

ISSUE 03

INIGO COMMUNICATIONS

CHICAGO'S FIRST AND ONLY STUDENT-RUN AGENCY

20
SPRING
21

SEMI-ANNUAL REPORT



MEMBERS AND APPRENTICES

DIRECTORS

Paulina Aragon, Firm Director
Caroline Franklin, Corporate Communications Director
Abibe Azizi, Account Director
Molly Kozlowski, PR/Media Director
Vivian Gao, Creative Director
Sophia Blanchard, New Business Director

ACCOUNT TEAM

Amanda Gonzalez, American Heart Association Account Coordinator
Mandy Lucci, Avionos Account Coordinator
Keegan Butler, Mac Dynamite Account Coordinator
Eliana Jacobsen, United Airlines Account Coordinator
Stella Moore, Wichita Direct Primary Care Account Coordinator
Gia Clarke, Account Apprentice

PR/MEDIA TEAM

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David Hart, PR/Media Coordinator
Mia LoPresti, PR/Media Coordinator
Sofia Vilchynska, PR/Media Coordinator

CREATIVE TEAM

Claire Durkin, Creative Coordinator
Maura Graham, Creative Coordinator
Mary Lang, Creative Coordinator
Shivani Saravanan, Creative Coordinator
Mariana Vazquez, Creative Coordinator
Leo Malkin, Creative Apprentice

CORPORATE COMMUNICATIONS TEAM

Angela Salonga, Internal Operations Coordinator
Ethan Chiu, Diversity, Equity and Inclusion Coordinator
Esther Marcos, Internal PR Coordinator
Adonia Barbieri, Project Coordinator
Zoey Krupiczowicz, Events and Promotions Coordinator
Isabella Slowinski, Corporate Communications Apprentice
Natalie Koetsier, Corporate Communications Apprentice

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THANK YOU

LETTER FROM OUR FIRM DIRECTOR

Inigo Communications is familiar with thinking outside the box and forging ahead when challenges arise. Inigo members are always seeking the opportunity to grow academically, professionally and personally and this semester was no different. Both our returning and new clients paved a way for the agency to experiment with different deliverables, many of which we've never tried until now.

Apart from our client work, we expanded internally by adding an extension to our services through Inigo Ignite, our consultation service. A week before launching, we participated in a networking opportunity that provided Ignite with the tools to launch full force.

We also entered our work into a professionally recognized awards program, the International Association of Business Communicator's Gold Quill Awards. Acknowledging its prestigious reputation, we were determined to challenge ourselves through award writing and quality client work. We also took home four awards at Loyola's School of Communication's 2021 AD/PR Awards, including a scholarship under the Public Service Award for our work with the American Heart Association.

Each experience, through our clients, services and internal work, created a path for the Spring 2021 staff to develop a new version of our agency that will continue to be built upon in the years ahead.

— Paulina Aragon



LETTER FROM OUR FACULTY ADVISOR

More than 30 members strong, the Inigo staff kicked into high gear this spring, working with our fascinating roster of clients. From a local, start-up macaroni and cheese company, whose origins were, as our Account Coordinator affectionately describes, "two guys and a dream," to the world's fourth largest airline, each of our clients has trusted us and given us an opportunity to grow and push ourselves in new ways. We are incredibly grateful to each of them.

For the American Heart Association, we continued our bilingual anti-smoking, anti-vaping campaign and got to conduct our first formal focus group. With our B2B tech client, Avionos, we made a foray into university recruiting using our own familiarity and insights into what resonates with Gen Z. Our first healthcare industry client, Wichita Direct Primary Care, entrusted us with the creation of their logo and branding. Mac Dynamite, perhaps our grooviest client ever, gave us our first experience in the food industry – what a thrill to create grocery store packaging and promotional materials for their delicious products. And for United Airlines, we embarked on an ambitious, once-in-a-career project as we ideated and designed a walking, talking, furry mascot who promotes the safety of airline workers and aircraft.

Getting to do real work for real clients and producing real results is what Inigo is all about.

As an organization – one with lots of talent and high turnover (a new staff every semester!) – we continue to improve our processes and governance. We made the leap to Microsoft Teams this spring, which required quite a bit of learning and adjusting on everyone's part but positions us well for the future. We embarked on an ambitious new business campaign with the launch of our consulting service, Inigo Ignite. Diversity, equity and inclusion are cornerstones of our culture, and we continue to strive to be a force for opportunity, compassion, awareness and growth.

Despite the strange state of the world and the challenges of starting a career, our members put their smarts, their initiative, their Inigo experience, and their invaluable connections with alumni and industry mentors to work in finding jobs and internships. Just some of the places our staff members attained positions this year include Golin, FCB, Leo Burnett, Ford, Edelman and many more.

As we complete our spring '21 semester, we appreciate all the members and mentors of Inigo past and current, and we look forward to our bright future.

