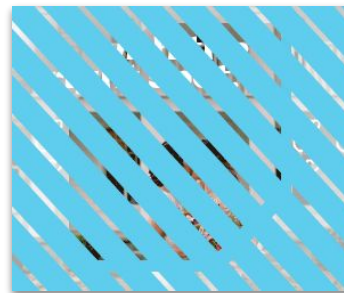
F1

The animation begins with an image of the couple on the screen. White opaque grows to shown size, hearts animate on, and color block grows out from opaque. Simultaneously, the headline gently fades in. Shrink down again to move to F2.

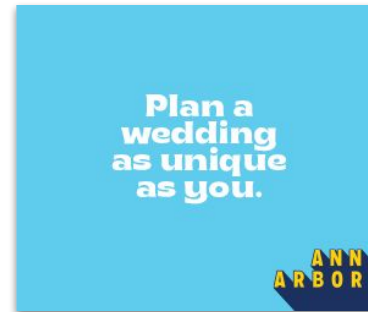


F2

The animation begins with an image of the couple on the screen. White opaque grows to shown size, hearts animate on, and color block grows out from opaque. Simultaneously, the headline gently fades in.



———— Flip color animation reference



F3

The animation flips through the color transitions, mimicking a video effect.

The starburst shapes gradually emerge, one at a time, while the Ann Arbor logo slides up from the bottom right-hand corner into the frame. It moves into positions higher than the final logo position. Simultaneously, the headline gently fades in.



F4

The animation quickly cuts to introduce the new headline as it smoothly fades in. Once the text settles into place, vibrant colors radiate outward from behind the white text to emphasize the branding. The CTA pops in last slightly after the headline starts to fade in. (.25 seconds after the headline begins to fade in)

HTML BANNER / Bridal Guide

Mobile 320x50



F1



F2



F3



F4

Heart icon pulses. Headlines fade in and out from each frame.



BRIDAL GUIDE
SOCIAL IMAGE ASSETS

SOCIAL 2 SIZES / Image Option 1

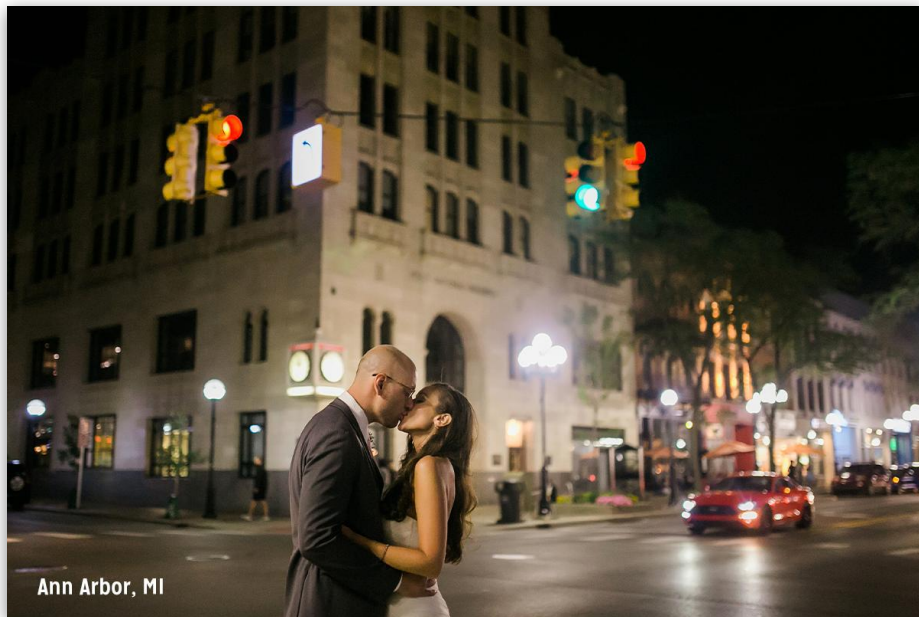


1200x800



1080x1350

SOCIAL 2 SIZES / Image Option 5



1200x800



1080x1350

SOCIAL 2 SIZES / Image Option 6



Chelsea, MI

1200x800

SOCIAL PACKAGE - 250-300 characters

Description:

Ready for a different kind of wedding? The seven destinations in the Ann Arbor area offer everything you need for a ceremony as unique as your love. Discover venues that range from rustic to urban chic – then start planning with the help of the Ann Arbor weddings team.

