



Case Study: FleishmanHillard

Client: Meal Exchange: The Campus Food Systems Project

The Challenge

The way the client communicated about themselves was jargon laden and was not understood by audiences. They needed help to better articulate what the program is all about in a motivating and inspirational way.

The Fix

We developed a series of key messages that simplified a complicated message and clearly articulated the strengths, benefits, and collaborative nature of the program. This made the complex program easier to understand and get excited about.

We used the key messages to develop a message matrix intended to help them position the program effectively to their respective audiences.

A backgrounder on the project was developed that provided a clear overview of how the project works and incorporated the key messages. This was also a good way to show the client how to work with the key messages.





Case Study: FleishmanHillard

Client: Street Kids International

The Challenge

The client was facing an aging donor base. They need to maintain and increase donations and fundraising efforts by appealing to younger audiences.

The Fix

We developed a series of key messages to unlock a younger donor base of 15-29 year olds. By mirroring the very same target demographic that Street Kids International assists globally, we created a social media strategy that included Facebook post, Tweets, and an infographic.

