

FALL



**INIGO COMMUNICATIONS**  
*CHICAGO'S FIRST AND ONLY STUDENT-RUN AGENCY*

SEMI-ANNUAL REPORT

## MEMBERS AND APPRENTICES

### DIRECTORS

Mary Ellis, *Firm Director*  
Hailey Martin, *Corporate Communications Director*  
Ellie Carignan, *New Business Director*  
Emma Boland, *Account Director*  
Caroline Franklin, *PR/Media Director*  
Kathleen Harmon, *Creative Director*

### CORPORATE COMMUNICATIONS TEAM

Michelle Campos, *Project Coordinator*  
Ethan Chiu, *Internal Operations Coordinator*  
Amanda Gonzalez, *Events and Promotions Coordinator*  
Sofia Vilchynska, *Corporate Communications Apprentice*

### CREATIVE TEAM

Vivian Gao, *Creative Coordinator*  
Mia Kraft, *Creative Coordinator*  
Mary Lang, *Creative Coordinator*  
Angela Salonga, *Creative Coordinator*  
Shivani Saravanan, *Creative Coordinator*

### PR/MEDIA TEAM

Molly Kozlowski, *PR/Media Coordinator*  
Esther Marcos, *PR/Media Coordinator*  
Maria Price, *PR/Media Coordinator*  
Kendall Weems, *PR/Media Coordinator*  
Ashley Foster, *PR/Media Apprentice*

### ACCOUNT TEAM

Paulina Aragon, *Account Coordinator (North Shore Nest)*  
Abibe Azizi, *Account Coordinator (Avionos)*  
Sophia Blanchard, *Account Coordinator (Kimberly Rensburg Photography)*  
Eliana Jacobsen, *Account Coordinator (LeadingAge)*  
Nicolas Tamayo, *Account Coordinator (United Airlines)*  
Mandy Lucci, *Account Apprentice*

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Thank You

## LETTER FROM OUR FIRM DIRECTOR

This semester has been historic for Inigo. Six clients. Twenty-seven students. A collaboration with another student group on campus. All done completely online.

When Loyola transitioned online last Spring, we didn't know what Fall 2020 would look like. For a while we were in limbo. However, once the decision was made and it was clear we would be remote, we adapted and made our first fully online semester a resounding success.

The circumstances were unorthodox, but in true Inigo fashion we rallied. We were able to grow in our skills and prepare ourselves for the new reality that faces us.

All four clients from last semester returned, and we signed on North Shore Nest. Over the summer, a new opportunity presented itself to us, a collaboration with the Public Health Club and working with the American Heart Association. This project allowed Inigo members to explore the healthcare industry and work with other driven students at Loyola.

Through this new format of learning, every member honed their communication skills and learned how to be flexible during uncertain times. Over the past 15 weeks, I have been continually impressed by the adaptability, kindness and talent of our fall 2020 Inigo staff.



Mary Ellis



## LETTER FROM OUR FIRM ADVISOR

Inigo is a space to do, grow, try, experiment, collaborate and learn while pursuing meaningful impact for clients who believe in our mission and our potential. The confidence our clients place in us is what gives Inigo a reason for being. Whether a one-person entrepreneurial endeavor or one of the world's largest airlines, our clients trust us to do real work and deliver real results.

Real is what we crave. Real is exciting and terrifying and, well, real. It's real to witness a client's followers engage with posts and content we've created. It's real to have a client say "we love this" or even "not quite." It's real to see a client lay off thousands of employees or to have to move an entire conference online. It's real to ideate, implement and troubleshoot. Thank you, clients, for giving Inigo the opportunity to put our best thinking and creating to work for you.

Fall 2020 has challenged us to implement new ideas and approaches as an agency. We worked hard to foster our inclusive, gutsy, encouraging Inigo culture while working completely online. This fall marked our first DEI roundtable, an insightful and honest conversation about what's happening in our industry. And we successfully promoted Inigo and selected a talented new staff for next semester.

As we conclude a semester of stretching and learning, we are grateful to each of our clients and all of our mentors, fans and believers for their support of our learning laboratory.



