

Case Study: Stamp Idea Group

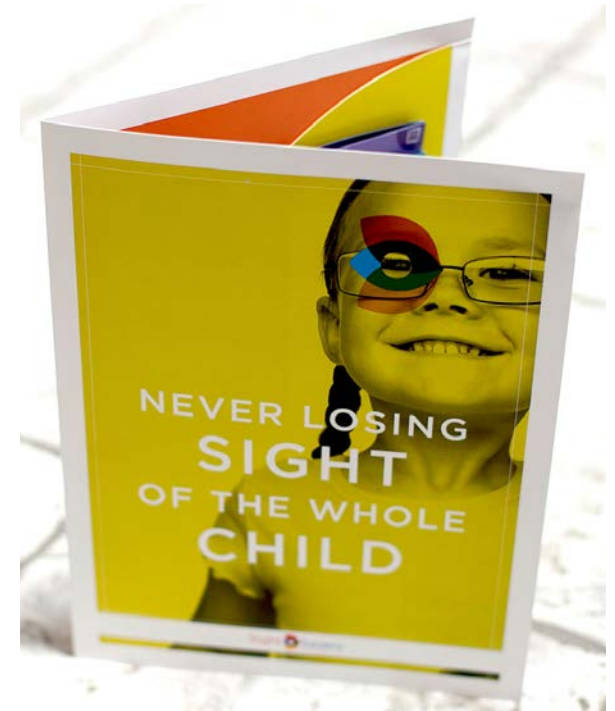
Client: Sight Savers

The Challenge

The client needed to better communicate all the services they provide for medically underserved children in the United States. Sight Savers America not only focuses on children's vision but also on the total health of each child. Their brand identity lacked cohesiveness and needed to appear professional yet obtainable.

The Fix

We were thrilled to help Sight Savers America put together some collateral pieces to help brand their identity in the marketplace and ultimately spread the word about the amazing things they are doing in Birmingham, AL. We had the opportunity to freshen up the logo for Sight Savers America, design brochures to tell their story and create an all-encompassing pocket folder for these pieces to be presented together.



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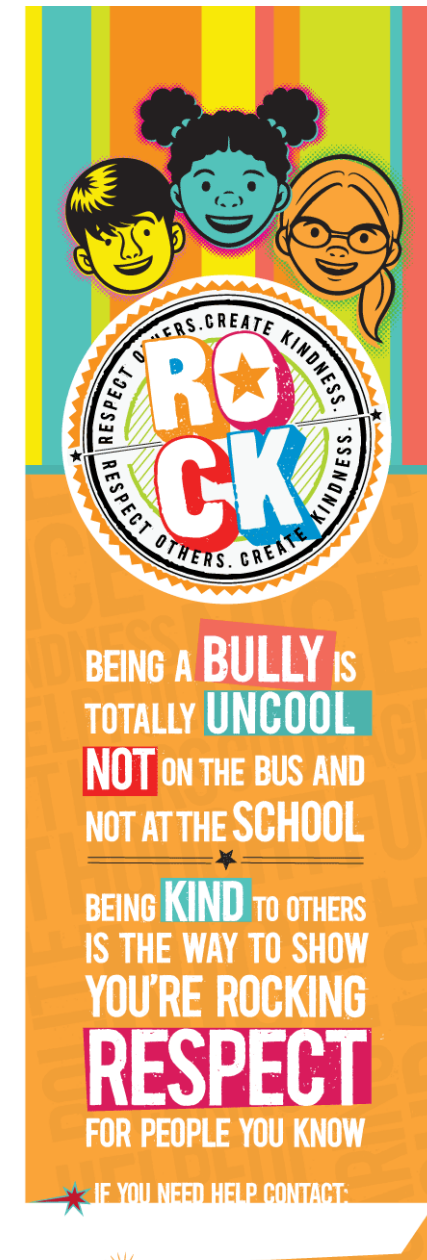
Client: Family Sunshine Center

The Challenge

The client needed help creating an anti-bullying initiative that communicates a strong, positive message to young children. Bullying habits can start as early as kindergarten and the Family Sunshine Center's mission is to stop bullying before it begins. Instead of telling children what NOT to do, we need to inspire children to DO the right thing.

The Fix

To send the message 'Bullying is not just wrong, it's just not cool,' we created the acronym R.O.C.K. Respect Others. Create Kindness. A multi-layered strategy was created around R.O.C.K. that included a pledge for the children to take and a variety of support material to be used in schools to promote the initiative. The designs were friendly, fun and easy for the kids to remember.





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Client: The Alabama-Tombigbee Clean Water Partnership

The Challenge

The Alabama-Tombigbee Clean Water Partnership's mission is to improve, maintain and promote the protection of water quality in the Alabama and Tombigbee Rivers. The client needed to create excitement and spread awareness of the 30 new giant fishing lure sculptures being revealed.