<https://www.annarbor.org/meetings/weddings>

BOOSTED SOCIAL PACKAGE - 150 characters max

Description:

On your special day, say "I do" in a place that does things differently. Ann Arbor is made for unique nuptials.

<https://www.annarbor.org/meetings/weddings/>

Zingerman's DELICATESSEN

422 ZINGERMANN'S DELICATESSEN 422

BRIDAL NATIVE

Zingerman's
DELICATESSEN

PIAZZA
ZINGERMANZA

Polenta



1200x800

Headline:

Tie the knot in the right spot.

Description:

Choose Ann Arbor for a wedding as unique as your love. Whether you prefer classical elegance or rustic charm, there's a venue just for you.



1200x800

Headline:

We do weddings differently.

Description:

Your love is unlike any other. Your wedding should be, too. Discover the wealth of venues, vendors and experiences across our seven inclusive destinations.

The background image shows the exterior of Zingerman's Delicatessen at night. The building has a brick facade and a dark awning. Above the awning, the name 'Zingerman's DELICATESSEN' is displayed in a light-colored, pixelated font, flanked by small square icons. Below the awning, the address '422 ZINGERMANS DELICATESSEN 422' is visible. The entrance features a bright blue door and a set of stairs. To the left of the entrance, there is a large mural of a woman holding a bowl, with the text 'Piazza Zingermanza' and 'Polenta' visible. To the right, there is a mural of a red and white striped flag with the text 'Piazza Zingermanza' and 'Polenta'. A black metal fence runs along the sidewalk in front of the entrance. A yellow rectangular box is overlaid on the center of the image, containing the text 'BRIDAL GUIDE SPONSORED CONTENT'. In the bottom left corner, the date 'March 21, 2024' is displayed. In the bottom right corner, the logo 'ANN ARBOR' is displayed in a stylized font.

BRIDAL GUIDE SPONSORED CONTENT

March 21, 2024

ANN
ARBOR

Do Your Wedding Differently in Ann Arbor

Create a wedding that reflects your unique love story. Whether your vision includes a big event with your whole circle or an intimate celebration for just a few, Ann Arbor's one-of-a-kind venues offer the right setting.

Break out of the traditional ballroom scene and find a place that perfectly matches your vibe – artsy, dreamy, rustic or elegant, it's all within easy reach. Picture an open-air ceremony with a 19th-century farmhouse and a classic red barn as your backdrop. Or imagine shouting “let's go Blue!” after you say “I do” when you host your event on the field at The Big House.

When you choose greater Ann Arbor for this milestone moment, you're not just getting access to one vibrant city; you're at the doorstep of a diverse collection of towns, villages and cities – Ypsilanti, Milan, Saline, Manchester, Chelsea and Dexter. Plan a rehearsal dinner in an award-winning restaurant and celebrate at your leisure in a craft brewery. Beyond the big events, soak up the magic of these friendly communities as you explore with your loved ones by your side, from morning coffee in a charming café to a day of discovery at hands-on museums and wide-open parks.

In the greater Ann Arbor area, diverse communities and a naturally welcoming culture invite you to celebrate in a style that's meaningful to you. Reach out to learn more.

A Wedding That's As Unique As You

Why stick with the same old wedding traditions when you could let your personality shine? Welcome to greater Ann Arbor, where self-expression isn't just allowed – it's our way of life.

With a collection of communities at the doorstep of Ann Arbor proper, your perfect venue most certainly exists. Get inspired by the bucolic backdrop of Zingerman's Cornman Farms in Dexter, an award-winning 27-acre farm complete with a picture-perfect red barn and historical farmhouse. Here, you can anticipate a charmingly rustic setting for small weddings, an inviting atmosphere for LGBTQ+ couples and a commitment to true farm-to-table dining.

Find a similarly scenic environment at Robin Hills Farm, a 129-acre landscape just outside of Chelsea. Perfect for sustainable and eco-friendly weddings, this working farm has two event spaces – the Glasshouse and the Pasture Barn – that you can customize to your taste. Design your robust, farm-inspired reception menu from the Nest Cocktail Bar & Kitchen.

