



Ad 2 WEST MICHIGAN

2008-2009 AAF National Club Achievement Competition
Category of Entry—Public Service



OVERVIEW

In the fall of 2008, AD2 West Michigan took on Senior Citizens Service Co-Op (SCOOP) (herein referred to as 'Neighbors Network') as their public service client.

About the client:

- Neighbors Network is a 501(c)(3) nonprofit organization that provides its members of senior homeowners a referral network of affordable home maintenance services in Kent County, Michigan.
- Neighbors Network provides services to its members without regard for their current income situation.
 - Other area organizations provide similar services, but only to the financially destitute.
- Neighbors Network completed 657 home maintenance projects last year (2007).
 - This calculates to roughly 2 projects per day.

OBJECTIVE

Through conversations with and exploration of Neighbors Network, Ad 2 West Michigan identified the following concerns:

- The current name of the organization, SCOOP did nothing to describe the client's mission or purpose.
- When describing the organization the name, SCOOP, served to confuse potential members.
- Although busy, the organization did not see a growth in membership.

With these concerns in mind, AD2 West Michigan set out to accomplish the following goals:

- Revitalize the client's brand to resonate with their audience.
- Increase awareness about the services of Neighbors Network.
- Increase membership base.
- Increase funding.



TARGET AUDIENCE

It was determined three target audiences to be addressed:

Primary Audience: Senior Homeowners

Age: 50 years of age and older

Race: A majority of Caucasian decent and a minority of non-Caucasian decent (Hispanic, African American, and Asian).

Background: Not always due to failing health or ability, senior homeowners could just use the extra hand for getting things done around the home. They are proud and may not be willing to acknowledge they need help. If they are in retirement, these homeowners may be living on an ever constricting, limited budget.

Goal: Convert into members that use Neighbors Network's services more than once a year.

Secondary Audience: Family Adjuncts (Family Members)

Age: Middle aged (+30)

Race: A majority of Caucasian decent and a minority of non-Caucasian decent (Hispanic, African American, and Asian).

Background: Looking out for their senior aged family member, they are the voice that senior homeowners will take advice from. Family adjuncts are typically more technology savvy than the senior home owner, which makes the distribution of information via the Internet more practical than traditional media.

Goal: Inform family adjuncts about the client and recommend Neighbors Network to their elderly parents.

Tertiary Audience: Senior Workers

Age: 40 years of age and older

Race: A majority of Caucasian decent and a minority of non-Caucasian decent (Hispanic, African American, and Asian).

Background: A mix of younger, able body men who can handle physically demanding home maintenance work, and senior aged, licensed or skilled tradesman who want to help the primary target audience.

Goal: Increase the number of workers in the referral network and get the current workers on board with the name/brand change.



STRATEGY

AD2 West Michigan structured their public service committee by creating three sub-committees. The Account Services and Project Management sub-committee consisted of young professionals working on funding, media, strategy and project management. The Creative sub-committee consisted of creative strategists, writers and designers. The Results and Measurement sub-committee consisted of individuals working on measuring the results of the campaign.

The first major concern for the project was revitalizing the client's brand. The current name, SCOOP, did nothing to communicate their purpose. The client's board president said the organization's name conjured up images of ice cream, or kitty litter. To address this issue, AD2 West Michigan identified three critical elements that had to be completed for a successful project:

- Create a new name that more fully represents the client's mission.
- Create accompanying logo/mark to assist in brand recognition.
- Effectively use new branding and promotional materials to reach the 3 target markets.

Since Neighbors Network is a small nonprofit organization, their budget reflected this. AD2 West Michigan kept this in mind when planning their campaign. Sources of funding included organization revenue, donations from the community and donations from private companies. Grant opportunities were also explored and applied for.

Neighbors Network's primary target market, senior homeowners, relies heavily on traditional print media. A stationary package (letterhead, business card and envelope) and a brochure are sure to connect with this target market, which is used to receiving their information via print media. The stationary package would also be useful to communicate to family adjuncts and workers.

A Website would be a cost effective and efficient support to transfer information to family adjuncts, since they tend to be computer savvy from their work environment.

To achieve our objectives, AD2 West Michigan would:

- Create a new name that more fully represents the client's mission
- Create accompanying logo/mark to assist in brand recognition
- Effectively use new branding and promotional materials to reach the 3 target markets
- Design collateral material for brand promotion
 - Tri-fold brochure
 - Letterhead
 - Envelopes
 - General business cards
 - Miscellaneous collateral to promote new brand
 - Website



EXECUTION

After much investigation and conception, AD2 West Michigan's public service team presented the Neighbors Network with three different names/logo choices. The name Neighbors Network was chosen to be the most appropriate to describe the organization, while embodying a sense of community and helpfulness. The tagline "Meeting Senior Homeowners' Needs" further communicates the client's mission of helping senior homeowners.

Once the client's board finalized the new name/logo, AD2 West Michigan set about creating collateral material to promote the newly re-branded client.

The new name and brand mark serve to effectively communicate the purpose of the client. All pieces of collateral have been designed to maintain a consistent look and feel, which gives the client's organization a strong public presence.

