

STORYCITY

Transforming Streets Into **Adventures**

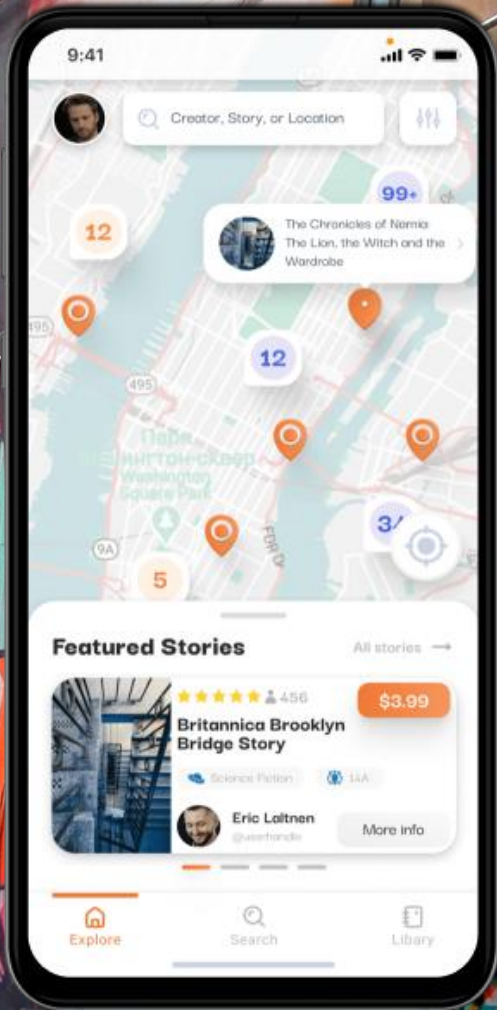
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What We Do

Story City creates **new ways for people to interact with cities & education** via our no-code platform for interactive content.



Municipalities



An economic development solution for cities & regions

- COVID-safe engagement & activation
- We put the tools in the hands of YOUR community
- Remove the financial burden of tech digitization of public space
- Analytics that gives you exact ROI.

Foundations

An engagement solution that literally puts people in the shoes of those you help

- Interactive experiences that convert empathy to action
- Increase & drive donations
- Repurpose your content into COVID safe experiences
- Allow communities to drive people to your causes.



Corporations

An interactive digital event & brand marketing solution

- **Post-Event Tech:** Extend the life of your event marketing dollars
- **User Generated Content:** We put the tools in the hands of YOUR audience
- **Analytics:** That gives you exact ROI stats
- **Local Sells Better:** Leverage local pride/familiarity to increase brand attachment.





Outdoor Reads: Activate Creeks & Waterways

Flora & Fauna + Puzzle Trail | Brisbane | [Audio Story Sample](#)

AIM

- Increase visitation to parks around the city's creeks & waterways
- Educate families about the flora, fauna & history of each park
- Encourage all ages to engage & play with park features.

PROJECT

The 8 linear adventures created for this project interactively engaged & educated families on indigenous & WWI history, nature, & active encouraged them to be healthy via activities using park installations & equipment. All while increasing visitation to the parks in 3 outer suburbs, allowing visitors to return to the park on multiple visits and bringing attention to important cultural and historical anniversaries.



Custom
Activation



55 Locations



The Mustard Seed: Coldest Night of the Year

Social Issues Walk | Edmonton | [Video Story Samples](#)

AIM

- To raise funds for their Coldest Night of the Year campaign COVID-safe way when lockdowns prevented in-person walks
- Educate the public on the Mustard Seed's mission & programs to eradicate homelessness all year round.
- An interactive experience their volunteers can do with their families as part of training and education.

PROJECT

Creating a family friendly 30min trail, and a longer 90min trail for adults, the foundation were able to showcase both video, audio and interview content showcasing employment, affordable housing, & small business philanthropic efforts to end homelessness, collect donations, & saw an increase of over 1000 extra participants in the walk & fundraiser than in previous years. As a result, they have activated additional project with us for 2 other areas.



Platform
Subscription/
Custom
Activation



12 Locations



BLACK HISTORY MONTH
1st - 31st July

Black History Month &

BrisAsia

Art Walks | Brisbane | [Audio/Video Story Samples](#)

BRIS ASIA FESTIVAL

AIM

- Provide an in-depth understanding of the art, artists, & indigenous culture
- Promote & educate on multicultural storytelling & art
- Tours that can be done at your own pace 24/7 & beyond the original festival.

