



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.



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.



What Our Partners Say

"The project as part of Creative Communities at Brisbane City Council was an amazing success, it surpassed all our expected KPIs, had great general public feedback, provided personal development for local creatives, engaged with local businesses, encouraged general public engagement with highlighted areas, and received fantastic media coverage. As a result, we contracted Story City to run the project for another 2 years."

~ [Katie Pack](#), former Creative Communities Manager
for Brisbane City Council



PACKEDPROJECTS
PTY LTD



UNESCO City of Literature: Jaipur Festival



Melbourne
City of
Literature

CYA + Puzzle Trail | Melbourne | [See Detail Case Study Here](#)

AIM

- Engage locals in multicultural heritage
- Highlight and celebrate multicultural creators, especially female women of colour
- Showcase Melbourne from an Indian expat lens.

PROJECT

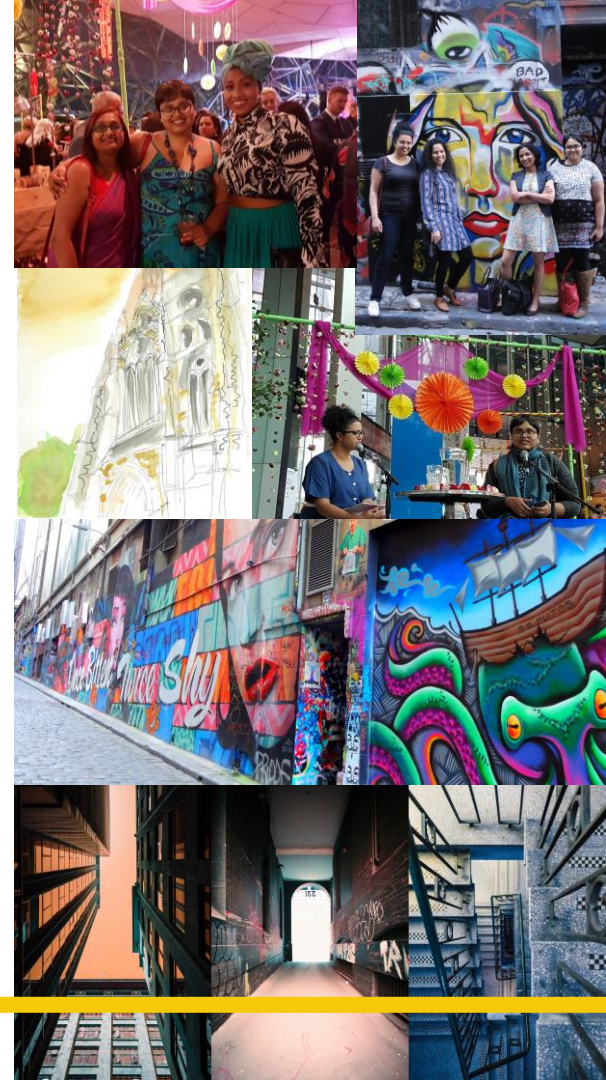
With 4 Melbourne creators we made 3 fictional adventures that reimagined Indian mythology & local history recasting the stories to the streets of the creators chosen home, launching to great acclaim during the Jaipur & Melbourne Writers Festival it had users interact with Melbourne streets from a different cultural perspective.



Custom
Activation



26 Locations





Street Reads: Choose Your Adventures

Choose your adventures (CYA) | Brisbane | [1min Video](#) | [See Detailed Case Study](#)

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





Outdoor Reads: Activate Creeks & Waterways



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

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





Black History Month & BrisAsia

Art Walks | Brisbane | [Audio/Video Story Samples](#) | [See Detailed Case Study](#)

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

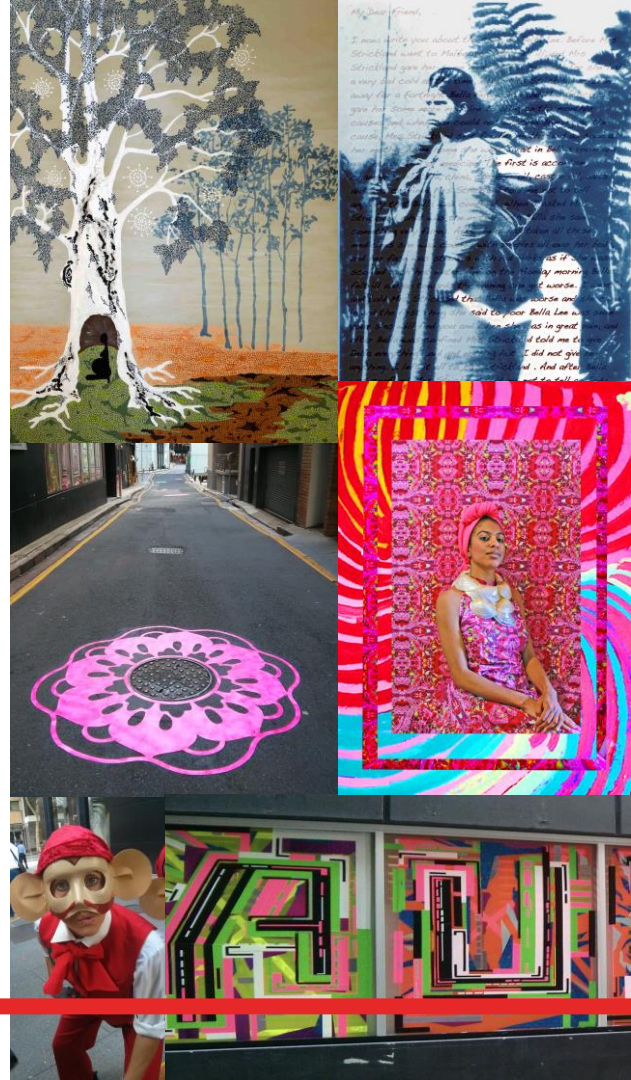
The tours not only increased visitation to the physical installations during the festival & beyond but drove foot traffic past local businesses & allowed the artists & event organisers to easily & cheaply educate users on Aboriginal/multi-cultural issues behind the artwork in an accessible way.