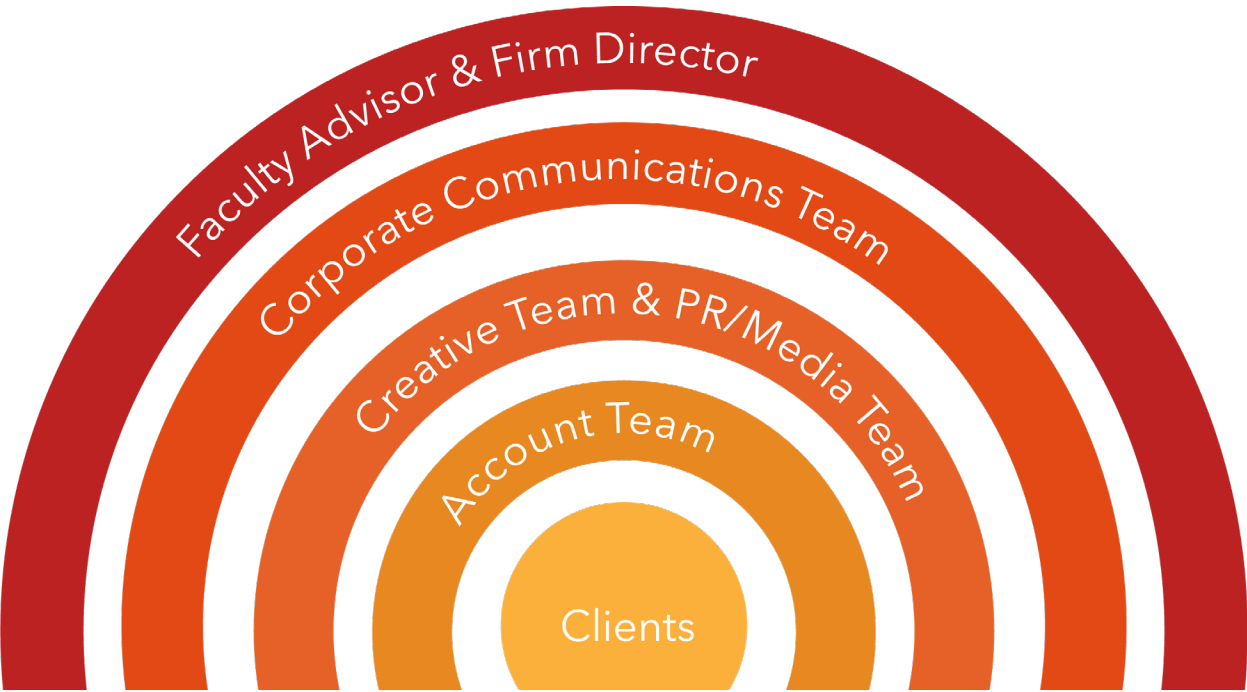
— Cheryl McPhelimy



Inigo began as an idea. Our faculty advisor, Cheryl McPhilimy, sat down with Loyola's School of Communication and discussed what no one in Chicago had done before: starting a student-run communications agency. An official course was created, and Inigo grew into a reality. Cheryl and a group of eager communication students began laying the foundations of the agency in Spring 2017. They established the agency's identity, its mission, internal structures and new business initiatives.

By the Fall of 2017, our first three clients were signed on. Since the foundations were laid in 2017, Inigo's structure and development have progressed. All of Inigo's members have carefully molded the agency into an environment that consistently sparks learning, growth and progress. The agency has redeveloped its structure, taken on 18 different clients and produced outstanding work, including social media content calendars and internal video campaigns. We've also earned mentor relationships with Chicago agencies, Golin and Edelman, won the Future Founder Start-Up of the Year Award in 2018 and landed client mentions in Forbes and the New York Times.

Inigo has been in business for eight semesters, and students from various schools, majors and experience levels within Loyola are behind its success. We are some of Loyola's best and brightest, pushing ourselves to take on new challenges in both our education and our careers. We are the fresh faces of the communications industry—the up-and-coming business brains, strategists, creatives and relationship builders. As Inigo continues to evolve, we know that we have a bright future ahead of us. The caliber of our work and clients have proven that we are more than just a student-run agency — we're rising to the forefront of the communications landscape.



The American Heart Association is a national non-profit organization that promotes cardiovascular health and research through communication campaigns and legislative action.



Avionos is a B2B company that designs and implements digital commerce and marketing solutions to deliver measurable business outcomes.



Mac Dynamite is a gourmet mac and cheese company in Chicago that offers unique variations of this classic comfort food by incorporating bold flavors to create delicious meals.



United Airlines is a leading airline headquartered in Chicago. With domestic and international flight routes, they serve millions of passengers yearly.



Wichita Primary Direct Care is a new health care practice in Wichita, Kan. that offers healthcare services outside of the traditional insurance system by providing affordable subscription-based packages for patients.



THE AMERICAN HEART ASSOCIATION CAME TO US WITH THREE MAIN GOALS:

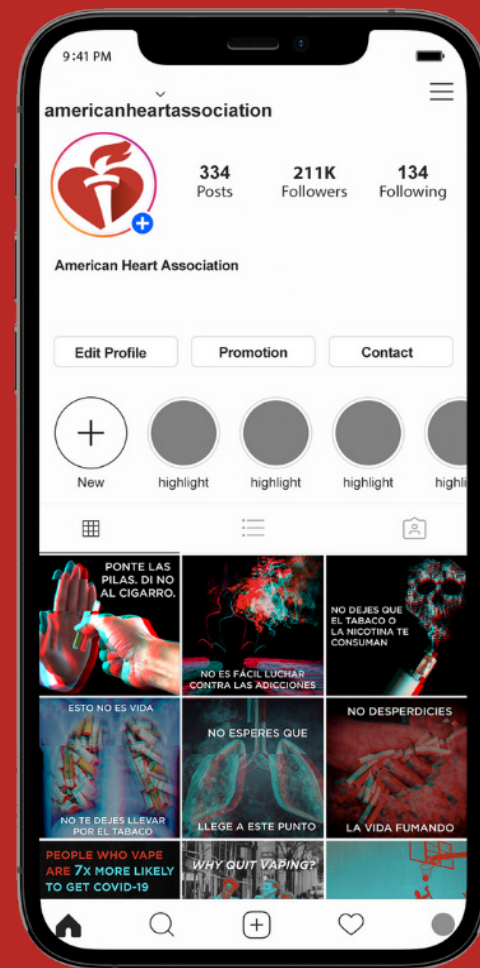
- 1. Increase awareness of the dangers of flavored tobacco and vaping amongst Maywood's teen population.
- 2. Create copy and graphics for the launch of AHA's Instagram campaign.
- 3. Gain support from the Maywood city council and mayor to eliminate or strengthen tobacco laws.