Cheryl McPhilimy

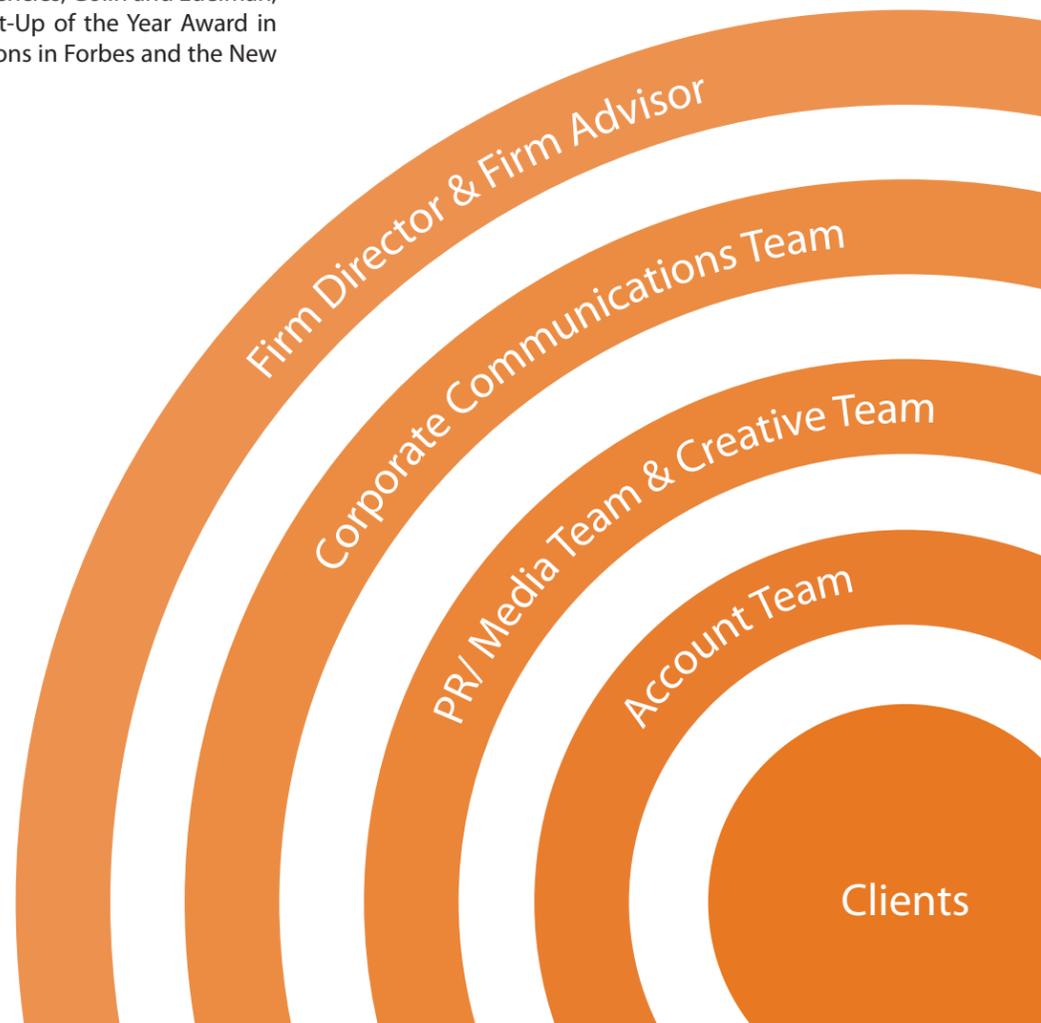


## ABOUT INIGO

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 16 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 seven 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.



## MEET OUR CLIENTS



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



Kimberly Rensburg is a Chicago and destination lifestyle photographer who specializes in intimate weddings and newborn shoots.



LeadingAge is a national non-profit organization based in Washington, DC., that enables the next generation of older adults to live their fullest life by advocating on their behalf to aging services providers.



North Shore Nest is an interior design firm with clients in Illinois and Wisconsin. They focus on residential spaces and offer a variety of design services.



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



The American Heart Association is a national non-profit organization that promotes cardiovascular health and research. Inigo is collaborating with Loyola University Chicago's Public Health Club to implement an anti-vaping campaign in Maywood, IL.

# AVIONOS



## AVIONOS APPROACHED INIGO WITH THESE THREE GOALS:

### 01

Increase social media engagement through the development of engaging imagery that captures Avionos' voice and brand.

### 02

Translate Avionos' work and eCommerce trends into consumable content for their audience.

### 03

Improve Avionos' Search Engine Optimization (SEO) strategy to drive organic web traffic and increase visibility.

