

Case Study: Altria

Client: Partnership of the Future

Partnership for the Future's mission is to provide high-potential high school students from challenging circumstances in the metro-Richmond area with tools and experiences necessary to attain a college degree. They work with students year-round — offering coaching activities and development activities during the academic year and work internships and life skills training during the summer.

The Challenge

One of the strongest validations for PFF's success is their alumni. They are strong candidates for potential mentoring, funding and student internship placements. PFF alumni could have the opportunity to give back to the organization that helped them pave the way to their own personal successes. However, keeping track of alumni during and after college can be a challenge for a small nonprofit. Keeping track of PFF alumni faces the same challenge as keeping track of any high school student as they enter into adulthood: communication modes are constantly changing, PFF is competing against a mountain of messaging vying for their attention, and eventually, PFF will be competing with their college or university for their primary alumni status.

The Fix

We developed a communication strategy designed to engage the alumni of PFF, in order to capture contact information and build a stronger PFF alumni network.





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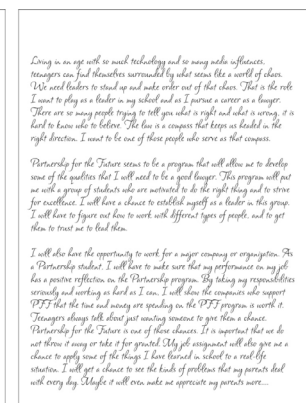
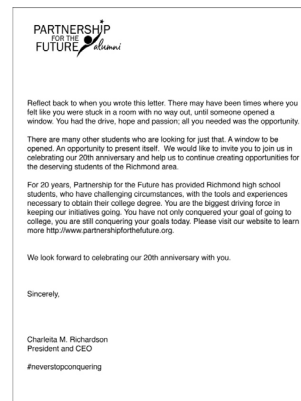
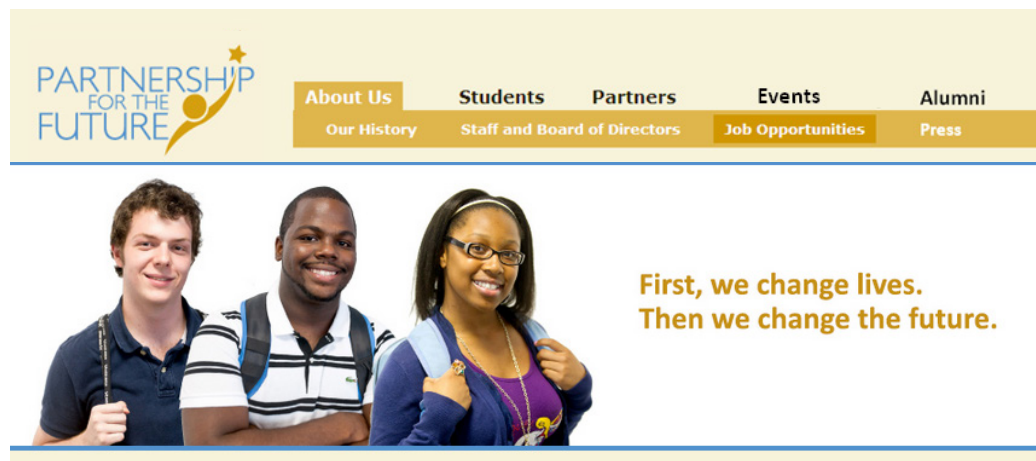
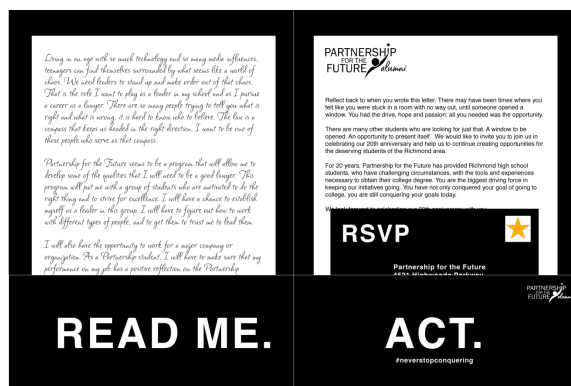
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Client: Partnership of the Future