PROJECT

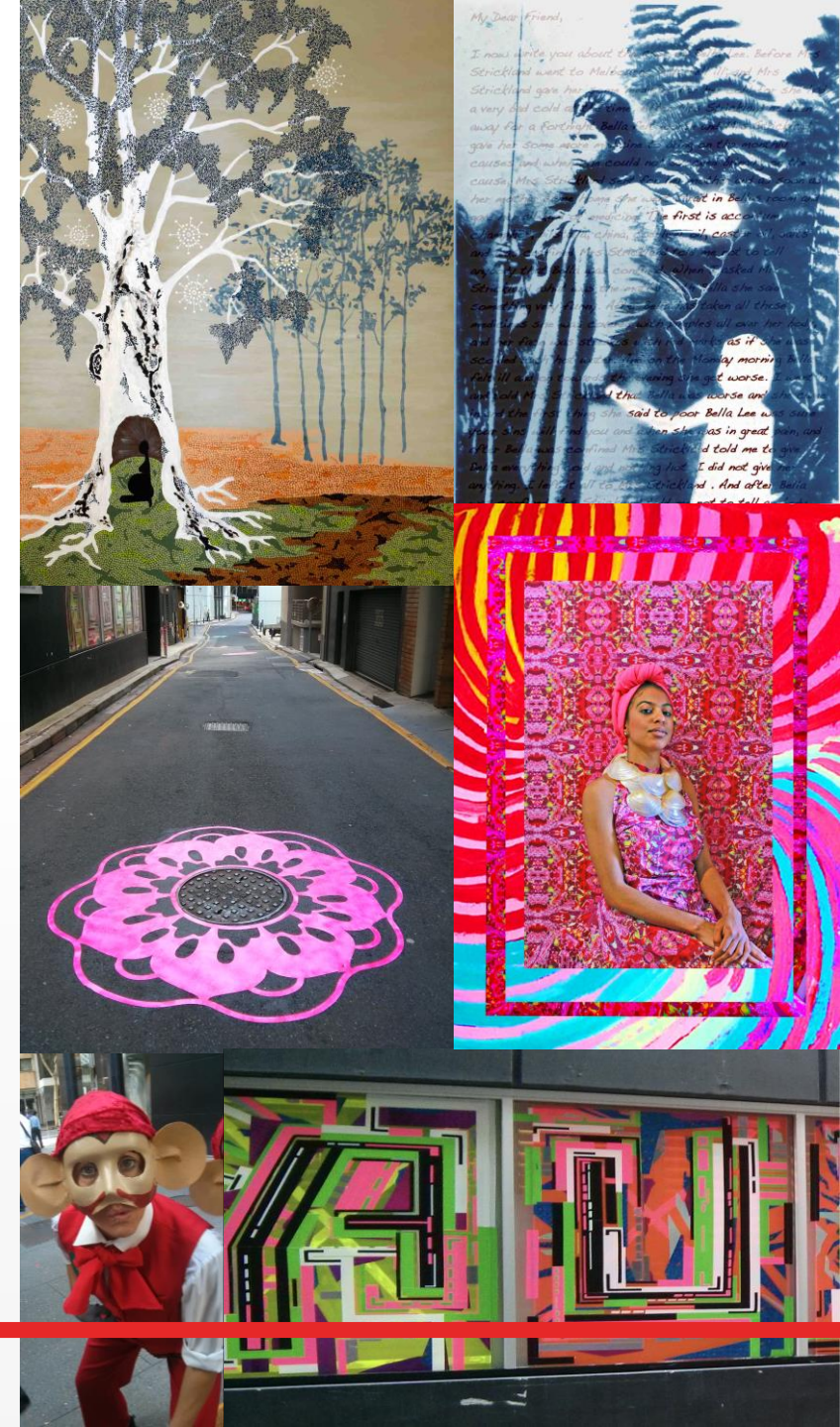
The tours not only increased visitation to the physical installations during the festival & beyond but drove foot traffic past local businesses & allowed the artists & event organisers to easily & cheaply educate users on Aboriginal/multi-cultural issues behind the artwork in an accessible way.



Platform
Subscription



15 Locations





Street Reads: Choose Your Adventures

Choose your adventures (CYA) | Brisbane | [1min Promo Video](#)

AIM

- Encourage engagement from younger demographic in highlighted areas & history they would be unaware of.
- Provide professional development for local creatives.
- Engage local businesses and increase foot-traffic.

PROJECT

We created 3 fictional, CYA with 5 Brisbane creators to activate 3 outer suburbs, encouraging locals to explore their own backyards, discover the history of the area, all while increasing the vibrancy & showcasing of city gems & businesses that exist outside of the downtown area. The stories also drove repeat visitation to public areas & increased public awareness of historic anniversaries.



