



Case Study

Corporate Identity and Creative Design Case Study Be Present, Inc.

Company Overview

Be Present, Inc. is a national community-based organization engaged in capacity building, advocacy, and organizing/base building for progressive social justice. The organization partners with other organizations doing the long-term work of social change movement building within the fields of human and civil rights, public policy advocacy, education, and community development. As they enter the marketplace with new products and services it became apparent that establishing a strong brand “presence” would be essential for Be Present to differentiate itself from the competition. They needed to establish brand strategies that would exhibit clear, well-defined messages.

Challenges:

- Re-design of website and internet outreach to better engage members
- Be Present needed to establish a much higher profile
- Attract new audiences and clients
- Marketing strategies that would be utilized by all of the regional offices
- Create consistent informational materials with marketing content
- Define information technology infrastructure
- A more defined and extensive public relations strategy and campaign

Strategies:

- The creation of the information technology & systems backbone connecting the main office to the regional locations. In order for us to create a solid marketing and pr campaign we would need to utilize the internet and other methods of technology to get the message out.
- Redesign the logo and all collateral materials. Create one brand, one message, one look across organizational media (brochures, mailers, stationary, annual reports, website, etc.)
- Create media campaigns and opportunities for interviews with key members of executive staff
- Redesign website to not only emphasize new branding strategies, but also for easier navigation

Results:

- Newly designed logo and collateral materials have resulted in a more professional appearance
- IT server systems have successfully connected the main office in Atlanta with the other regional facilities. Creating a cost-effective, efficient method for sharing, storing documents and communicating ideas. New interactive website.
- Creation of marketing plan allowed organization to target positive practices and goals while superseding annual financial projections by 40%
- Creation of new monthly newsletter and email marketing campaign allowed exposure to new audiences with event enrollment increases
- Strong press releases led to successful media hits and placements allowing the Be Present message to be brought to new audiences