SOCIAL MEDIA CONTENT CALENDAR

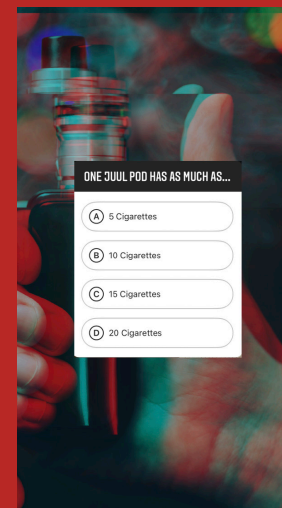
Inigo created a social media content calendar aimed at speaking to the teens and young adults of the Maywood, Ill. community. In anticipation of the campaign's March 2021 launch, coordinators relied on public health data and research on the effects of electronic cigarette use to inform their strategy. By conducting brainstorming sessions within the agency and a focus group with Proviso East High School, Inigo shaped a unique, creative direction for the copy and graphics that its teen audience would identify with. Our team decided to avoid complex messaging and data-heavy content, focusing more on personal appeals our younger audience could relate to. The resulting 10 posts include simple and straightforward messaging paired with bright blue and red graphics. The combination of eye-catching visuals and thought-provoking questions aims to clearly communicate the risk of premature tobacco use and inspire the audience to reflect on their personal habits.

HABIT TRACKER

To help create an actionable tool for AHA's outreach strategy, Inigo developed a single-page habit tracker that enables users to track their vaping habits and set wellness goals. Based on feedback received during high-school focus groups, Inigo learned that its teen audience wanted to understand their health and habits but lacked accessible resources. Composed of bright and vibrant reds and blues, the creative team crafted an aesthetically pleasing tool for teens to track their vape use. Its thoughtful design was strategically composed to retain the target audience's attention while simultaneously communicating that no matter how small they may start, habits can turn into addictions.



Social Media Posts for Content Calendar



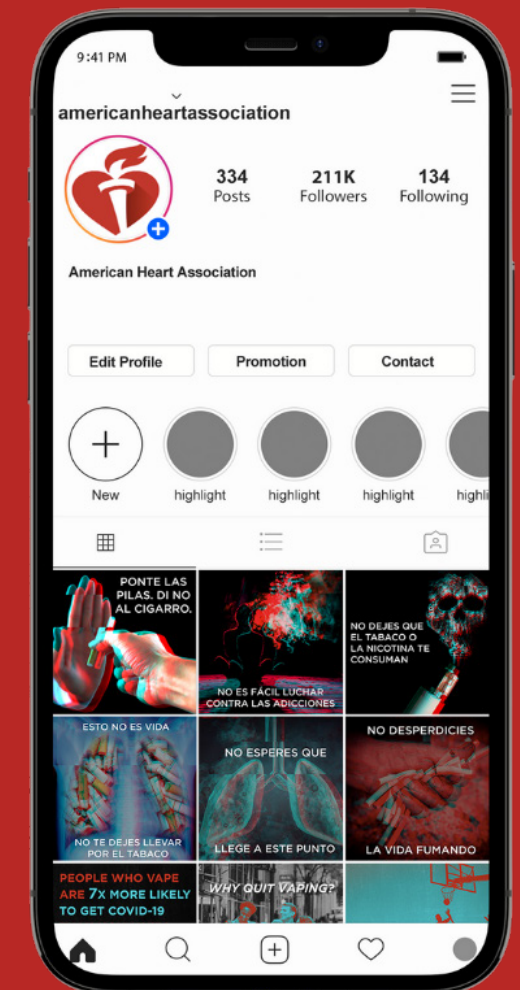
Interactive Instagram Stories

BILINGUAL POSTS

The American Heart Association came to Inigo with the desire to include more diversity in its social outreach. To speak directly to Maywood's Latinx population, Inigo developed six bilingual Instagram posts translated by Spanish speaking members of the agency. Throughout the PR and creative process, Inigo attended committee meetings with AHA and received feedback from committee members and the Loyola University Chicago Public Health Club. Our coordinators then translated the messaging into captions in the Spanish language.

INSTAGRAM STORIES

In our initial client meeting, Inigo suggested using interactive strategies to keep the campaign's younger audience engaged with AHA's anti-vaping content. After receiving feedback from a focus group of Maywood high-school students, the coordinators created five interactive stories where users are encouraged to answer trivia questions and polls using Instagram's sticker function. In anticipation of their answers and responses, Inigo drafted separate story slides reminding teens and young adults of the realities and consequences of vaping. Thus, these stories provide AHA with an interactive forum to drive awareness and engagement with their campaign.