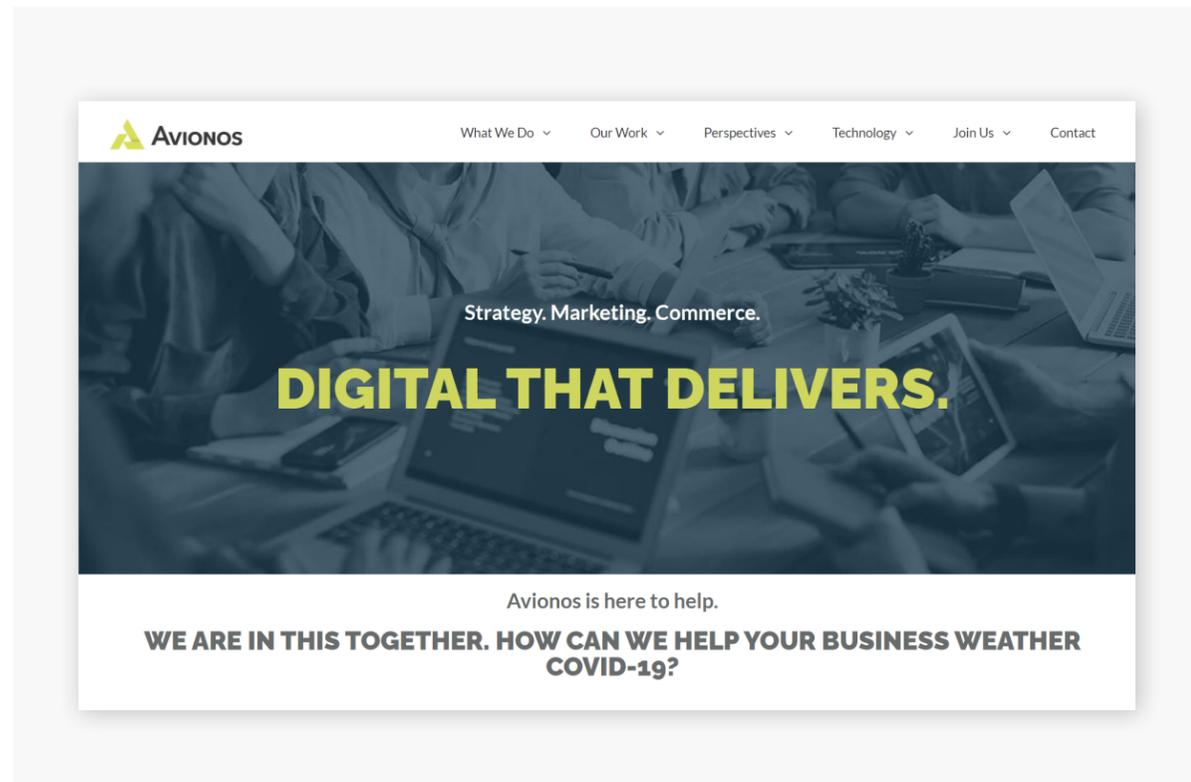


## WEBSITE IMAGERY SUGGESTIONS

To help Avionos adapt their website to their new brand guidelines, Inigo pitched 20 new header and supplemental images that served to represent their professional and dynamic presence as a company. Avionos requested the updated visuals convey their role as calm and confident cheerleaders of their companies and customers. Thus, Inigo strategically identified and curated visuals that supported their new website's content and mission while remaining consistent with brand guidelines. Unifying the headers with a sharp blue overlay, the imagery suggestions express the bold yet approachable voice of Avionos. newsletter could do so easily and quickly.

## SURVEY CONCEPT BRIEFS

Inigo's survey concept briefs aimed to help Avionos capture shifting consumer trends across the eCommerce, B2B and financial sectors through powerful and relevant data. As the COVID-19 pandemic has altered how consumers shop, bank, and interact with businesses, Avionos wanted to understand how the global desire for virtual forms of commerce is shaping their clients' futures. To help identify these patterns, Inigo crafted a series of 10 surveys to measure critical trends in areas such as "fin-tech," cross-border sales and online B2B retail. Using the provided survey questions and potential headlines, Avionos can craft the collected data into timely press releases that speak to the needs of their potential clients.



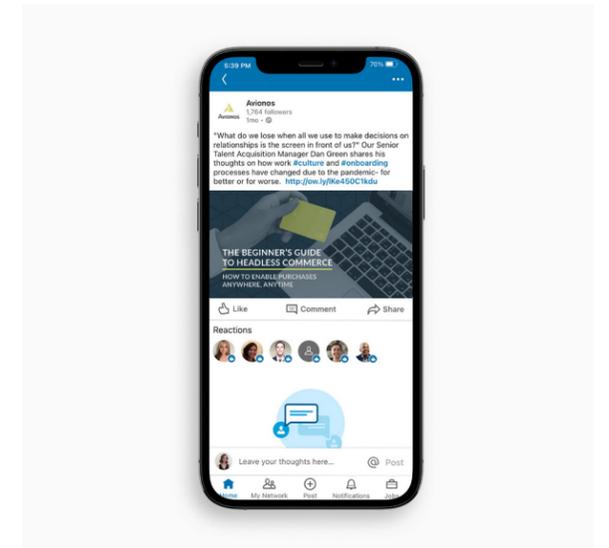
Mockup of Avionos' Website with Inigo Content Suggestions

## SEO ANALYSIS

To improve their SEO strategy, Avionos wanted to gain a deeper insight into their competitors' SEO rankings and best practices. To determine which keywords will drive consumers to Avionos' website, Inigo conducted an analysis of how their competitors were attracting traffic, the right keywords to bid on, and the performance of Avionos' current SEO strategy. Based on Inigo's research and evaluation of Avionos' SEO data, Inigo made actionable recommendations to improve the performance of Avionos' internal domain links, social media integration and website imagery.

## MEDIA CONTENT SUGGESTIONS

To increase engagement on their LinkedIn, Facebook, Twitter and Instagram accounts, Avionos asked Inigo to craft creative graphics to pair with their social media calendars. These posts were released throughout October and focused on eCommerce topics ranging from business enablement to headless commerce. The goal of the imagery was to capture Avionos' voice and aesthetic while drawing consumers, businesses and professionals' attention to their work. Our creative team developed a distinct and sharp style that combined relevant imagery with bright accents that drew attention to the themes of the copy.



LinkedIn Social Post Graphics



Facebook Social Post Graphic

# KIMBERLY RENSBURG PHOTOGRAPHY

KIMBERLY RENSBURG PHOTOGRAPHY (KRP)  
APPROACHED INIGO WITH THESE FIVE GOALS:

**01**

Capitalize on social media outreach to attract new clientele.

**02**

Increase traffic to their newly designed website, developed by Inigo last semester.

**03**

Create a method of routinely and effectively posting on social media.

**04**

Gain a bigger following of their brand through educational components of the website.