List of Deliverables

Developed an alumni communication/engagement plan designed to:

- Capture contact information of at least 75% of all PFF alumni
- Engage at least 25% of all PFF alumni in a thriving story-telling social-media experience
- Build an engaged community of PFF alumni
- Longer-term, by engaging PFF alumni, they will become mentors and role models for



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Case Study: Altria

Client: Equality Virginia

Equality Virginia (EV), a statewide, non-partisan advocacy, outreach and education organization seeking equality for lesbian, gay, bisexual and transgender (LGBT) Virginians. EV works to achieve an inclusive Commonwealth where all are equally welcomed and valued, regardless of sexual orientation (SO) or gender identity and expression (GI/E).

The Challenge

In an effort to build support for workplace fairness, Equality Virginia established The Virginia Coalition for Workplace Fairness (VCWF), a group of employers who are leading the way in supporting their LGBT employees. The assignment was to support the VCWF with its branding efforts so that it can generate awareness and garner support for its mission among Virginia employers. VCWF needs educational materials that will help employers understand what VCWF stands for, why their mission is important and a compelling story that motivates employers to join the coalition and influence change in the state of Virginia.

The Fix

The assignment was to support the Virginia Coalition for Workplace Fairness with its branding efforts so that it can generate awareness and garner support for its mission among Virginia employers. Materials were created that were aimed at helping employers understand what VCWF stands for, why their mission is important and a compelling story that motivates employers to join the coalition and influence change in the state of Virginia.



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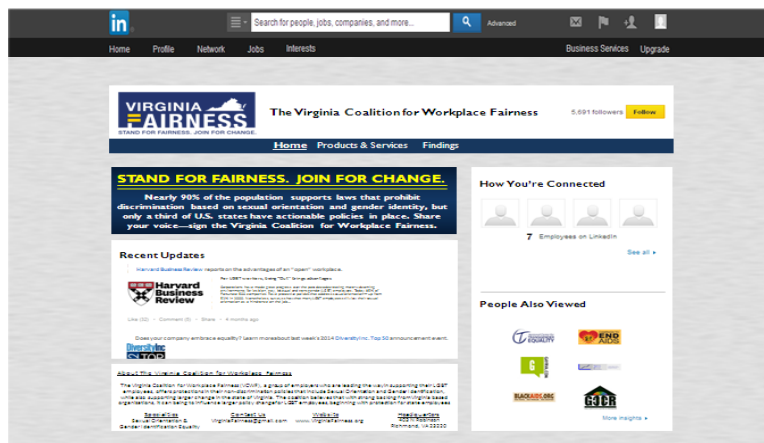
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Case Study: Altria

Client: Equality Virginia



VIRGINIA COALITION FOR WORKPLACE FAIRNESS STYLE GUIDE

COLORS

C: 100% M: 90% Y: 30% K: 15%	C: 30% M: 0% Y: 5% K: 0%	C: 70% M: 65% Y: 65% K: 70%	C: 60% M: 55% Y: 55% K: 30%
R: 34 G: 55 B: 109	R: 173 G: 223 B: 237	R: 38 G: 37 B: 36	R: 93 G: 89 B: 87

TYPEFACES

LOGO & HEADERS

HELvetica NEUE - BOLD
HELvetica NEUE - CONDENSED BOLD
HELvetica NEUE - MEDIUM

BODY COPY

Lucida Sans - Regular

LOGO WITH TAGLINE



LOGO WITHOUT TAGLINE



List of Deliverables

- Development of a new logo that best represents the VCWF's mission
- Creation of collateral materials ('leave behind' folder with materials, small brochure, 1-pager, etc.) that could be used in in-person meetings or mailed
- Creation of a website
- Development of standard templates/letterhead (flexible for future use when facts / message change)



Case Study: Altria

Client: Higher Achievement

Higher Achievement's rigorous after-school and summer academic program closes the opportunity gap for middle school youth in at-risk communities. The program's proven model provides a rigorous year-round learning environment, caring role models, and a culture of high expectations, resulting in college-bound scholars with the character, confidence, and skills to succeed.