Bilingual Instagram Posts

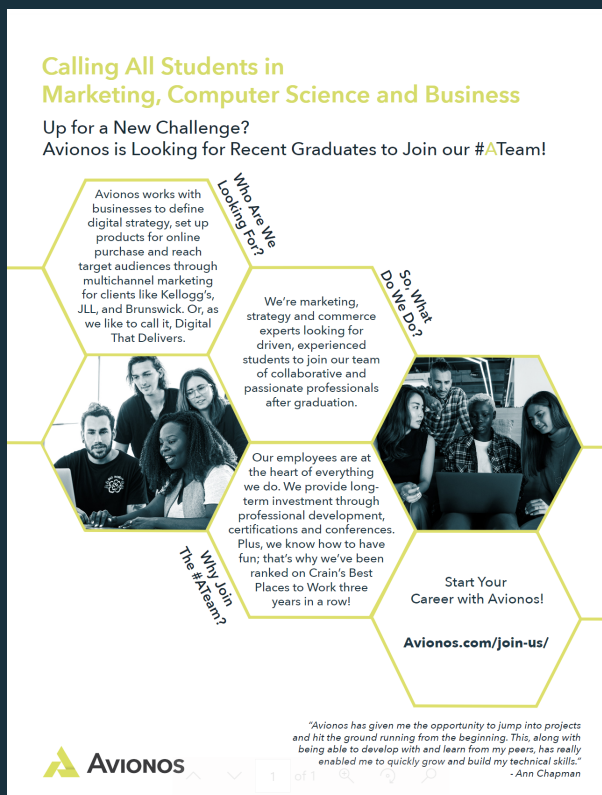


AVIONOS APPROACHED INIGO WITH THREE GOALS:

- Attract the attention of potential clients through simplified external messaging describing Avionos' business model.
- Analyze and increase Avionos employee engagement on social media.
- Enhance talent recruitment through print and digital media.

EXTERNAL RECRUITMENT CAMPAIGN GUIDE

To further enhance its talent recruitment strategy, Avionos tasked Inigo to create an external recruitment campaign guide. Inigo pitched campaign ideas to Avionos highlighting company culture, the diverse range of jobs available at Avionos and company benefits. Based on Inigo's initial concepts, Avionos decided to focus on the wide range of career paths that the company has to offer and the "Find Your Place at Avionos" tagline. Expanding upon this vision, Inigo put together an extensive guide for a seven-week recruitment campaign across Avionos' Twitter, Facebook and LinkedIn accounts. Each week serves to spotlight a different career specialty that Avionos is recruiting talent for, from marketing to computer science. In addition to the guide, Inigo also designed eye-catching graphics for each week to highlight the various positions that are available.

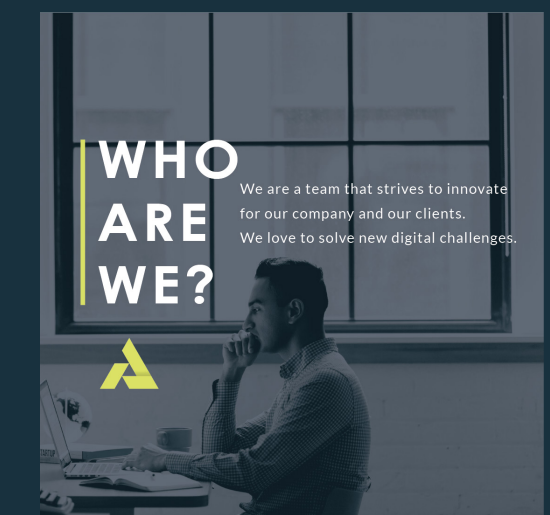


UNIVERSITY RECRUITMENT FLYERS


To help Avionos reach potential new hires, Inigo created a series of flyers to send to universities and colleges. When envisioning this deliverable, Avionos emphasized the company's desire for Inigo's team to think critically and creatively about how to appeal to young professionals interested in business management consulting. Reflecting Avionos' brand identity, the flyers' copy and design draw attention to Avionos' supportive and exciting company culture as well as the company's vast opportunities for career development.

INFOGRAPHICS SERIES

As a digital marketing and eCommerce consultancy, Avionos often encounters challenges when explaining its complex services to those outside the field. Seeking to increase understanding of its unique business model amongst potential new hires and clients, Avionos requested a series of social media infographics that explain the company's mission and purpose. Rather than using industry jargon, Inigo focused on simplifying the sometimes-complex nature of Avionos' work. Additionally, Inigo highlighted aspects of the flourishing company culture and extensive opportunities for career development that Avionos offers its employees. Once the copy was finalized, Inigo designed beautiful and compelling graphics using Avionos' brand guidelines to post across Facebook, Twitter, Instagram and LinkedIn.







Mac and cheese with a DYNAMITE KICK!

4131 North Rockwell
Street, Chicago, IL 60618
872-203-0830
info@macdynamite.com




"Best Mac and Cheese combinations with flavorful fresh ingredients and tastes amazing every time! The original is great (there is a subtle spiciness to it) but mushroom Mac and cheese is heaven!"
-Alicia P.

"Be careful about trying this mac & cheese because it will ruin all others for you FOREVER! Every time you have any other mac, you'll be wishing it was Mac Dynamite."
-Victoria M.

"Mac Dynamite is THE BEST Mac & Cheese I've ever had anywhere! Try it! — you won't regret it. So delicious, comforting, creamy and delicious. By getting our sauce and cheese it's absolutely made with love and quality ingredients."
-Nicole C.

*Testimonials edited for length and clarity.

Mac Dynamite is a proud member of Greater Northwestern Chamber of Commerce, Northwestern Chamber of Commerce and Lincoln Square Ravenswood Chamber of Commerce.

Who are we?

Mac Dynamite is a Chicago small business dedicated to you — making sure mac and cheese with a KICK was better than people deserve high-quality food that's warm, affordable and delicious. By getting our sauce and cheese on your shelves, you can satisfy hungry customers with our DYNAMITE mac!

