



Company Case Study

BRAND ACTIVATION

Wellness Recovery



Objectives:

Bogues Group was hired for a total brand activation including a grand opening event, marketing and public relations.



Challenges:

Generating PR and securing media coverage for non-profits can be challenging. The specific topic of wellbeing and recovery can be sensitive among some, so it was important to share the client's work in a positive, meaningful, community improving way.

BG Solutions:

Utilizing media relations to connect with local outlets to share McLeod Centers for Wellbeing's unique and authentic story to reach their target audiences. Devise a strategic communications plan that deployed various tactics like brand audit, PR campaign, new website and purposeful event planning. With extensive knowledge and connections to support inviting the right community members, political figures, those who have been directly impacted by the life changing and positive services that McLeod offers.

BG's Direct Impact:

- ▶ Developed communications and public relations plans
- ▶ Implemented the final brand activation event plan
- ▶ Event logistics including all vendor management, invites, run of show
- ▶ Secured pre-event and post-event media coverage
- ▶ Hosted a successful rebrand launch and grand opening attended by elected officials, key stakeholders & media outlets
- ▶ Delivered a complete rebrand package with customized deliverables such as website revisions, branding guidelines, letterhead and social media templates