When you're in the home of the Wolverines, you have a once-in-a-lifetime chance to go big and go blue. Say "I do" under a floral canopy on the field at The Big House.

Or keep it simple at the landmark Stone Chalet, where spaces include a charming gazebo and formal halls. At The Collins Off Main in Chelsea, you never have to step foot off the property; the venue accommodates your whole wedding party and invites you to enjoy your first night of wedded bliss in a suite just above the reception space.

With a variety of venues and vendors available throughout greater Ann Arbor, you can plan the wedding of your dreams – and maybe even come up with some fresh ideas that are new to you. Find your inspiration and reach out to us to learn more.

SPONSORED CONTENT / Image Selection



Zingerman's DELICATESSEN

422 ZINGERMANN'S DELICATESSEN 422

BRIDAL EBLAST

Zingerman's
DELICATESSEN

PIAZZA
ZINGERMANZA

Polenta

ANN
ARBOR

Tie the
knot in the
right spot.



**Your love is special.
Your wedding should be, too.**

The Ann Arbor area has the perfect space for any type of ceremony – from rural rustic chic to upscale downtown experiences. Whether you're after the ideal venue or looking for event vendor options, our wedding planning team is here to help every step of the way.

START PLANNING



A different kind of different.

An aerial view of a football stadium at night. The field is illuminated, and the word "MICHIGAN" is visible on the end zones. Large plumes of white smoke or steam are rising from the field, creating a dramatic effect. The stands are filled with spectators, and the sky is dark with some clouds.

NFL

Creative

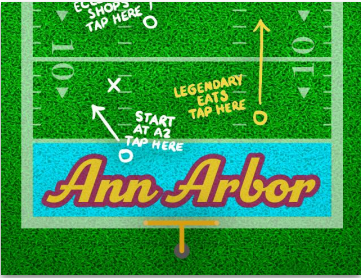


NFL PRE-DRAFT MOBILEFUSE UNIT

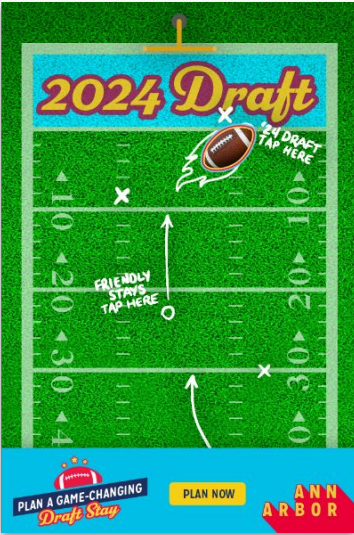
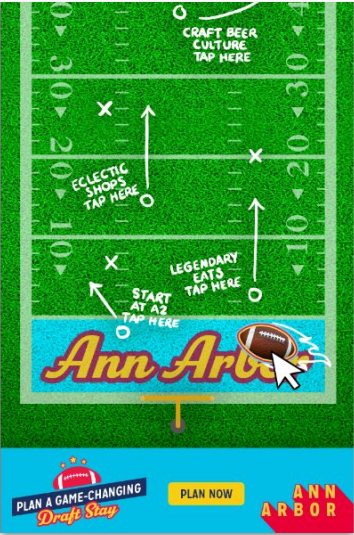
**ANN
ARBOR**

MOBILEFUSE RICH MEDIA PRE-DRAFT

Pre-expanded display



Hover State



MOBILEFUSE RICH MEDIA PRE-DRAFT / Pop Ups

Legendary Eats

Historic. Award-winning. Crazy delicious. That's the class of dining you'll find in Ann Arbor - exemplified by Zingerman's Deli, a local favorite slingin' sandwiches since 1982.



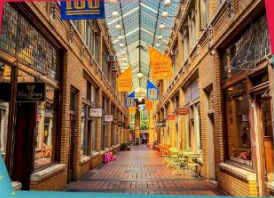
PLAN A GAME-CHANGING Draft Stay

PLAN NOW

ANN ARBOR

Eclectic Shops

From farmers' markets to Nickels Arcade - a covered shopping district that boasts over a century of history - Ann Arbor has no shortage of cool places to spend your coin.



