



PASSPORT



*United States
of America*

**Capitalizing
on a cultural
trend to
connect**

US Department of State: Passport

Opportunity

Reignite passport urgency amid a record post-pandemic renewal backlog.

Insight

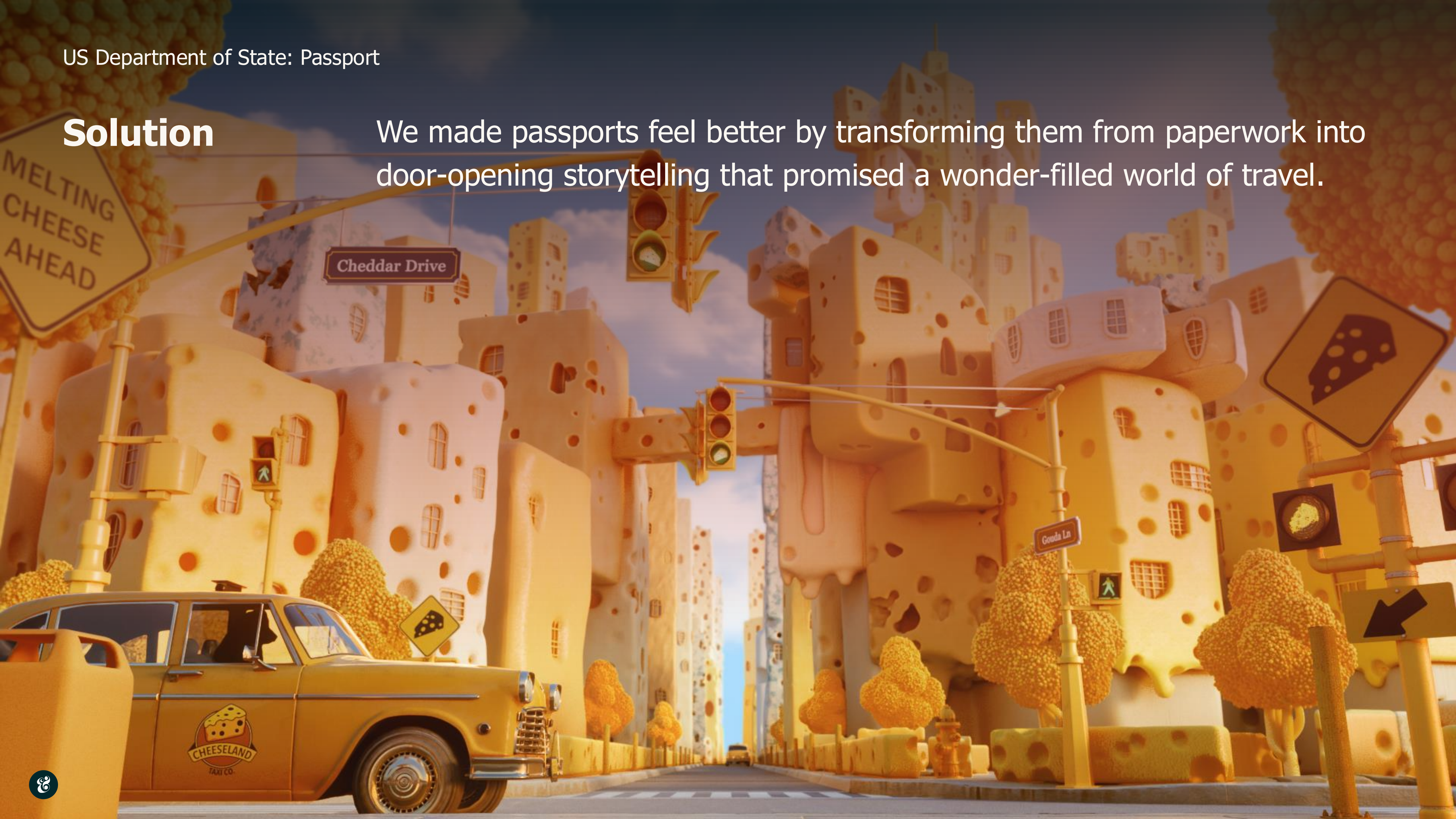
Passports create anxiety when they should provoke imagination.



US Department of State: Passport

Solution

We made passports feel better by transforming them from paperwork into door-opening storytelling that promised a wonder-filled world of travel.





Fromage Entourage 🧀



I have booked my ticket!



6 months 'til the trip! 🧀



YOUR PASS TO
A World of Wonder



Button



Hedgie



Tortie

YOUR **KIDS'** PASSPORTS
EXPIRE EVERY **5 YEARS** ...



CRUISE WITH YOUR
PASSPORT ...