**05**

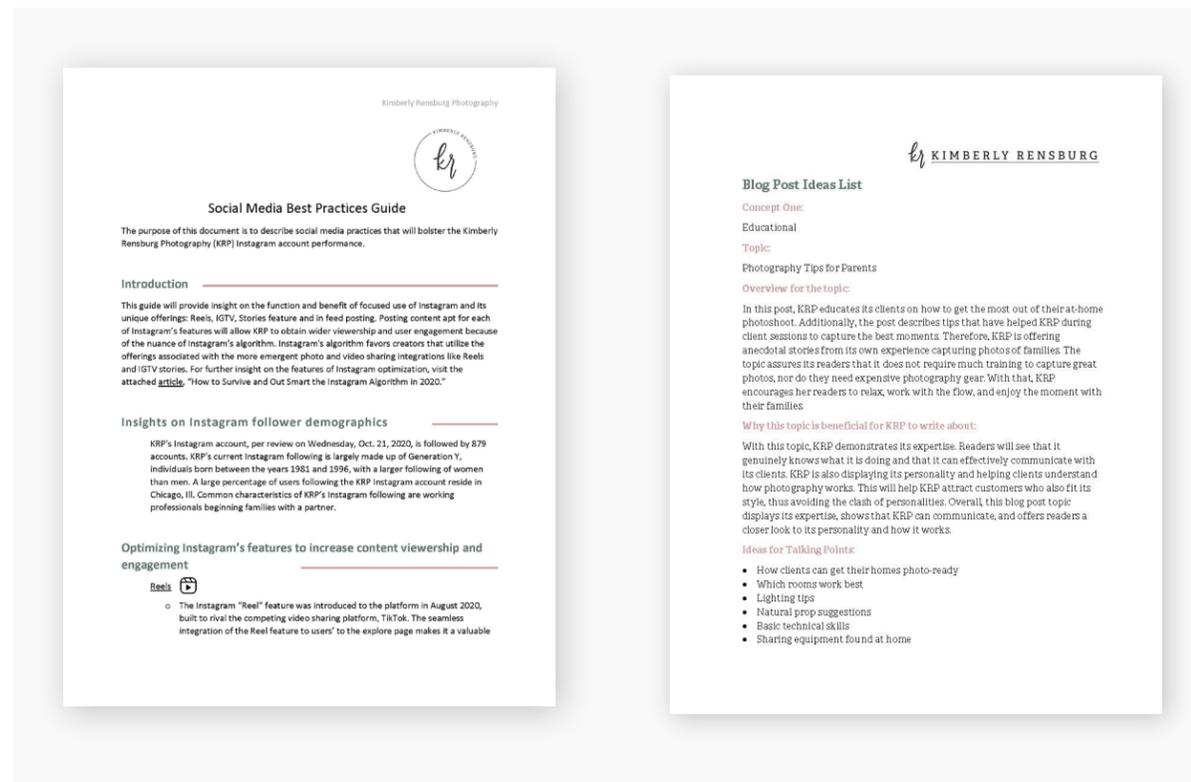
Form new relationships with an expanded demographic, such as with the Detroit area.

## SOCIAL MEDIA BEST PRACTICES GUIDE

To enhance KRP’s social media outreach, Inigo created a Social Media Best Practices Guide. The goal of this guide was to equip KRP with the correct tools to post content on their own. The reference document highlights methods and inspiration behind crafting captions and insights into the features of reels, IGTV, Instagram Stories and In-feed posts. With this guide, KRP is able capitalize on their social presence and expand her demographic through effective posting.

