

CASE STUDY

National City Bank - 2006 Diversity Summit

Overview:

When National City began the planning for its 2006 diversity summit, the company wanted to work with an advertising agency well-versed on the needs of a multicultural audience. National City chose Singleton & Partners because of its track record in effectively reaching out to diverse populations.

Singleton & Partners managed all creative aspects of the project and developed the “look” and theme of the two-day diversity summit. Top-level executives and senior staff would attend the conference at the Muhammad Ali Center in Louisville, Kentucky, for an annual update on the bank’s diversity initiatives.

Strategy:

The ad agency was given the challenge of developing collateral material that would:

- 1) Complement the diversity theme
- 2) Adhere to National City’s branding policy
- 3) Showcase the unique qualities of the Muhammad Ali Center

Singleton & Partners used the Muhammad Ali Center as the focal point of its design theme by highlighting many of the guiding principles Ali valued and lived by without wavering. The Singleton & Partners team effectively made the connection between Ali’s values and those embraced by National City – particularly diversity and inclusion.

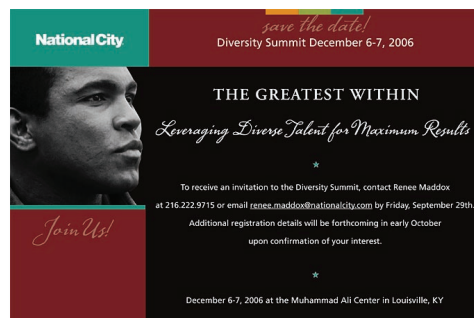
Photos of Ali and several of his more notable quotations provided the backdrop for the summit invitation, signage, workshop binders and other collateral material.



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Multicultural Marketing Solutions

Results:

Singleton & Partners impressed the client by seamlessly weaving Ali’s life principles into the conference theme in a manner that was engaging and thought-provoking for participants. The theme laid the groundwork for the exchange of ideas and ongoing communication between participants and other bank employees.



National City has chosen Singleton & Partners as the agency of choice for its 2007 diversity conference.



Singleton & Partners created a variety of pieces for the Summit including: email templates (top left), a series of banners (left) highlighting Ali’s 6 principal values, and note cubes (below) showcasing Ali’s relevant quotes on inclusion.



for more information on the Multicultural Marketing firm of **SINGLETON & PARTNERS**, go to www.singletonpartners.com or call 216.344.9966