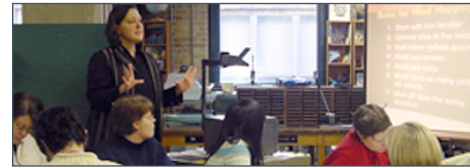
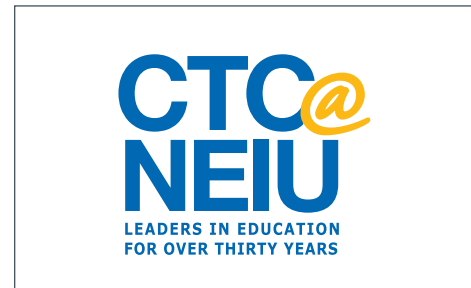


INDUSTRY NON-PROFIT
WORK DONE STRATEGY AND PLANNING, BRAND IDENTITY, WEB MARKETING

Corralling Divisional Successes to Build Brand Equity



CHICAGO TEACHERS' CENTER

Blue Daring was hired by the Chicago Teachers' Center to address one problem: how do we corral our program's successes under one brand? BD worked with all levels of the 100-person organization to understand existing perceptions from the outside in. The result: A five-year strategic marketing plan to serve as a roadmap for capitalizing on the Center's programmatic successes through strategic outreach, branding and the web. Based on the strategy, Blue Daring worked with the CTC to develop a new identity and brand system that allowed the organization to consistently and effectively connect with key audiences.

BD gave the CTC greater control over its brand through strategy and branding.

TOOLS

- Focus Groups and Forums
- Market Analysis
- 5-Year Strategic Marketing Plan
- Brand Identity
- Brand Standards Manual
- Co-Branding
- Corporate Identity
- Website Design



**BLUE
DARING**

EXPERTS IN THE ART OF
INFORMATION CONSUMPTION™

STRATEGY | COMMUNICATIONS

Blue Daring is a services firm specializing in strategy and communications. Through our strategy division we work with executives to launch ideas, plan for the future, capitalize on information and improve workflows. Our communications division works with organizations to make them more relevant, engaging and visible to their target audiences through marketing planning, branding, messaging, the web and strategic outreach.

Call us at 312.243.8700 or visit us at bluedaring.com