Our Products

The Dynamite — OS (aka makes Gluten-Free)
Our chef's original recipe. The Dynamite gives the bowl the extra kick that makes this mac DYNAMITE!

Classic
We let us "try" things! We've got you covered. This recipe has all the dynamite without the spicy.

Shrimp Dynamite
This gourmet bowl has all the flavor of the Dynamite with the subtle addition of premium shrimps to make the results of even the most traditional mac food fanatics waver.

Why Now?

The COVID-19 pandemic has taken the decrease of a lot of people planning individual events and person dining. Two things that haven't gone away? Snacking and comfort foods. Over 50% of these adults have admitted to increasing their spending on foods that provide a sense of nostalgia. What better way to satisfy that craving like with a treat on a childhood staple like mac and cheese?

Even as we venture into post-pandemic life, families will still be as busy as ever, and they're looking for quality food that doesn't break the bank on their wallets. Mac Dynamite is perfect for satisfying the inner child while still pleasing those more taste buds that prefer something a bit spicier. Our simple take-and-bake model is sure to satisfy classic family routines, busy work schedules and college students alike!

Our Story

Mac Dynamite's original story began in 2012 when Eric decided to perfect one of the most beloved sides of any barbecue: mac and cheese. After several rounds of taste testing, he arrived at the perfect recipe that combines nostalgia with a KICK of flavor! Thus, "Mac Dynamite" was born!

A few years later, Chef Eric joined forces with local BBQ joints, cafes and Virginia. This trio of culinary talent knew they had a hit on their hands and decided to take Mac Dynamite to the next level by serving our mac in pop-ups, competitions, breweries and more.

Now, this award-winning small business is ready to move from the streets to the shelves so that more hungry people can savor the kick that turned Chef Eric into a barbecue legend all these years ago.

Why Mac and Cheese?

In a Huffington Post poll, mac and cheese was ranked third out of the 25 best comfort foods affirming its popularity as a go-to, hassle-free classic food. But it's more than comfort, either for two or family meal — everyone loves mac and cheese!

Why Us?

Mac Dynamite isn't just another alternative to your favorite boxed brand. Your love for mac and cheese may have started in childhood, but our explosive cheese blend and barbecue flavor is sure to satisfy a more grown-up palate.

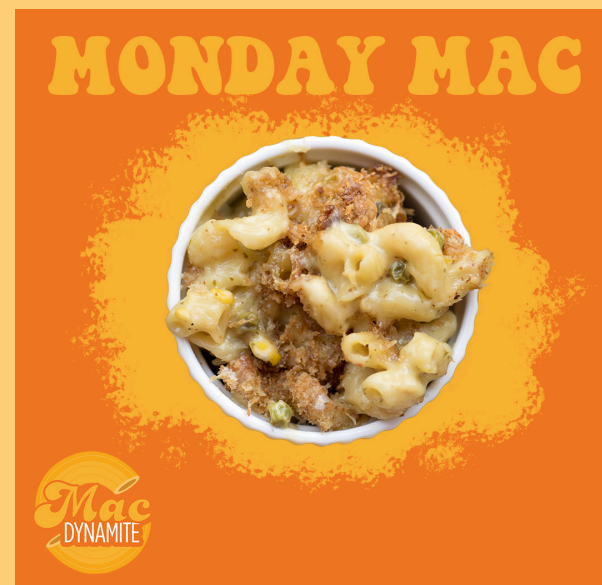
Mac Dynamite is also committed to creating mouthwatering mac and cheese actively out of ingredients you can pronounce. With an increased interest in natural and non-GMO alternatives to classic comfort foods, consumers are more concerned with the ingredient label than ever before. Mac Dynamite is sure to be a health-conscious favorite for years to come.

Increase the number of retail stores that carry Mac Dynamite's product.



Eager to evolve their business beyond their current pop-up and delivery model, Mac Dynamite sought help from Inigo to get their products on retailers' shelves. Tasked with finding a creative way to pitch to potential buyers, Inigo crafted an introductory pamphlet for Mac Dynamite to share with retailers. Incorporating Mac Dynamite's origin story and highlighting market trends in comfort food, Inigo crafted copy that spoke to their compelling identity, products and vision in a voice that is faithful to Mac Dynamite's brand. The final design is a hunger-inducing pamphlet with mouthwatering photos that are guaranteed to make everyone want a bite.

In order to drive brand awareness and recognition, Mac Dynamite requested two social media content calendars from Inigo for the months of April and May. By researching the company's history and existing branding, Inigo produced two content calendars for use across Instagram, Facebook and Twitter. Incorporating copy and images that align with Mac Dynamite's playful and lighthearted brand persona, coordinators communicated a welcoming tone to spark interest among new and returning customers. With a focus on implementing best practices for hashtags and captions, Inigo created these calendars with potential brand growth and recognition in mind.



When Mac Dynamite first came to Inigo, their site struggled to stand out among other mac and cheese restaurants, companies and recipes. To further increase brand awareness and recognition, Mac Dynamite commissioned an in-depth SEO analysis of their website. With a goal of providing actionable recommendations, Inigo conducted extensive research and presented targeted modifications to drastically increase organic click rates and engagement with their website.



UNITED APPROACHED INIGO WITH THESE THREE GOALS:

- ✈ Create a versatile mascot personality to represent AO Safety and provide positive reinforcement for safe behavior on the job.
- ✈ Ensure that the mascot is an equitable representation of the diversity of United’s employees.
- ✈ Increase AO Safety’s following and engagement on Twitter through creative copy and visual content.