The Challenge

The assignment is to support EMERGE RVA (Higher Achievement's young professionals group) with its branding efforts so that it can support Higher Achievement's goals. Our team decided what kind of branding strategy the organization will need to meet its objectives of becoming known in Richmond, including a logo, advertising strategy, communication plan, and how to promote both EMERGE RVA and Higher Achievement at events.

The Fix

We developed a branding strategy for EMERGE RVA that increases awareness, membership, and participation, and supports Higher Achievement's goals in the community.



Case Study: Altria

Client: Higher Achievement



List of Deliverables

- defined the brand values, essence, and positioning for the young professionals organization
- built a brand communications platform, including:
 - a new organization name, logo, sample fliers and e-mails, and
 - a fully-functioning website
- a sustainable organizational structure with defined roles and priorities.





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Case Study: Altria

Client: Bridging Richmond

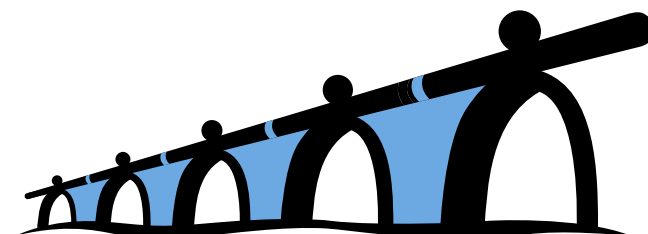
Bridging Richmond is a local non-profit with the goal of developing the youth in our community from cradle to career. In doing so, the long-term impact to the Richmond community will be a better school system, smarter / better prepared students, a stronger pool of career ready adults, and ultimately a stronger and healthier Richmond community.

The Challenge

Bridging Richmond has a great business model, but it is confusing. It takes some time to communicate to potential partners what Bridging Richmond is all about. There was trouble understanding what they are all about. In order to be successful, they need a clear message and some materials to help them communicate that message.

The Fix

We developed a Sales Story Kit for Bridging Richmond to share with its partners because the benefit of Bridging Richmond as an organization to any of its audiences is somewhat difficult to communicate. We developed a new logo / positioning statement that will accurately represent the newly expanded reach of the non-profit and more clearly communicate the positioning of Bridging Richmond. Bridging Richmond recently extended its geographic service area from four localities to 9, which extends beyond the Metro Richmond region. The current logo, name, etc. does not reflect Bridging Richmond's current regional presence outside of the Richmond area. We developed a promotional video that will communicate the importance of Collective Impact.



Bridging Richmond



BRIDGING RVA

COLLECTIVE ACTION — CRADLE TO CAREER



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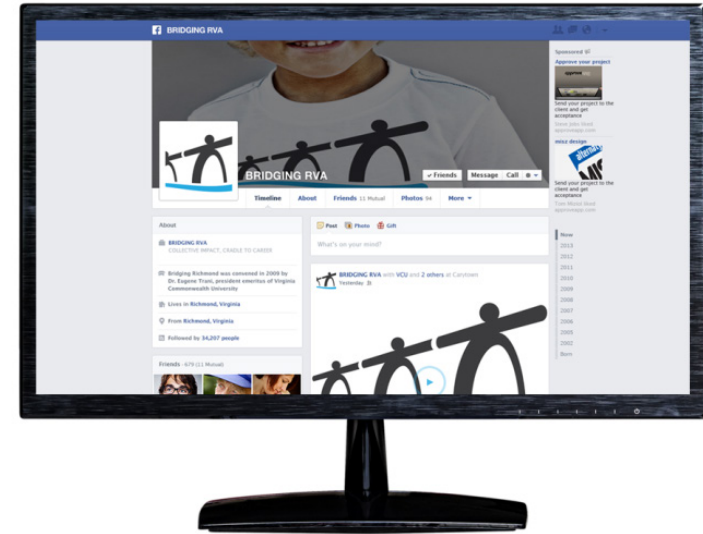
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Client: Bridging Richmond



