

CASE STUDY

Team NEO - Multicultural Initiative

Overview:

Singleton & Partners was commissioned by Cleveland Plus/Team NEO to develop and implement a multicultural initiative with the following deliverables:

Strategy:

- Raise Northeast Ohio's profile as a premier destination for minority-owned businesses by creating a message that resonate with African and Hispanic American business owners and is in alignment with the General Team NEO recruitment messages.
- Develop collateral materials that further brand the multicultural message
- Develop and Implement an aggressive public relations campaign that tells the Team NEO story to the multicultural communities

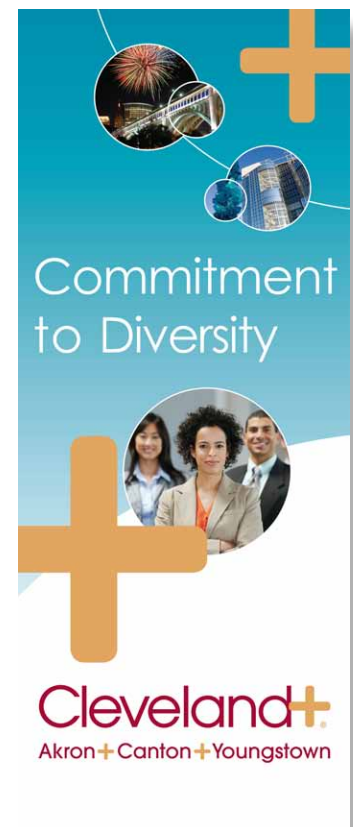
Results:

Singleton & Partners delivered the following results:

As part of the initial results, Singleton & Partners created a visual communication campaign that supports the overall goals of the project e.g. brochure, signs. The collateral material was designed to resonate with intended audiences.



The Commitment to Diversity project included an 8 page brochure with a unique fold, and an initiative launch that included a banner, invitation and more.



SINGLETON & PARTNERS, LTD.
Multicultural Marketing Solutions

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