## WISDOM BRIDGE MARKETING

# Connecting Ideas to Results

Copyright Wisdom Bridge Marketin





# We've Connected Our Skills & Strengths Enabling Us To Tell YOUR Story In Multiple Ways

## Jack Macholl Principal

- Analytics / Strategy / Writing
- Agency / In-house Experience
- Expertise In Finance Services / Nonprofit Government / B-to-B / B-to-C



# Experienced Pros Creating Marketing Programs That Get You Noticed





Storytelling That Builds Brands – It's What We Do

## Mark DesJardins **Creative Director**

- Creative / Design / Strategy
- Agency / In-house Experience
- Expertise In Product / Industrial Retail / Nonprofit / B-to-B / B-to-C

# CASE STUDIES

### CONTENTS

- A Strong History in Local Page 1: Government Storytelling
- Township Government Branding Page 2 :
- NonProfit Branding Page 3 : Community Senior Services
- Corporate Marketing Aurora Sewing Machine Trade-Up Page 4:



# Connecting Local Governments to Their Residents



#### Niles Township, Illinois

Wisdom Bridge began with the assignment of redesigning the Township newsletter. That became a springboard for creating a branded set of digital program fliers. We then established branded identities, promotions, and online advertising for multiple programs and services within the township, most visibly, the Food Pantry and the Food Pantry Foundation.



**Oakton** 



Northfield Township, Illinois

Working with a new brand identity from another agency, we created a tie-in masthead and designed a newsletter.



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#### City of North Chicago, Illinois

North Chicago approached Wisdom Bridge about creating a new look for the city newsletter. We renamed and rebranded the look of the newsletter with stronger visual content. As part of our intitial design we were approached by the Economic Development Department to show residents the new business growth within the city. Wisdom Bridge was then asked to rebrand the city's summer CommUnity Days along with creative for social media advertising.

# Creating a Brand – Connecting to a Community



Previous Newsletter Design

The Task: Revitalize the Township identity and communications to meet the needs of the changing. vibrant community.



We redesigned the newsletter to create an award-winning guarterly news-magazine and found efficiencies by incorporating the separate annual report into the spring issue.



Created an identity for the Food Pantry that was used in signage and online advertising to solicit donations and awareness.



and promotional materials.



Developed the *New Trier On Pod* podcast as a way to provide the community with in-depth interviews from community service leaders on topical issues.



Created *The Dispatch*, a bi-weekly e-newsletter conveying current information. We also manage Township social media and created a branded YouTube channel.



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Wisdom Bridge created a new mantra for the Township to live by: *Caring In Action*. It's been incorporated into theming, publications Under the umbrella of *Caring In Action* we developed and branded educational and environmental community programs.

ystifying Medicare Part D Now So You Don't Pay Dearly Later

Caring

New Trier Township EDUCATIONAL

New Trier Township Drive-Thru / No Contact Paper Shredding Event

Saturday June 26, 2021 1:30 pm - 4:00 pm

St. Joseph Catholic Church 1747 Lake Ave., Wilmette, I



Working with the Township's chosen vendor, Wisdom Bridge spearheaded the design and development of a dynamic, intuitive website and continues to create fresh, topical content and graphics.

# Elevating a Brand – Connecting to a Changing Market





Beginning Logo & Newsletter

The Task: Establish a local, 35-year-old senior services nonprofit into the regional center for senior services.



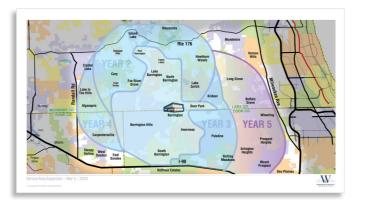
It began with a redesign of the newsletter and donor communications. New creative hinted at rebranding and programs to come.



We conceived a mantra, *Reframing Aging*, and used it as the basis for redesigning the annual report.

PROVIDERS	NSSC	BACOA	Ela Twsp.	Cath Char	Hanover	Palatine	Lake Zurich PD					Frisble (DP)				
Life Services			1													
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Low Vision	-			-		-										
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SHIP		•		-												
Resource Fair	•				•	Buffal	o Grove		40,853		2,600		3,676	9	37	\$83,545
Referral Services	•	•	•	•		Carv			17,788		1,342		1,748	10	39	\$99,652
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nearch/weirness Fravel																
Day Trips						Inverness			7,438		528		885	11	45	\$141,672
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Research, phase 1 of the rebranding included 1:1 interviews, demographic/competitive analysis.





Visuals from analytics crystallized the research-based growth plan.



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A Wisdom Bridge produced podcast with cross-platform print articles positioned the client as an emerging thought leader on older adult subjects.

We developed ongoing content, enhancing the social media presence and increased site visibility.

Utilizing client secured grant funding; we built a dynamic brand identity sans the words "senior" or "aging" as stipulated by the grantor.

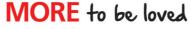
# Upgrading – Connecting to Long-time Customers



Aurora owners are known to love their machines. These machines were great for quilting and had a lot of features and functions their owners adored. *The Task:* Create a promotion that gets existing Aurora Owners to upgrade to the new B 770, loaded with more of what they love in their current machine.











The B 770 has more work room, functions and features. We created a campaign based on the BERNINA tagline, *made to create*, and it became, made to create MORE for the sales event.



After internal discussions the client opted for a stand-alone letter of invitation to the Aurora owners and a stand-alone brochure detailing the promotion. Redemption checks, with perforations for easy removal, became part of the brochure.



We were also tasked to create store signage and p-o-p for the event. The B770 sale price was available to non-Aurora owners so we used a generalized campaign message.



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Wisdom Bridge created a direct mail package containing a brochure with a personalized invitation to the event for its cover. The promotion targeted the select Aurora owners, so the offer redemption "coupon" became RS VIP cards.



The p-o-p at product demo station became more offer-specific. We also proposed carrying the *create MORE* theme into shopping bags used for smaller accessories purchases.

# **CONNECTING** Objectives to Ideas

Strategy to Creative

**Businesses to Customers** 

NonProfits to Donors

**Government to Constituents** 