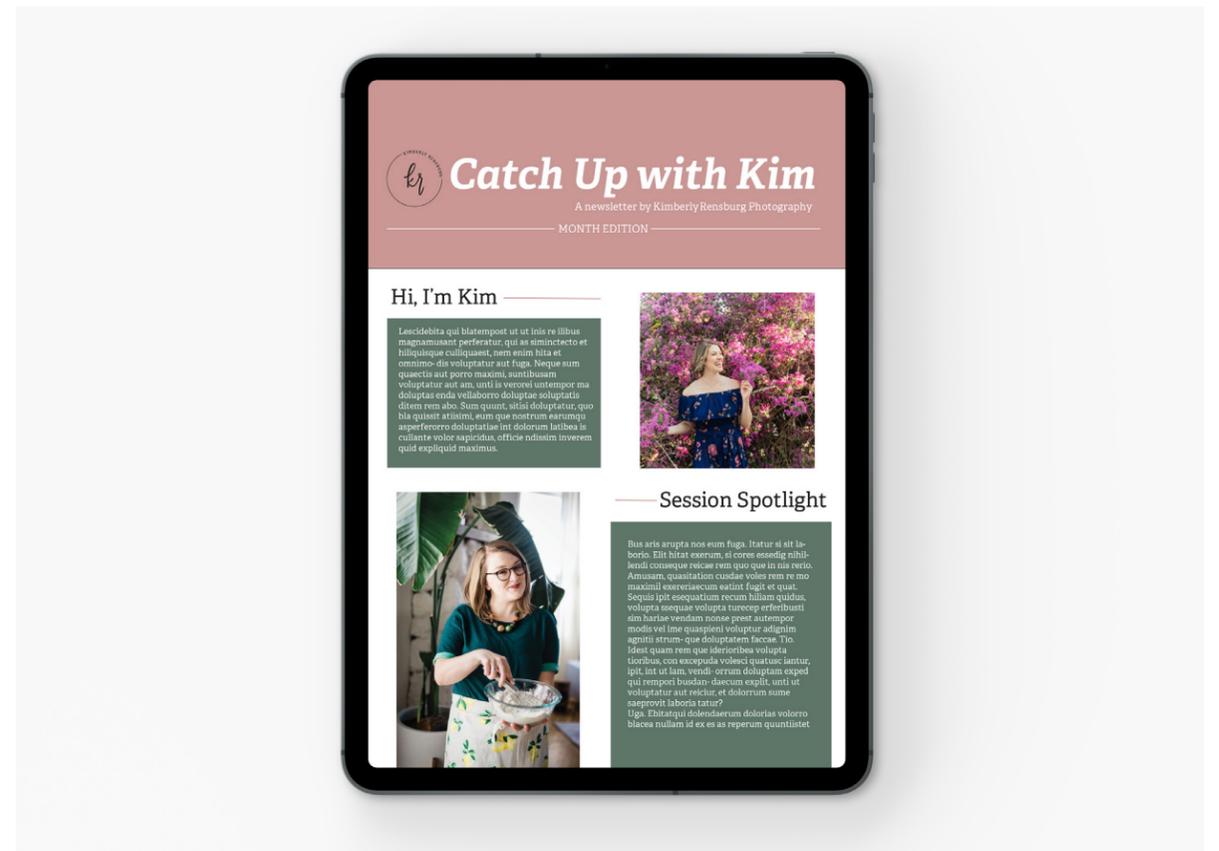
## BLOG POST IDEAS LIST

To help KRP gain conversions to their website from social media, Inigo created a Blog Post Ideas List. The goal of this document was to utilize educational components to increase organic traffic to her website and boost KRP’s searchability. By doing so, KRP can begin to attract those of similar interests/hobbies to their website and obtain a stronger following of non-clientele followers. The Blog Post Ideas List features multiple beneficial topics, background information, potential talking points and examples of similar blog posts. In addition, Inigo explored the importance of posting keywords from the document on the KRP website to further increase SEO and follower count.



Social Media Best Practices Guide

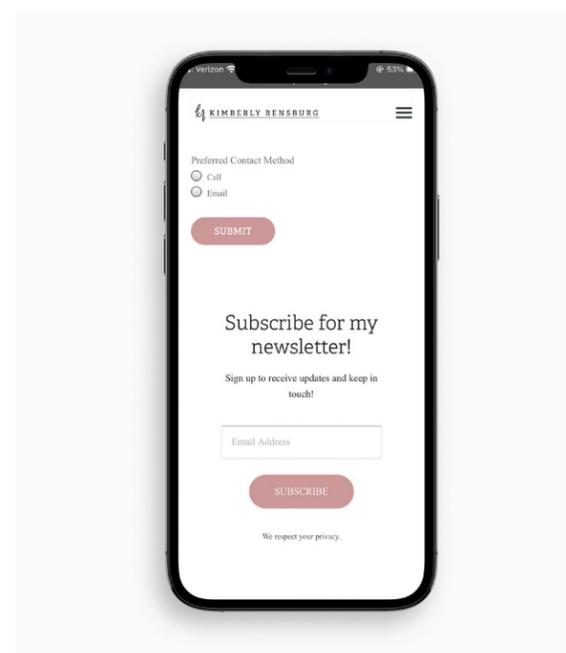
Blog Post Ideas List



“Catch up with Kim” Digital Newsletter

## NEWSLETTER TEMPLATE

To develop KRP’s clientele relationships, Inigo designed a newsletter template entitled “Catch up with Kim”. The goal of newsletter template was not only maintaining a positive connection with current clients, but also to form new relationships with potential customers. The template includes educational snippets of information such as seasonal tips, as well as announcements. In addition, a subscription plug-in was embedded to the KRP website so that people wanting to subscribe to the newsletter could do so easily and quickly.



Subscription widget for Kim’s Website

# NORTH SHORE NEST



## NORTH SHORE NEST APPROACHED INIGO WITH FOUR GOALS IN MIND:

**01**

Increase overall engagement ratio with followers and posts.

**02**

Generate traffic across all of their main social medias, which include Instagram and Pinterest.

