



THE UnAgency

CASE STUDY: Project Promise

Challenge:

Develop a solid brand on the awareness, education and action on poverty in the Fox Cities. Thousands of people from throughout the Fox Cities read about, thought about and discussed poverty in a variety of ways including: Diversity Circles, Poverty Simulations, Fox Cities Reads & Talking Groups, money management education & Thrivent's Financial Fitness Clubs.

Solution:

Willems Marketing played a key role in this four-month initiative. Willems designed all the marketing materials, which included logo, brochure, website, flyer, poster, banners, invitation, save the date cards, bookmark and signs. Willems Marketing Public Relations Team implemented a publicity program, which was able to obtain \$75,000 worth of media coverage value from local newspapers, TV stations and radio stations.