Custom
Activation



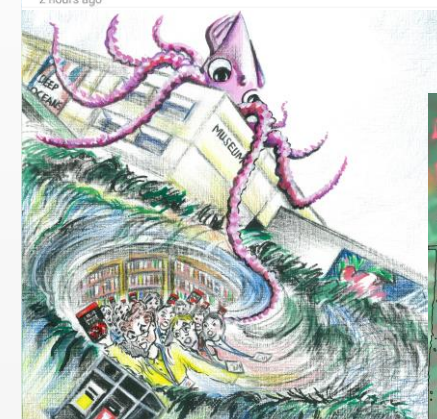
45 Locations



sameera.bhana
7th Brigade Park



Liked by shaaista_kathree and others
sameera.bhana We found the first clue at 7th Brigade Park. #brisbaneparks #weekendfun #familytime @storycityapp
2 hours ago



QUT: Landscape Architecture



Linear Mystery | Brisbane | [Video Story Samples](#)

AIM

- Interactively engage their students in telling the story of their Placemaking/designs
- Engage the public & potential students in the work landscape architects do in a city.
- Encourage locals to see landscape differently
- Celebrate the department's 50th Birthday.

PROJECT

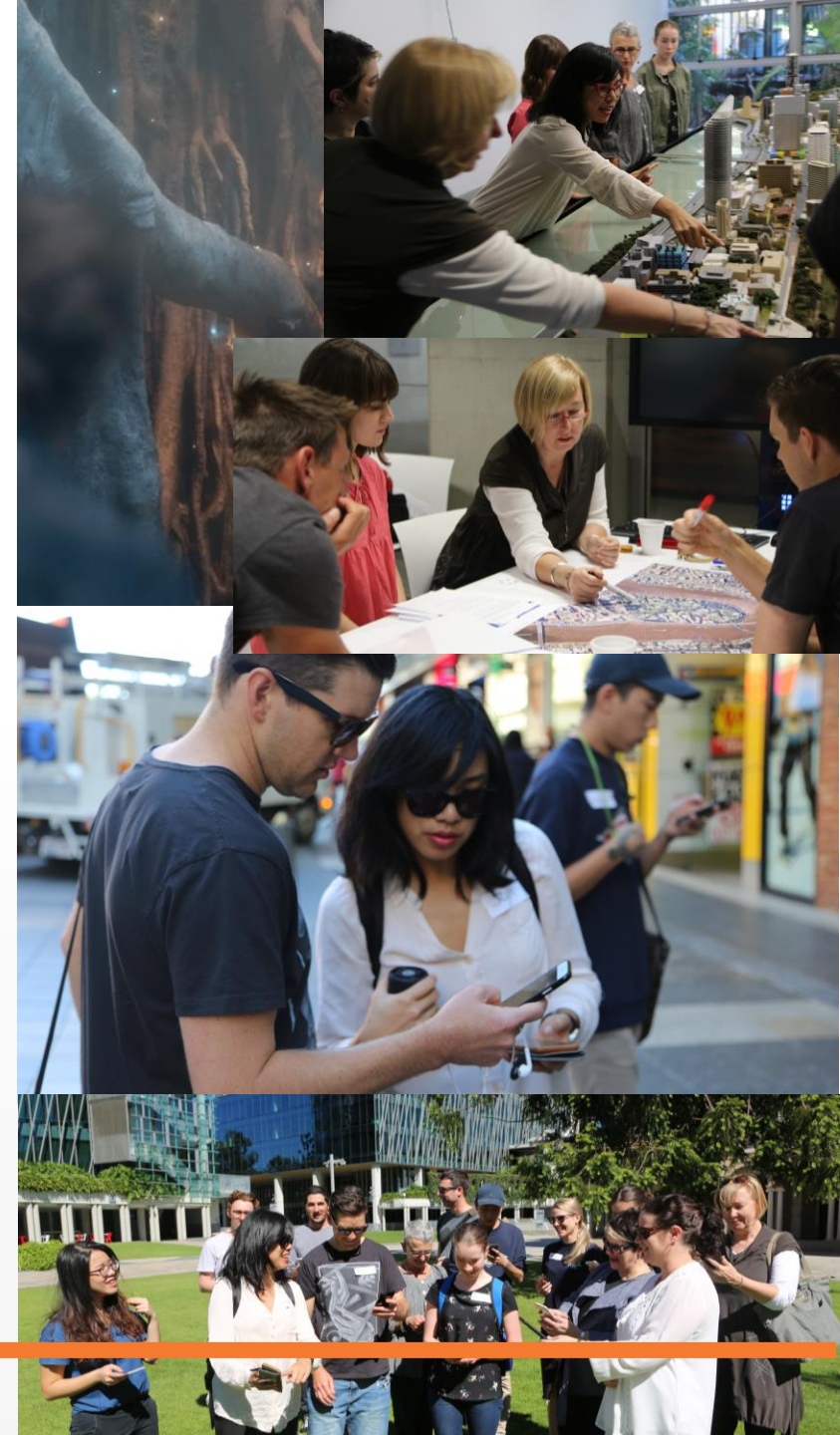
As part of this university's 50th birthday not only did their students get training on engaging the public in their work via stories but the fictional adventure created provided them with an interactive way to explain the considerations that go into landscape architecture design & the social impact on the communities they aid.



Custom
Activation



6 Locations



Local

Municipal/Tourism



National/Global

Corporates/Events/Brands



Social Impact

Foundations/NGOs