**03**

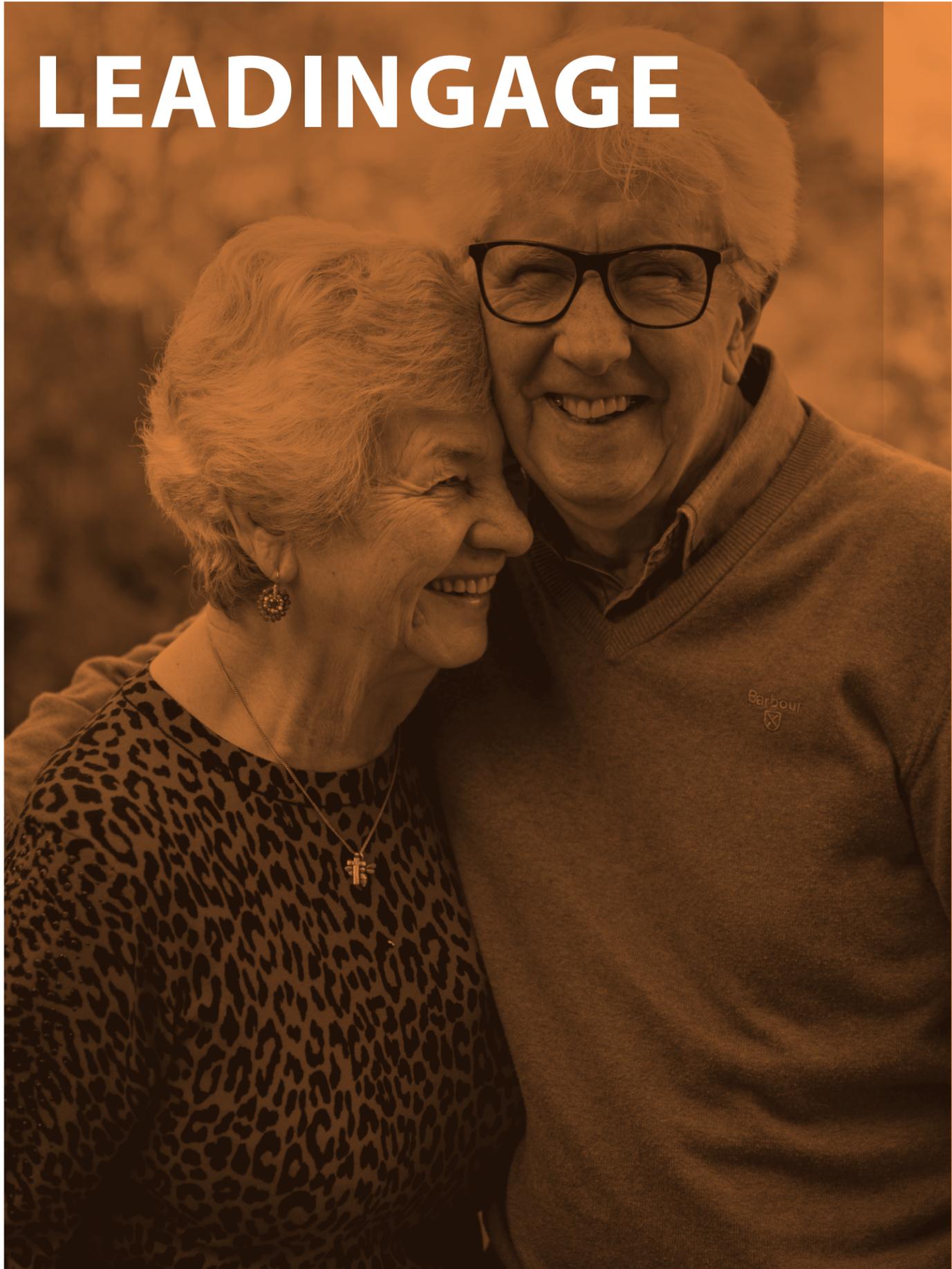
Create meaningful and collaborative relationships with potential new clients, returning clients, brands and influencers.

**04**

Craft content that reflects NSN's mission to attract new clients.



# LEADINGAGE



## LEADINGAGE APPROACHED INIGO WITH THESE THREE GOALS:

**01**

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Develop messaging for LeadingAge's website and social media that challenges common perceptions about careers in the aging services field.

**02**

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Create visual content that captures the energy and interests of a younger audience of aging service professionals.

**03**

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Promote their Student Membership Program and Annual Meeting to an audience of students and young-professionals.

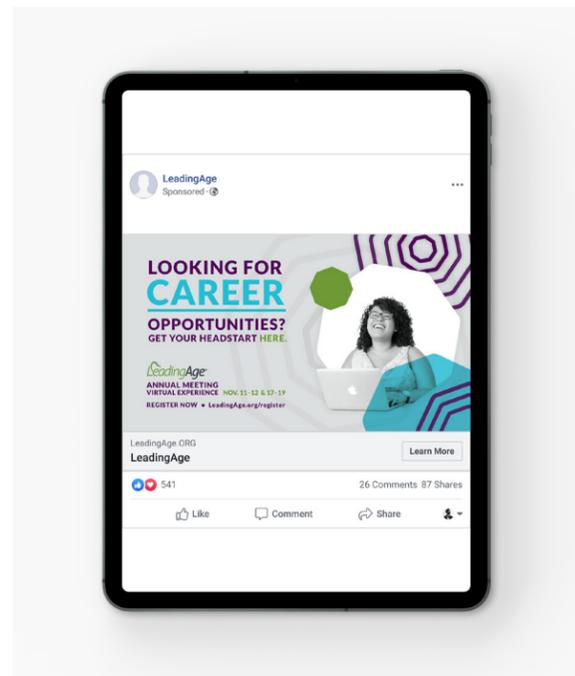


## MESSAGING PLANKS

Inigo was tasked with writing a set of five messaging planks that highlighted the value of LeadingAge’s Student Membership and conference opportunities to college students. These planks would then be used to inspire future content for LeadingAge’s website and social media platforms. Inigo’s main goal was to attract two distinct audiences: students unaware of the benefits and career opportunities the aging care field and students already interested in aging services who had not heard about LeadingAge’s resources. Thus, we tailored our proposed messaging to highlight the range of careers in the aging service field and the next generation’s role in caring for their community and combating ageism. The messaging culminated in calls to register for LeadingAge’s Student Membership Program and Annual Meeting, highlighting the variety of resources available to students looking to launch meaningful careers.

