

PR and Branding

Summer House Institute and B. Noble

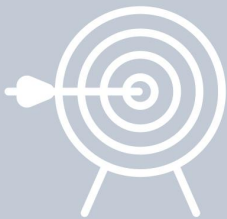


Overview



Public relations and branding are some of Bogues Group's key services. PR can help clients secure positive relationships with their target audience, and branding assists in establishing a unique presence. The Summer House Institute was in search of support in connecting with their public, and Brittany Noble Newcomb needed assistance in branding her company, B. Noble Styled. BG helped these clients achieve their goals through public relations writing and strategic rebranding to set them apart from competitors and establish a well-known presence.

Challenge



The Summer House Institute was looking for materials to share with the public to **increase awareness** of the organization and to better **connect with their audience**.

Brittany wanted to **revamp key branding items** of her company to create a unique look.

Both were searching for a team with **data-driven results** and **effective digital strategies**.

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Communications, Coaching, Events, Public Affairs

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<p>Approach</p>	<p>Public Relations Writing:</p> <p>BG crafted important materials for The Summer House Institute including an electronic press kit, a one-pager, and a revised mission statement.</p>	<p>Strategic Rebranding:</p> <p>BG created a new logo, website design, and portfolio for Brittany and her company after learning about her style, goals, and mission of B. Noble Styled.</p>
<p>Results</p>	<p><i>Summer House Institute:</i></p> <ul style="list-style-type: none"> Effectively communicated with target audience. Achieved goals and secured members. 	<p><i>Brittany and B. Noble Styled:</i></p> <ul style="list-style-type: none"> Created a unique look to reflect brand and mission. Highlighted strengths while attracting while attracting its public.
<p>Written materials like press kits or essential brand items like logos and mission statements are key to an organization’s success. Bogues Group’s key services like PR and branding ensure that clients will achieve their goals such as securing positive relationships with a target audience or establishing a unique presence.</p>		<p>Conclusion</p>