Orion the Polar Bear Holding Luggage



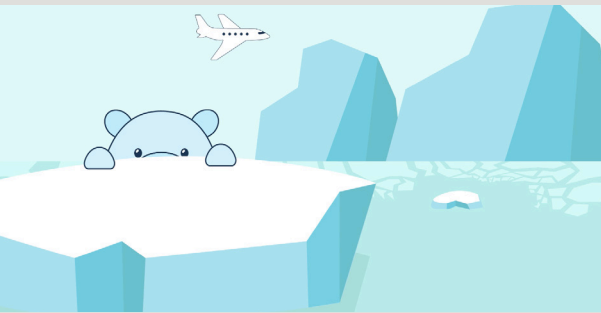
UNITED RESEARCH BRIEF

United came to Inigo with the idea of creating a mascot for AO Safety. Creating a mascot was a first for Inigo, so the process took time and a lot of detailed research. For the mascot creation, Inigo wanted a personality that is versatile and genuine, while appealing to the many different roles within “under the wing” safety. To begin the design process, Inigo researched examples of existing corporate mascot designs and campaigns to determine successful and non-successful characteristics. It was essential for both United and Inigo to create a mascot that felt welcoming, comfortable and positive to the diverse group of employees at United. By analyzing the connotations of objects, animals, personalities and identities, Inigo identified well-performing mascots to define a creative direction for AO Safety and its new addition to the team.

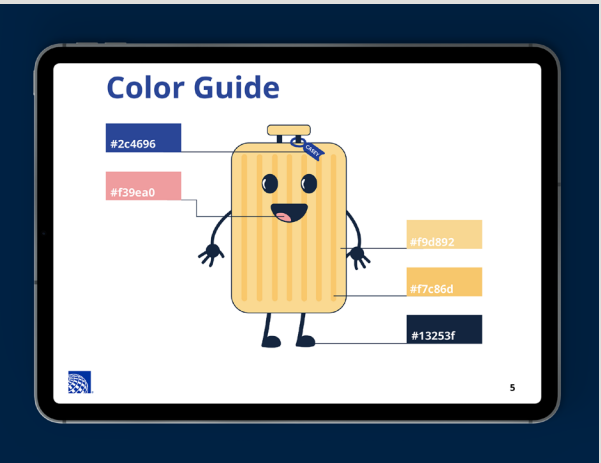
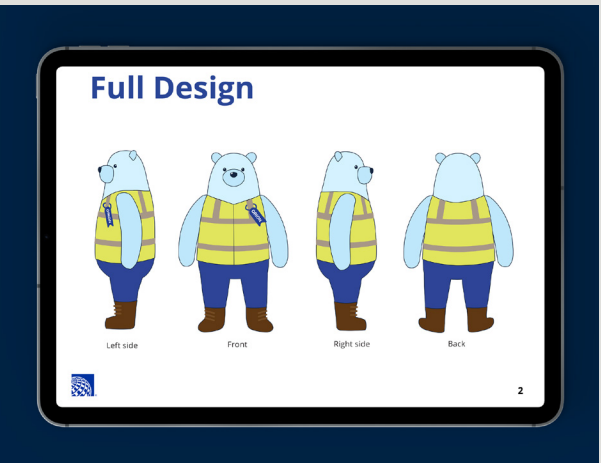


MASCOT DESIGN

Based on the mascot research brief and United’s goals, Inigo created unique design concepts for the mascot while staying conscious of the diversity of United’s employees and the importance of their work. Thus, throughout Inigo’s creative process, our goal was to produce a mascot for AO Safety that encourages safety in a fun and empowering way. Brainstorming an outline of mascot designs, potential costume, personality traits and optional taglines, Inigo narrowed the options down to three mascot concepts. After pitching the concepts to United, Inigo chose Orion the polar bear. A gentle giant, Orion spreads positive reinforcement while focusing on limiting workplace injuries and keeping safety a priority. A bonus? One of Inigo’s other candidates for the initial mascot, Casey the suitcase, was created as a supplemental character to occasionally work alongside or attend events with Orion.



Orion Animated Teaser Twitter Post



Final Mascot Design for Orion and Casey

SOCIAL MEDIA POSTS

To properly introduce Orion to United employees, Inigo created an introductory set of graphics and social media posts for publication on Twitter, United’s website and other internal communications. These curated posts consist of a teaser, an introduction and two supplemental posts that establish Orion’s persona and purpose. The goal of the copy and accompanying graphics is to announce Orion to the United safety staff in a friendly, humorous manner. As Inigo created a mascot who feels welcoming, comfortable and positive, Orion’s social media presence was crafted to do the same. With the occasional alliteration and the “Own It With Orion” tagline, these posts imbue positive reinforcement into the AO Safety’s communications and Twitter account.