PLAN A GAME-CHANGING Draft Stay

PLAN NOW

ANN ARBOR

Craft Beer Culture

Tap into a different level of flavor with our massive selection of microbreweries - including HOMES Brewery and Grizzly Peak Brewing Company.



PLAN A GAME-CHANGING Draft Stay

PLAN NOW

ANN ARBOR

The Big House

Stay near the stadium that hosted some of this year's top prospects. Football feels bigger in college - and it doesn't get any bigger than this.



PLAN A GAME-CHANGING Draft Stay

PLAN NOW

ANN ARBOR

Stay a While

Fancy downtown hotels. Quirky bed and breakfasts. We've got the place to take your draft game plan to the next level.



PLAN A GAME-CHANGING Draft Stay

PLAN NOW

ANN ARBOR



EXPEDIA NATIVE & LANDING PAGE

March 7, 2024

ANN
ARBOR

Approved, collect

 [More travel](#) 

[Get the app](#) [English](#) [List your property](#) [Support](#) [Trips](#)  [Sign in](#)

Search Ann Arbor

Stays

Flights

Packages

1 room, 2 travelers 

Going to

Ann Arbor

 Check-in

Jun 29

 Check-out

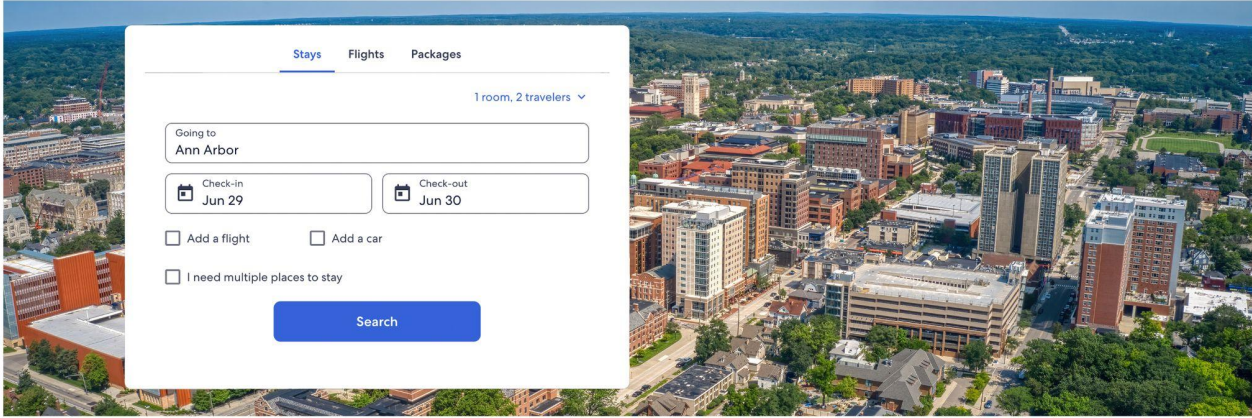
Jun 30

☐ Add a flight

☐ Add a car

☐ I need multiple places to stay

Search



Sponsored content by Ann Arbor



Approved, collect

In Ann Arbor, our different runs deep

Together, Ann Arbor and its six surrounding destinations allow you to craft experiences unlike anywhere else.



Add More Flavor

When it comes to dining in the Ann Arbor area, different is the order of the day. Satisfy your cravings at hundreds of eateries serving food from all over the globe – then wash it down with a craft beer at our renowned microbreweries.

[Dig In](#)



Know No Limits

In the nature of Washtenaw County, outdoor fun knows no bounds. Hike or bike along the Border to Border Trail and Huron River Trail – or paddle your way through our inland lakes and waterways. Whatever you like to do, the greater Ann Arbor area has the perfect place to do it.

[Get Outside](#)



Celebrate the Bold

Immerse yourself in our seven distinct communities – places where artists are forever challenging, forever creating, forever new. From world-class museums like the University of Michigan Museum of Art to Chelsea's electrifying Purple Rose Theater, our creativity simply can't be contained.

[Be Amazed](#)

EXPEDIA PRE-DRAFT / Destination Gallery

Headline:

In Ann Arbor, our different runs deep

Copy:

Ann Arbor and its six surrounding destinations allow you to craft experiences unlike anywhere else.