The Fix

Our team took this project from a blank slate to innovative branding. We created an exciting new logo, outdoor print ads, web site and a presentation kit that attracted attention to the Alabama River and the success of the client. The campaign made such huge waves in the community it managed to land a Gold ADDY® for the presentation kit and a Silver ADDY® for the web site.



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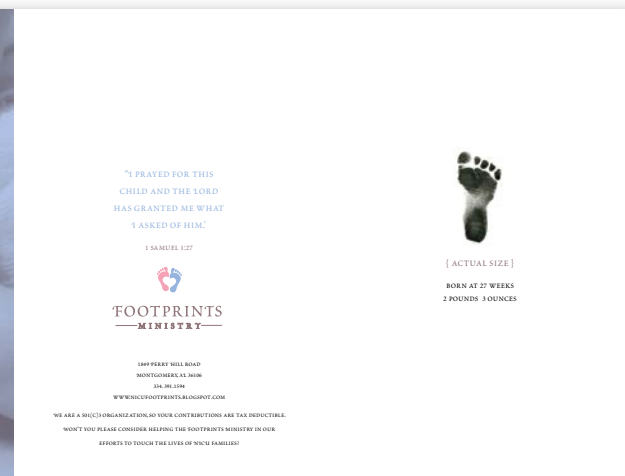
Client: Footprints Ministry

The Challenge

Footprints Ministry struggled communicating their mission to the families of babies in NICU units in hospitals throughout Alabama. Their brand identity lacked the dynamic ability to speak to those they could help as well as to potential donors. The client needed a new way to increase awareness of the program and benefits.

The Fix

We were excited to provide a new, cohesive identity package for the ministry. This included a new logo, brand standards, and business cards. Also created for the client was a persuasive brochure directed to potential donors to help support the organization's mission.



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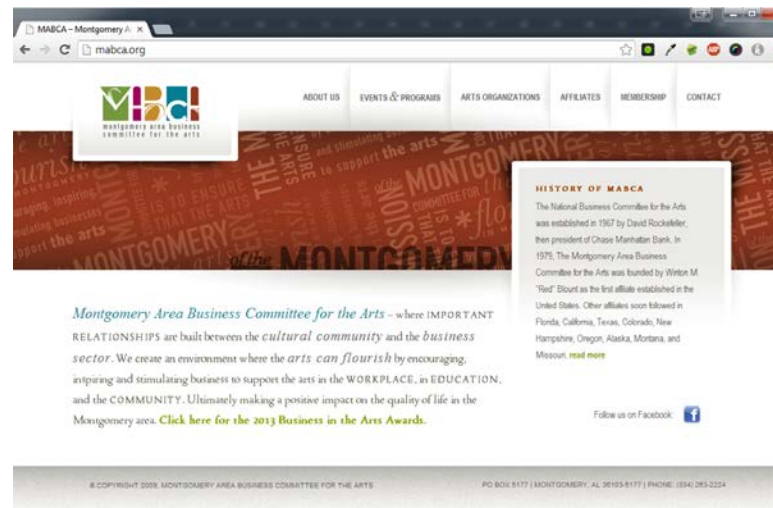
Client: Montgomery Area Business Committee For The Arts

The Challenge

MABCA (Montgomery Area Business Committee for the Arts) strives to create an environment where the arts can flourish by encouraging, inspiring and stimulating business to support the arts in the workplace, in education, and the community. Their main struggle was reaching out to the local community and spreading awareness of their mission.

The Fix

To create a stronger connection with their audience, we first designed an artist, imaginative new logo and stationary package. Additionally, a foundation brochure and website design was created to effectively spread the word about MABCA in circuits they previously were unable to reach.



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Client: Montgomery City County Public Library System

The Challenge

Montgomery's City-County Public Library lacked the ability to spread awareness in the area about the large variety of services it provides for the community. What they most needed was an effective method to communicate their message to the public.

The Fix

We jumped on board to create an informative "Check This Out" video that quickly educates the viewer on the many unexpected free services and programs offered to the community. This project was originally requested to just be shown in the local libraries but was produced to have a final run length of 2:00 so it could air as a PSA.



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Client: Montgomery Area Council On Aging

The Challenge

MACOA (Montgomery Area Council on Aging) assists senior citizens by providing services like meals on wheels, promotes independent living and increases community awareness of senior issues. Not only were they faces difficulties attracting the attention to their mission, they were struggling to maintain a strong foundation of donors.

The Fix

We produced a powerful direct mail fundraising brochure that not only caught attention with an “in your face” concept, but generated more donations than any other mail solicitation effort of the organization. In addition, a Facebook presence was created for them with posting tips and strategies to grow their presence and add another medium to their fundraising arsenal.



Montgomery Area Council On Aging
115 E. Jefferson Street
Montgomery, Alabama 36104

Please help by taking action today!

Donate

Your dollar goes a long way to help hungry seniors stay healthy and independent in their homes as long as possible.

Volunteer

by assisting in meal preparation or delivery.

Raise Awareness

by telling your friends in person or through Facebook.



What could you do in 24 hours?

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