List of Deliverables

- New Logo, Name, and Theme Line
- Brochure
- Power Point Template
- Social Media Template
- Web Layout
- Brand Book



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Case Study: Altria

Client: Valentine Richmond History Center

The Valentine Richmond History Center has been collecting, preserving and interpreting Richmond, Virginia's 400-year history for more than a century. Located in the heart of historic downtown, the History Center is a place for residents and tourists to discover the diverse stories that tell the history of this important region.

The Challenge

The mission of the Valentine Richmond History Center is to engage, educate, and challenge a diverse audience by collecting, preserving, and interpreting Richmond's history. The Valentine offers a comprehensive program of exhibitions, tours, special events and educational programs to engage a broad audience in an ongoing dialogue about the significance and relevance of the city's history.

What the client most needed was a marketing communication strategy and materials to promote the "This is Richmond, Virginia" exhibit to members, donors, and visitors of the Valentine Richmond History Center.

The Fix

To raise awareness for the Valentine Richmond History Center, we developed an overall marketing communication strategy, including print ads, materials to be mailed or handed out at events around Richmond, and a social media strategy devised to bring Twitter followers and Facebook fans to the exhibit.



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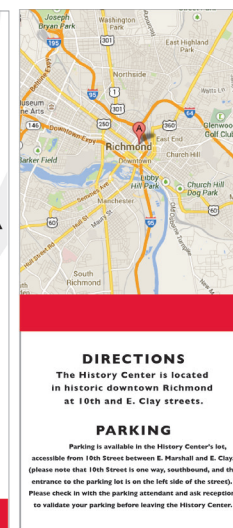
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Case Study: Altria

Client: Valentine Richmond History Center



<p>WE'RE RENOVATING!</p> <p>The museum will continue to be open and offer: Guided tours of the Wickham House (1812) Access to the Valentine Garden and Endgame Studio Richmond History Tours Lunch at Sally Belf's Kitchen, Mon.-Fri. 11 a.m.-2 p.m. Adult and School Interactive Programs Research appointments Community Conversations (Jan.-May of 2016)</p>	<p>2. WHAT DO WE BELIEVE?</p> <p>With an unflinching support for religious freedom, and boasting over 1,000 houses of worship, discover how our faith and beliefs have helped forge the culture of Richmond.</p> <p>[BELIEF] IS RVA</p>	<p>4. WHERE DO WE LIVE?</p> <p>From the Northside to the Southside, East end to the West End, Richmond's neighborhoods are rich with history, character, and charm. Explore how our space has shaped our place in history.</p> <p>[NEIGHBORHOODS] ARE RVA</p>
<p>1. WHO HAS POWER?</p> <p>Power struggles and political influence have been ever present throughout Richmond's history. Discover how class, power and struggle have shaped the city we know today.</p> <p>[INFLUENCE] IS RVA</p>	<p>3. HOW DO WE WORK?</p> <p>Whether it was tobacco farming or railroad construction, Richmond has a rich history as a commercial center. Learn how our industry and our work have helped make us into who we are today.</p> <p>[WORK] IS RVA</p>	<p>5. WHY ARE WE HERE?</p> <p>The James River has always played a central role in Richmond's history. From the city's location to the recreation we enjoy today, the river has, and will always be, one of the city's greatest influences.</p> <p>[THE JAMES] IS RVA</p>



List of Deliverables

- Overall marketing communication strategy, including:
- Ads that can appear in local media sources
- Print materials to be direct mailed or handed out at events around Richmond
- Social media strategy to convert online fans and followers into visitors
- Exhibit opening event and on-going event strategy
- Brand architecture



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