100x50 Primary Logo Color & White PNG

*NOTE: Must be the same images as Marquee & Landing Page images

Approved, collect

Image crop 1



Headline:

In Ann Arbor, our different runs deep

Description:

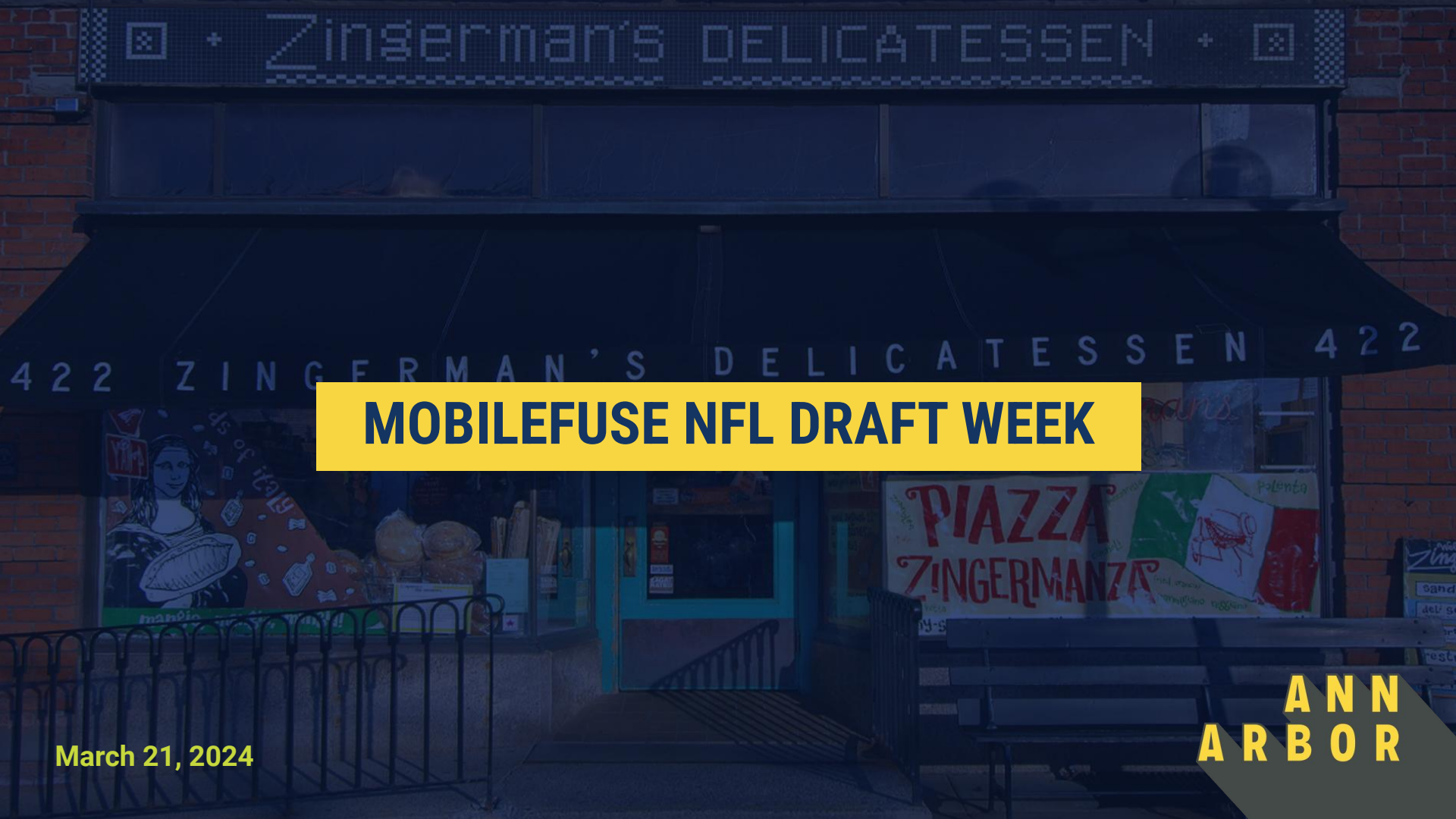
Ann Arbor and its surrounding destinations allow you to craft experiences unlike anywhere else.