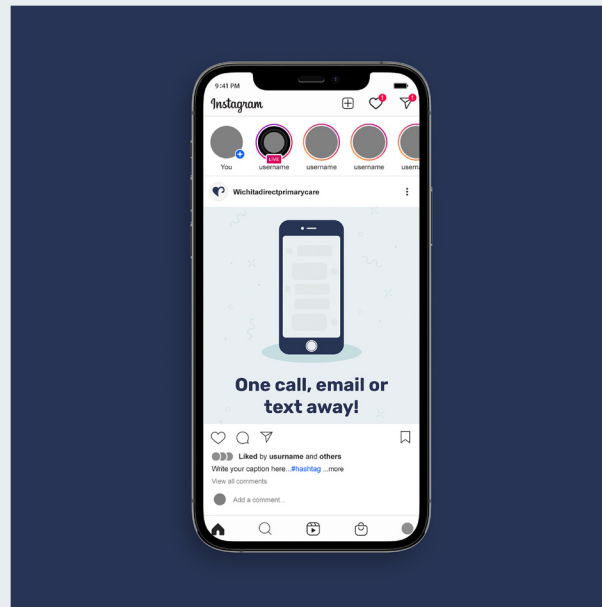


WICHITA CAME TO US WITH THREE MAIN GOALS:

- ♥ Design visual branding guidelines to establish a unique identity for Wichita.
- ♥ Increase communication and connection between Wichita staff and members.
- ♥ Grow Wichita's clientele by increasing engagement on Wichita's Instagram and Facebook pages.

SOCIAL MEDIA CONTENT CALENDAR

To help Wichita attract new followers and increase engagement on social media, Inigo created a social media content calendar pairing original captions and graphics with photos from Wichita's office. By researching the community of Wichita and effective healthcare communication strategies, Inigo was able to step inside the shoes of a potential and current Wichita client base when deciding what type of content would best appeal to the local community. The posts are uplifting and bright, highlighting the welcoming and upbeat spirit of the Wichita staff, while also relaying timely health and wellness tips. The content calendar included 18 in-feed posts and eight story posts focused on topics such as Wichita services, staff biographies, COVID testing updates and more. By using the content calendar, Wichita will be able to expand its reach in the Wichita area and share valuable information with its online community.



Mock Instagram Post



Monthly Newsletter Template

FULL BRANDING PACKAGE

To help establish a consistent brand identity for Wichita, Inigo created a branding package featuring a typeface, a color scheme and an original logo. One of the creative challenges Inigo faced was that Wichita is a small direct primary care clinic located hundreds of miles away in Wichita, Kansas. Wichita also did not yet have any official branding guidelines. As a healthcare provider, Wichita wanted its new branding to be professional, yet welcoming and inviting. Inigo fulfilled this goal by creating a branding package that is both traditional yet modern, just like Wichita's innovative direct primary care model. Our creative team chose a color scheme of light and bright blue to represent Wichita as the hues traditionally represent professionalism, trust, knowledge and credibility. The logo was designed to resemble a heart, symbolizing Wichita's care and commitment to its clients and community. The soft palette, modern typeface and unique logo will radiate a sense of hope, stand out to clients and make them feel welcome at Wichita.



Logo



Symbol

MONTHLY NEWSLETTER TEMPLATE

To help Wichita establish a personal connection with its clients and the greater Wichita community, Inigo created a monthly newsletter template to reach Wichita's email subscribers and social media followers. The design of the template is simple, appealing and aligns with Wichita's voice and new branding. Inigo also developed flexible content suggestions for the newsletter to streamline the writing process, including fill in the blank updates and sample copy. With a consistent and clear newsletter format, Wichita can easily share updates with its clients on office operations, public health information and other highlights of Wichita's care and community. Through this deliverable, Inigo was able to create an essential tool for sharing Wichita content seamlessly.

SOCIAL MEDIA GUIDE

To empower Wichita to create effective social media content, Inigo created a comprehensive social media guide for Wichita's Facebook and Instagram. The overall purpose of the guide was to create a social media strategy that would enable Wichita to expand its clientele and increase its brand awareness. All 11 sections of the guide were carefully researched and tailored to the goals of Wichita. The guide is filled with actionable engagement strategies, branded graphics and case studies on how other healthcare practices are utilizing their social media accounts to communicate with their followers. This guide will help Wichita become more comfortable with how to properly navigate a social media account as a business and serve as a resource that Wichita can always turn to for information and suggestions.

Inigo's Corporate Communications Team treats Inigo as our client, focusing on:



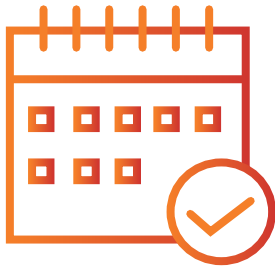
INTERNAL AND
EXTERNAL MARKETING



RECRUITMENT



PROFESSIONAL
DEVELOPMENT EVENT



EVENT PLANNING

This semester, the team worked to support these functions through planning our annual Founder's Day Event, DEI Roundtable and Final Showcase Webinar, recruiting Inigo's Fall 2021 staff and developing rich graphics and copy for our social media.

RECRUITMENT

As we entered another virtual semester, it was important to the Corporate Communications team to create a recruitment process that was as streamlined as possible. We began by creating a list of communications, marketing and visual communications classes within the School of Communication, Quinlan School of Business and the College of Arts and Sciences. With this list, we reached out to each professor asking if we could visit their classes to share a brief presentation about Inigo and sent along a pre-recorded presentation if the class was held asynchronously. Due to the online nature of this semester, we utilized Microsoft Teams and Calendly to create easily accessible interview appointments for applicants and a simplified interview schedule for our members. We had a total of 69 applicants for our Fall 2021 staff.

MARKETING

Social media is one of the most important tools available to us as communications professionals. This semester, we focused on creating engaging and dynamic content that would draw the eye. To begin, we created a Black History Month series to share throughout the month of February that focused on Black trailblazers in the Chicago communications industry. Next, we utilized social media to bolster our recruitment efforts. The team created a series that focused on what Inigo does, where our alumni have gone on to work and why we love it. Additionally, we shared a Meet the Teams series for all four of our teams and the Chat with a Coordinator series that allowed potential applicants to see a day in the life of our coordinators on each team. Lastly, we created a series to honor our graduating seniors. Our social media efforts this semester resulted in 26,100 profile impressions, 1,000 followers and 1,600 post impressions across all our platforms.