CHECK YOUR **PASSPORT**
BEFORE BOOKING ...



YOUR PASS TO
A World of Wander

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\$184
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8. Wyndham Garden Katy
Trip.com
\$120
Earn Trip Coins after your stay
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Hotels.com
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9. Days Inn & Suites by Wyndham Mineral W
Booking.com
\$83
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eDreams \$83
Trip.com \$83
Hotels.com
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NO MATTER THE DESTINATION

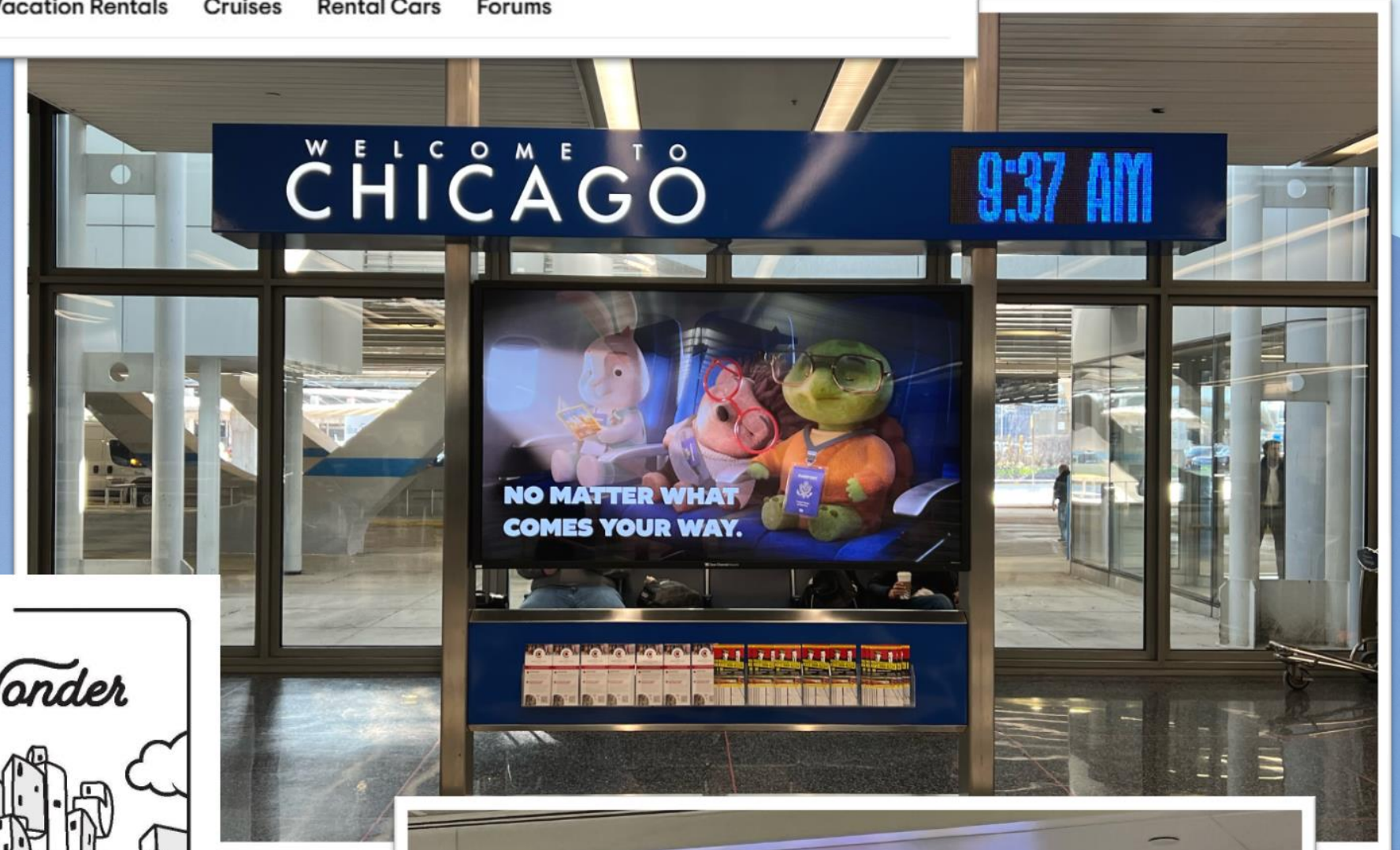
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YOUR PASS TO
A World of Wander

Kids' passports expire every 5 years. Apply for or renew them at least **6 MONTHS** before you travel.

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THE RESULTS

28%

Decrease in
expedited
passport renewals

Now at the lowest rate of expedited
passport renewals since before COVID.