## SOCIAL MEDIA POSTS

Inigo created a series of social media copy and graphics for Facebook, Instagram and LinkedIn aimed at increasing student enrollment at their Annual Meeting. The challenge presented to Inigo was capturing the attention of a younger audience by pushing the boundaries of LeadingAge’s messaging while staying true to its mission and values. Our social calendars consisted of copy inspired by our messaging planks, pairing strong calls-to-action with appeals to LeadingAge’s opportunities for career advancement. Based on LeadingAge’s desire to craft a more dynamic visual presence, the Creative Team worked to develop two distinct graphic identities. One used popular memes to create trendy, funny and relatable imagery that connected with their student audience. The other set of images took a modern and professional look, using bold and eye-catching typography to highlight LeadingAge’s exciting career opportunities.



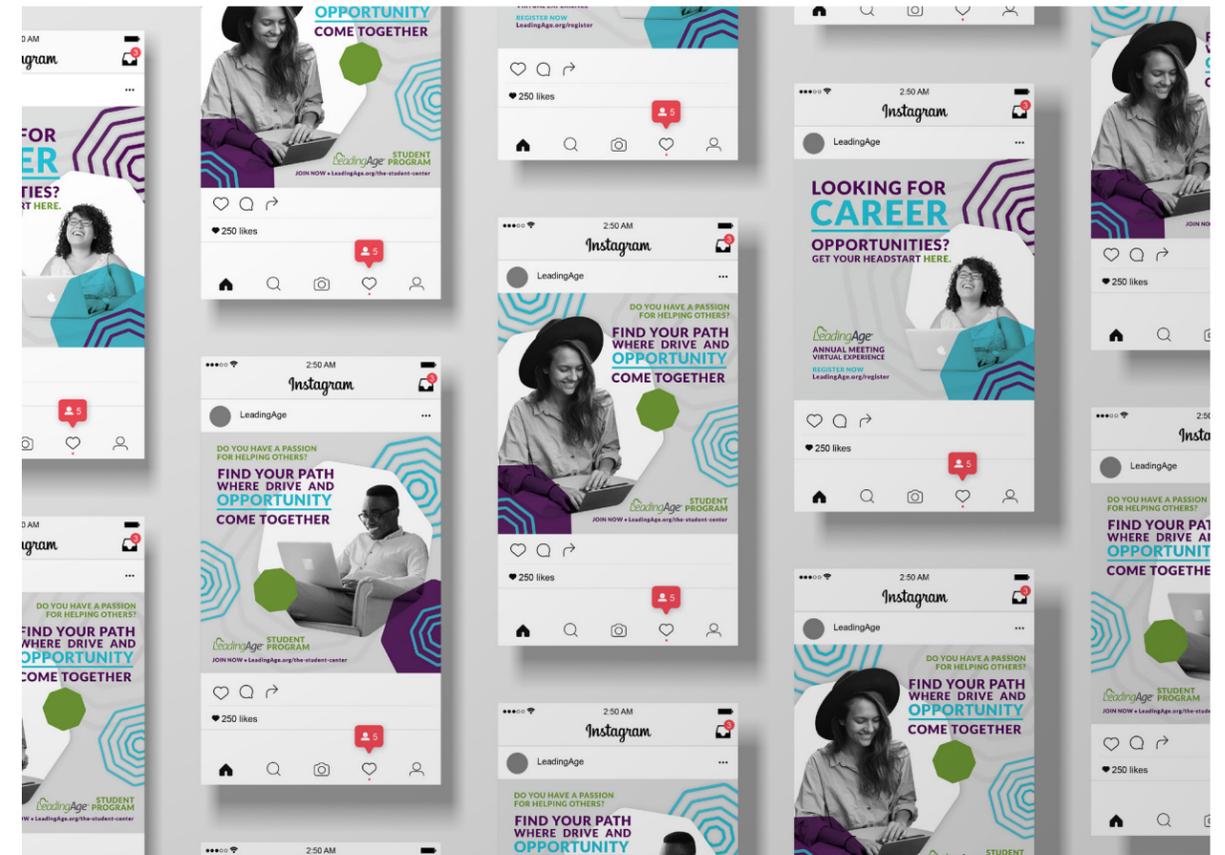
Social Media Post

## STORYBOARD

To create a series of content that highlighted LeadingAge’s vision for student involvement, Inigo developed a series of video storyboards. While the central focus was promoting LeadingAge’s conference opportunities and Student Membership Program, the short videos needed to be usable year-round on Facebook, Instagram and LinkedIn to encourage student involvement. To guide their footage, Inigo outlined a detailed vision of each video concept, including a voiceover script, visual directions and messaging strategies. The resulting three storyboards captured both the importance of aging services as well as LeadingAge’s resources for the next generation of leaders in the field.