Image crop 2



100x50 Primary Logo in color & White PNGs



Zingerman's DELICATESSEN

422 ZINGERMANN'S DELICATESSEN 422

MOBILEFUSE NFL DRAFT WEEK

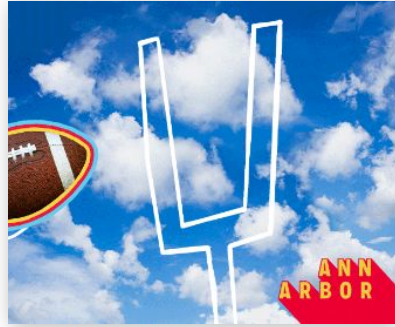
March 21, 2024

**ANN
ARBOR**

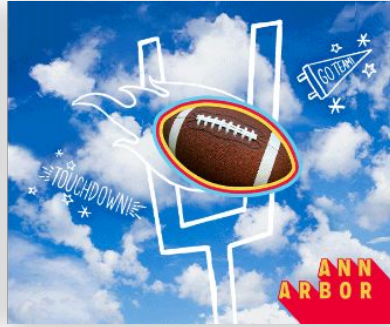
DRAFT WEEK HTML BANNER / 320x50



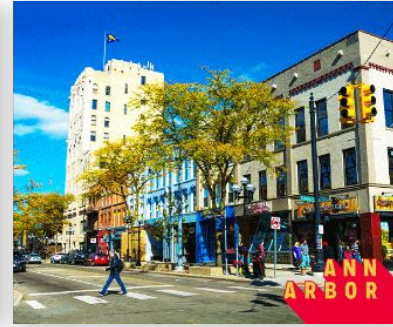
DRAFT WEEK HTML BANNER / 300x250



F1



F2



F3



F4



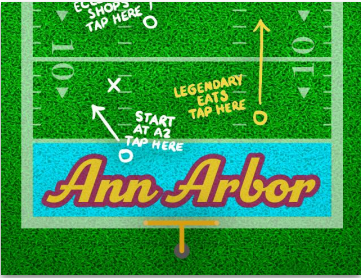
F5



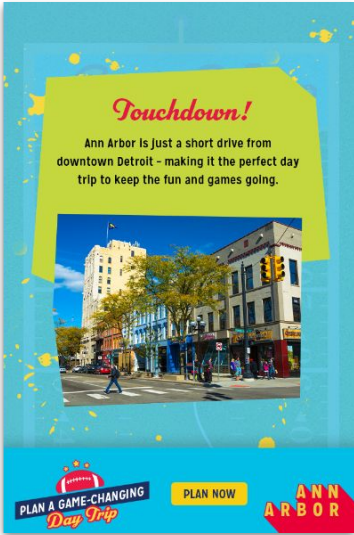
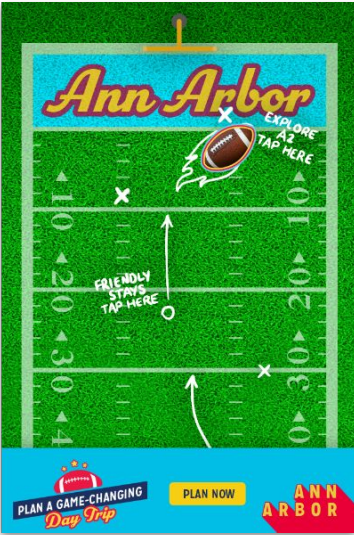
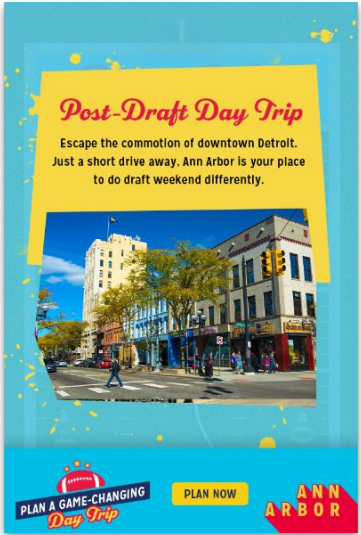
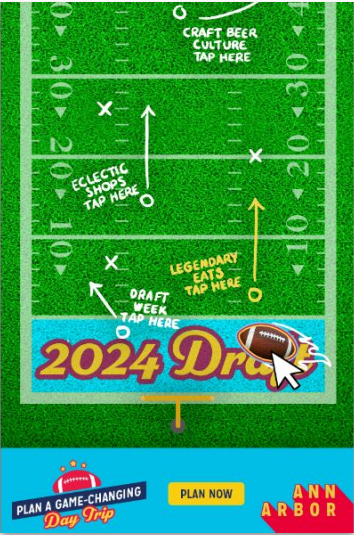
F6