A new brochure was designed to promote Neighbors Network and inform the public about their mission. AD2 West Michigan worked to write copy to explain Neighbors Network's mission and emphasized the benefits of their organization.

A stationary package was developed to maintain brand consistency among official communications sent on behalf of Neighbors Network, which includes the re-branding notice being sent to all current member of SCOOP.

The business card was designed to be a general calling card. This card presents the new brand mark, tagline, a message further explaining Neighbors Network's mission, their office phone number, and Website. It serves to hold all relevant contact information for Neighbors Network, as well as a reminder of their purpose.

The Website was created to influence and inform the secondary target, family adjuncts. Family adjuncts, typically more tech savvy and used to gathering information from the Internet, will trickle this knowledge down to the senior homeowners.

Wherever possible, AD2 West Michigan developed materials in such that the client would be able to have control in modifying content by themselves, or be multi-purposed for use in the future with no changes.



MEDIA/MATERIALS

Print Media

- Letterhead
- Envelope (#10)
- Brochure
- Business Card

Interactive Media

- Website

RESULTS

AD2 West Michigan valued its time at half of a standard agency rate (\$65/ hour), resulting in \$18,525 in labor. We received \$774 in in-kind cash donations and approximately \$1,000 in donated services. In addition, Neighbors Network contributed \$500 and saw a fantastic return on their investment. The cash used was spent on print and mailing services.

Donated Services	\$1,000
In-Kind Cash	\$774
Labor	\$18,525
TOTAL	\$20,299

Pending the official brand release in late April 2009 with the announcement mailing to current SCOOP members on, AD2 West Michigan has receive thanks from the Neighbors Network for invigorating its board members.

“Being able to sit in on the board meetings before, [the board members] would sit there and say, ‘hmmm’ and ‘yes.’ But now, there is excitement in them as a result from this project.” said SCOOP Board Member Roger Mol.



COLLATERAL – LOGO (a)



Meeting Senior Homeowners Needs



COLLATERAL – BUSINESS CARD (b)





COLLATERAL – LETTERHEAD (c)



Meeting Senior Homeowners' Needs
PO Box 68439
Grand Rapids MI 49516-8439



COLLATERAL – BROCHURE (d)

About NEIGHBORS NETWORK

Neighbors Network is a nonprofit, 501(c)(3) organization working as a referral service to bring together seniors who need affordable home repair and maintenance solutions with workers who have the skills to provide these services.

Formerly known as SCOOP, Neighbors Network was started in 1981 and has been serving Kent County for more than 25 years. Neighbors Network has proved its value to seniors who need affordable options for home maintenance, as well as workers with the time, tools, and skills to do the work. Today, our organization serves over 1300 seniors in West Michigan with a work force of more than two dozen workers.

NEIGHBORS NETWORK Fun Facts

Milestones

- Founded in 1981
- In a 2007-2008 (2 year period), Neighbors Network completed 986 jobs
- Average job took 2.5 hours
- Savings of \$42 to \$135 per job, depending on the type of skill and work required
- Dual homeowner/worker mission is unique

NEIGHBORS NETWORK

Meeting Senior Homeowners Needs

Our purpose is to improve the quality of life for seniors in Kent County by providing a source of affordable home repair and maintenance services for senior homeowners, and a source of meaningful work and supplemental income for senior workers

616-243-7343
 PO BOX #68439
 Grand Rapids MI 49516-8439
 NeighborsNetworkGR.org

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Why Join NEIGHBORS NETWORK

- Keeping your home in good repair protects your investment.
- Neighbors Network provides members with substantial savings on home repair and maintenance.

Call (616) 243-7343 for a membership application

How To Use NEIGHBORS NETWORK

Simply call our office: (616)243-7343. You may call at any time of day, but please note that we cannot provide emergency/immediate services

Once you have called, our staff will connect you with one of our workers to arrange the services you need in a timely manner.

The Neighbors Network office is open part-time from Monday through Friday. If no one is available to take your call, please leave a message and we will reply to your call as soon as possible.

Work Through NEIGHBORS NETWORK

- Would you like a source of supplemental income?
- Do you have the skills, tools, and time to make the necessary home repairs?
- Do you want to keep busy and do good for other people in our community?
- Becoming a worker can provide a secondary income, exercise your repair skills, and keep you active.

If you meet our qualifications, simply call our Neighbors Network office today and ask about joining our work force.

Join NEIGHBORS NETWORK

In order to join Neighbors Network, you must:

- Be 50 or older
- \$25 to join plus annual renewal to keep your membership active.

Call (616) 243-7343 for a membership application

Save With NEIGHBORS NETWORK

Neighbors Network	
• Cleaning, window washing, yard work, general handiwork	\$18 per hour
• Painting, carpentry, electrical, plumbing, masonry	\$20 per hour
Commercial Services	
• Cleaning windows, general yard work, general handiwork	\$35-45 per hour
• Painting, carpentry, electrical, plumbing, masonry	\$40-75 per hour

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COLLATERAL – WEBSITE (e)

