



THINK. CREATE. *excite.*



BRAND



YOUR Municipal
Brand Here

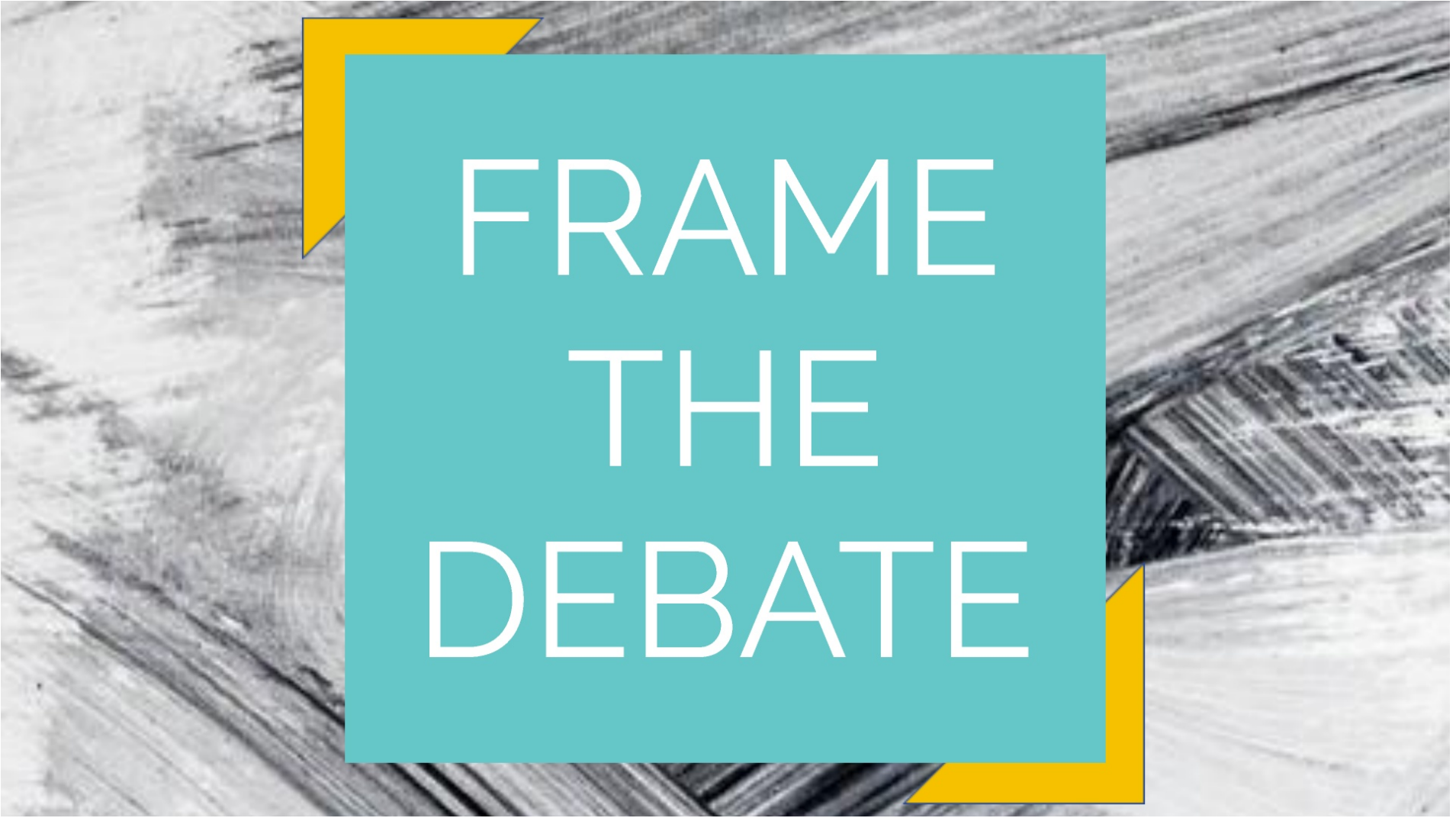
An aerial photograph of a field with distinct rows of crops, overlaid with a teal rectangular box. The word "TRUST" is written in white, uppercase, sans-serif font within the teal box.

TRUST



Message
Creation:
LISTEN



An aerial photograph of a field with distinct rows of crops. A teal rectangular box is centered over the image, containing the text 'FRAME THE DEBATE' in white, uppercase, sans-serif font. The teal box has yellow L-shaped corner accents at the top-left and bottom-right corners.

FRAME THE DEBATE



MESSAGE DISCIPLINE



How to Get the Message Out

	3/24-3/30	3/31-1/6	4/7-4/13	4/14-4/20	4/21-4/27	4/28-5/4	5/5-5/11
Create an Absentee Voter Mail Piece							
IGPR to develop creative brief							
Design mail piece							
Send to printer							
Mail to Absentee Voters from Fall 2018							
Create an Absentee Voter Chaser							
IGPR to develop creative brief							
Design mail piece							
Send to printer							
Mail to Absentee Voters everyday from the Board of Elections							
Social Media							
TKG to create posts for Facebook page (DAILY)							
IGPR to monitor opponent's social media (DAILY)							
BI-Weekly Ads for South Side News Leader (ROTATING)							
IGPR to write creative brief							
Ad designed and approved							
Endorsement ad							
BI-Weekly Ads for The Suburbanite (ROTATING)							
IGPR to write creative brief							
Ad designed and approved							
Endorsement Ad							
Post-it note Ad							
Video							
Experience							
Safety							
Financial Responsibilities							
Community							
Letters to the Editor							
IGPR to ghost-write Letters to the Editor							
Mayor to distribute material to Letters to the Editor group							
Chain Email Message							
IGPR to write email message							
Send out email to master email list							
NEXUS: Get the Facts- IF NEEDED							
IGPR to develop messaging and artwork							
Main neighborhoods determined							
Mail drop by workers							
Main Intersection Rally							
IGPR to present idea							
Determine main intersections							
Coordinate people							
Rally							
Speaking Engagements							
Mayor send list to IGPR							
IGPR to develop presentation							
Door-to-Door Drop (MAJOR AREAS)							
IGPR to write creative brief							
Design door hangers							
Coordinate groups and divide map							
Set up meeting location and time							
Distribute							



YOU and
your STAFF
are your
BRAND

An aerial photograph of a construction site, showing various materials and structures under development. A prominent yellow callout box is overlaid on the center of the image, containing the text "Clear Behavioral Expectations" in white, sans-serif font.

Clear Behavioral Expectations



WHAT'S
YOUR
BRAND?



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 **THE impact | group**
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