1,000+

TOTAL NEW FOLLOWERS ON ALL
OUR SOCIAL PLATFORMS

1,600+

POST IMPRESSIONS ACROSS ALL
SOCIAL CHANNELS

26,100+

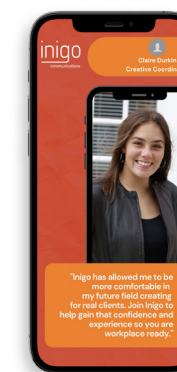
TOTAL PROFILE IMPRESSIONS



"Meet the Team" Series Posts

EVENT PLANNING

In the world of virtual meetings and education, we wanted to create opportunities for our staff to network with our wonderful alumni network, mentors and other connections. We began by planning our annual Founder's Day event and Alumni Panel, where we reflected on four years of being an agency, the memories we have made and lessons we have learned, allowing our students to build personal connections to our rich alumni network. Next, we began to plan our Diversity, Equity and Inclusion Roundtable talk by reaching out to several contacts within the Chicago communications industry. These individuals joined us to discuss representation and recruiting in communications, disparities seen in the industry and how to be an active ally. Lastly, we planned our semiannual Final Showcase where we were joined by friends, family and colleagues to share our client work and accomplishments from the spring 2021 semester. With over 90 attendees, the event was a great success.



"Chat with a Coordinator" Instagram Series

DIVERSITY, EQUITY AND INCLUSION EFFORTS

This semester, our team recognized the importance of being outspoken about and dedicated to our diversity, equity and inclusion (DEI) efforts. A new position, DEI coordinator, was created to ensure that we had a dedicated role to appropriately incorporate these efforts into our agency. We began with our Black History Month series, as aforementioned. Next, we revised our DEI statement within our internal handbook and made edits to the document to include more inclusive language. As previously mentioned, our DEI roundtable talk was central to our experience this semester. As a student agency, we are so lucky to have wonderful mentors and guests that are willing to participate in conversations about inequities in the communications field and share advice about how we can grow as an agency. Our DEI coordinator led two informational and training sessions during our meetings: one to reflect on DEI efforts at larger agencies and potential implications for our student run agency, and another to recognize and dismantle unconscious bias. In March 2021, after the egregious attack on the Metro Atlanta Asian American and Pacific Islander community, we shared resources with our staff internally, and released a statement and resources externally on our social media. These efforts are important to us as an agency, and we will continue to make sure that we are creating a safe space for our members, clients and larger community.

FROM OUR NEW BUSINESS DIRECTOR

This semester has proven to be a huge success for the New Business Team. We launched a brand-new service, attended a networking event and further developed relationships with returning and new clients. As the New Business and Finance Director, I had the incredible opportunity to be the forefront of our agency, a first impression in a way, and I loved every second of it. As the team member that pitches client inquiries, spearheads consultations, and manages our client roster, I have the great privilege of crafting the beginning image of what a collaboration with Inigo Communications could look like. From there, our phenomenal staff takes an idea and makes it a reality for our clients through thoughtful deliverables, turning a conversation into a well-designed solution.

A huge moment for our agency this semester was launching our new speed consultation service Inigo Ignite. This free service will spark results in just one 30-minute session. We take your communication problems, one-year goals, and areas you would like to learn more about and then create a personalized consultation catered to your needs. The best part is that it's no commitment and hassle-free. With a unique do-it-yourself approach, you can choose how you would like to implement our advice at the end of a session. By launching this new service, we can assist businesses big and small that have been affected by the pandemic.

Every single day, being a member of the Inigo team, I am constantly impressed by the caliber of work our members complete. Not only do I learn something new every time I log into Teams or hop on a Zoom call, but I am pushed by my peers to become the best communication practitioner I can possibly be. As this semester comes to a close, I am excited to see where the fall takes us.

— Sophia Blanchard



Our logo for our consultation service Inigo Ignite



THANKS

Thank you to the spring 2021 members and apprentices for your drive and passion for the work you've created. I'm so proud of every single one of you!

A special thank you to Cheryl McPhillimy, our Faculty Advisor. Your dedication to Inigo and its members is admirable. As the heart and soul of the agency, we thank you for continuing to teach us through your wisdom and expertise. To Jenny DeRango, our Teaching Assistant, thank you for providing your time and support to each of us at all hours of the day. Inigo's successes wouldn't be possible without you.

Thank you to our community of mentors. Whether it was tackling new strategy or providing feedback on work time and time again, we were always greeted with a warm smile and the inspiration to make it our best work yet. Thank you to our Golin mentors, Haley Carroll, Meagan Finucane, Cristiaan Jackson and Leah Hagger. We are so lucky to have them join our classes and meetings to give us feedback and help.

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We cherish our alumni involvement greatly as they stay close and connected to our agency. Whether its career advice, resume reviews or interview coaching, they give us the tools we need to navigate our lives after graduation. Our amazing Advisory Leadership Council, made up of our Inigo alumni who are still undergraduate students, volunteered their evenings to share their expertise. Thank you to Nick Tamayo, our apprentice mentor, for leading the apprentice program. Thank you, Ellie Carignan, for working on our long-term business strategy.

Our successes wouldn't be possible without the support of our community, mentors, alumni and family and friends. Thank you all!

— Paulina Aragon, Firm Director





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