Platform
Subscription



15 Locations





boardwalk
**ICE ON
WHYTE**

Self Guided Food Tour & Sculpture Art Walk

Food Tour/event | Edmonton

AIM

- Increase foot traffic/visitation to small business restaurants in Strathcona Chamber of Commerce area.
- Provide immersive culinary experience via additional insight into biz, chef, & stories beyond the meal.
- Increase visitation to Ice on Whyte event in COVID safe way.

PROJECT

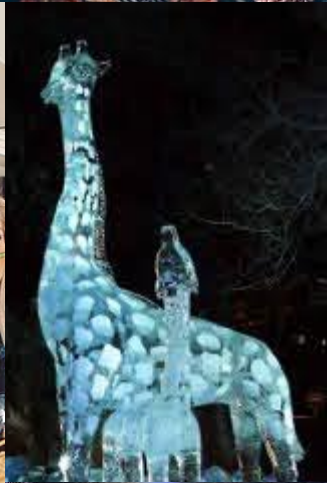
The tour aims not only to increase foot traffic but also bring paid clients into struggling small businesses, & awareness to Chef Table Living's other digital immersive culinary experiences (which also support local biz). In addition it packaged in a guided tour of the festival event to increase visitation & add additional interactivity to the display in a COVID friendly way.



Platform
Subscription



5 Locations



Found Festival: Digital Performance Programing

Performances/Tours | Edmonton | [Audio Story Samples](#)

AIM

- Provide arts performances in public space in a COVID-safe way
- Promote festival beyond normal 3 days of programming
- Festival programming that can run regardless of lockdown measures.

PROJECT

The performances – Indigenous Music, Poetry, and radio theatre – could not only be done via the participant's smartphone whenever they wished reducing the need to gather, but it allowed the festival to raise much needed funds from over 1000 users across the three days of the festival and beyond, allowing it to run and collect revenue despite COVID lockdowns and increasing visibility of the festival as performances can be hosted on the app year-round.



Platform
Subscription/
Custom
Activation



21 Locations



of

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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

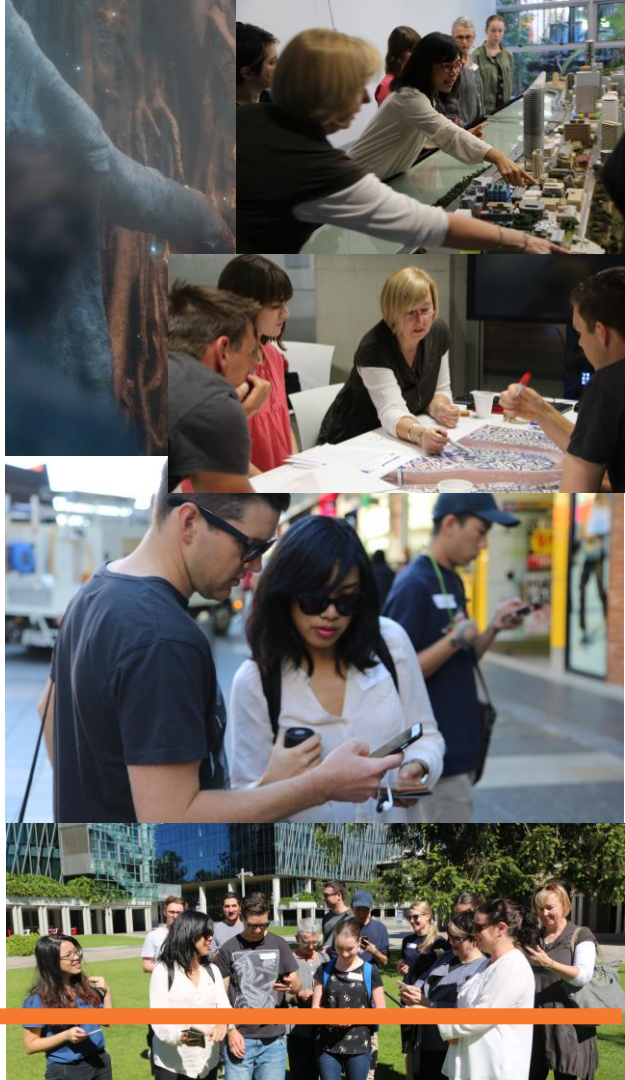
As part of this university's 50th birthday not only did their students get training on engaging the public in their work via stories but the fictional adventure created provided them with an interactive way to explain the considerations that go into landscape architecture design & the social impact on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



Custom
Activation



6 Locations





EDMONTON
REGIONAL
INNOVATION
NETWORK

STARTUP TNT

Have fun. Make friends. Build companies.



Start Up Origin Stories

Startup Ecosystem Activation | Edmonton | [Video Samples](#) |

[See Detailed Case Study](#)

AIM

- Increase attraction of startup companies to ecosystem
- Highlight innovative companies & diversity in the ecosystem
- Showcasing what their city has to offer when you make it your (& your company's) new home.

PROJECT

7 startup origin story videos, one walking tour, & interactive travelling exhibit materials for conferences was created for this project to interactively engage new entrepreneurs, innovative companies, & conferences with the Edmonton Region. The storytelling & highlighting of the city's unique features not only built an emotional connection to the city & it's innovation for ecosystem visitors, but the innovative interactive exhibit has been instrumental in attracting conferences & investment to the region & companies highlighted.



Interactive
Conference
Exhibit



7 Location
Walking Tour