MOBILEFUSE RICH MEDIA / Draft Week Messaging

Pre-expanded display



Hover State



CRAFT BEER CULTURE
TAP HERE

Legendary Eats

Historic. Award-winning. Crazy delicious. That's the class of dining you'll find in Ann Arbor - exemplified by Zingerman's Deli, a local favorite slingin' sandwiches since 1982.



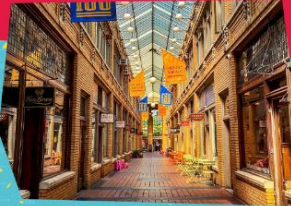
PLAN A GAME-CHANGING
Day Trip

PLAN NOW

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Eclectic Shops

From farmers' markets to Nickels Arcade - a covered shopping district that boasts over a century of history - Ann Arbor has no shortage of cool places to spend your coin.



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Day Trip

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Craft Beer Culture

Tap into a different level of flavor with our massive selection of microbreweries - including HOMES Brewery and Grizzly Peak Brewing Company.



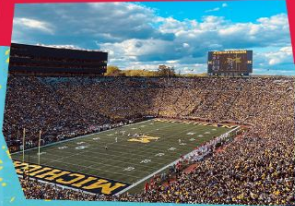
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The Big House

Stay near the stadium that hosted some of this year's top prospects. Football feels bigger in college - and it doesn't get any bigger than this.



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Border to Border Trail

Maybe seeing athletes up close has you energized to exercise. Maybe you just like a good view. We won't ask.



PLAN A GAME-CHANGING
Day Trip

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142

A young boy with dark hair, wearing a light-colored t-shirt and dark shorts, is sitting on a large, light-colored rock in a stream. He is looking down at a small object in his hands. The background shows the stream and some dry branches. The image has a dark, moody atmosphere with a blue tint. A yellow banner with the word 'TIKTOK' is overlaid on the image.

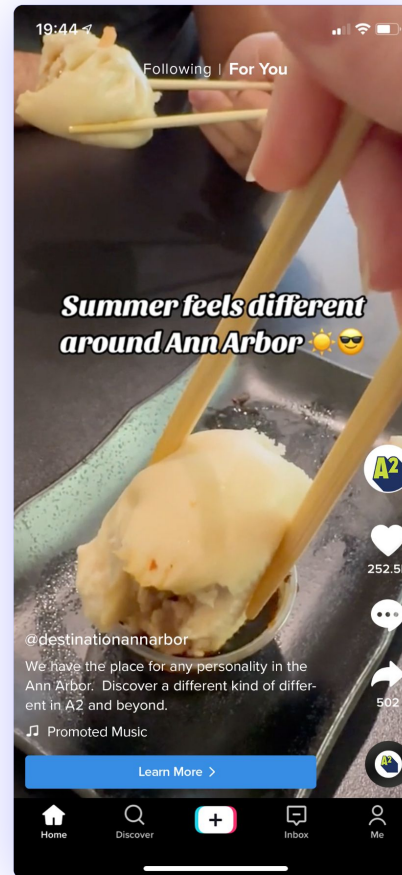
TIKTOK

March 21, 2024

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Post copy:

We have the place for any personality in the Ann Arbor area.
Discover a different kind of different in A2 and beyond.



Landing page: <https://www.annarbor.org/blog/post/fun-in-the-sun-11-ann-arbor-activities-for-summer/>

A photograph of a historic brick street, likely in New York City, with a teal overlay. The street is lined with brick buildings and has several signs hanging from the sides. In the foreground, a couple is embracing. The text "Thank you!" is written in a yellow, cursive font across the center of the image.

Thank you!

NICKELS
ARCADE
CENTENNIAL
1917-2017

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1917-2017

100

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