## OVERVIEW VIDEO

Based on our graphic and text-focused storyboard concept, Inigo developed a 30-second animated clip



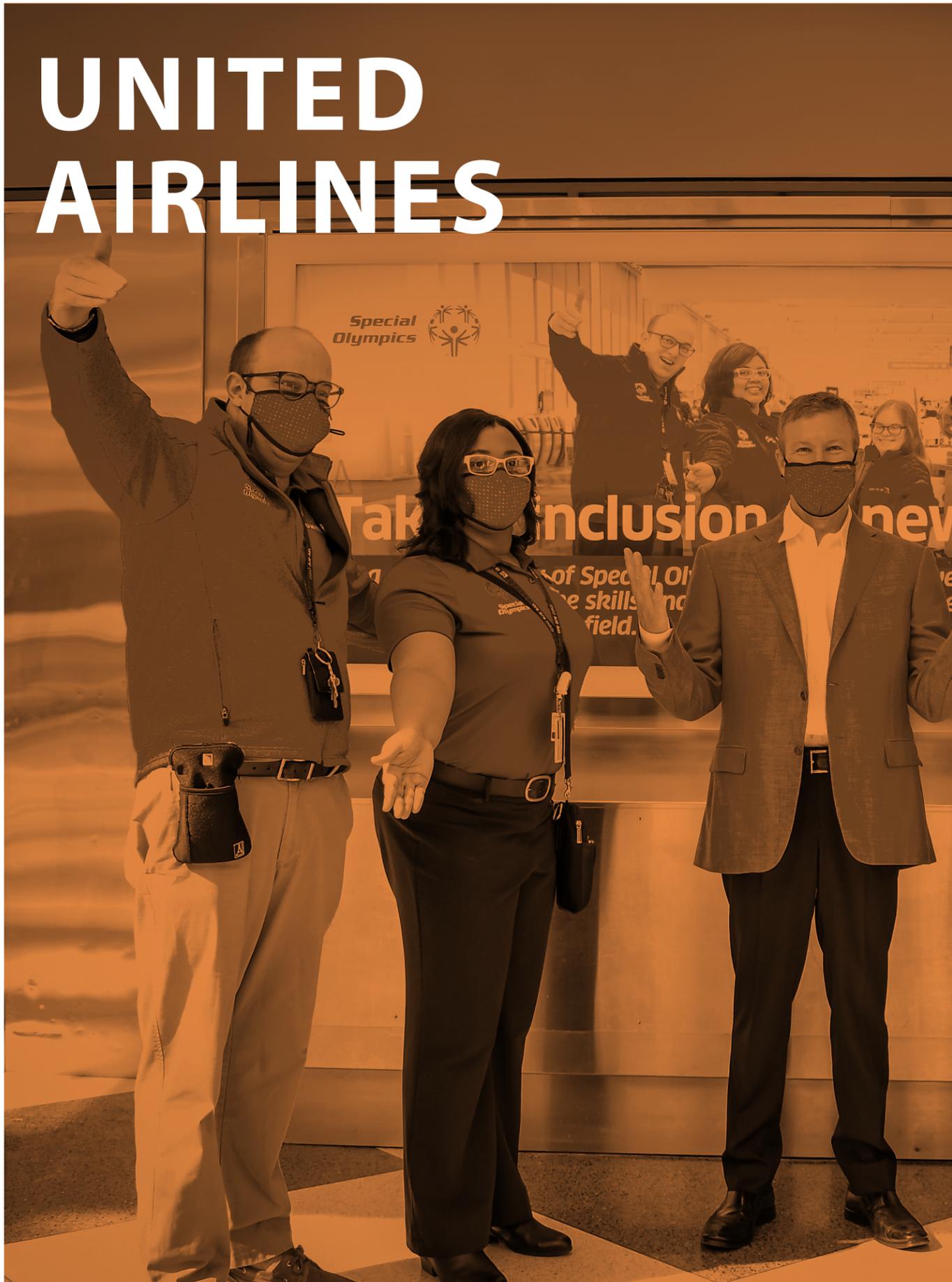
Social Media Posts



Social Media Video

to provide a social-media friendly overview of LeadingAge’s student opportunities. Using bold colors, dynamic text and upbeat voiceovers, the video highlights the network of resources and mentors available to students as a registered member. This clip is adaptable for use on LeadingAge’s Facebook, Instagram and LinkedIn pages and can be reposted to promote both upcoming conferences and future student-centered opportunities.

# UNITED AIRLINES



UNITED AIRLINES APPROACHED INIGO WITH THESE THREE GOALS:

**01**

Remind United employees to stay safe through physical and digital marketing materials.

**02**

Reinforce themes of personal responsibility and accountability through social media posts.

**03**

Recognize United's major accomplishments in 2020 with an end of year video.



## SOCIAL MEDIA CONTENT CALENDARS

Inigo provided United with social media content calendars for November and December. The two new calendars were tailored for United's department of Airport Operations Safety and Regulatory Compliance Twitter account that has over 400 followers, many of whom are United employees. A total of 30 posts include both captions and graphics about damage prevention, safety tips and motivational reminders. Lastly, Inigo provided United with a general graphic template that the team could use for any upcoming reactive or situational-based

## VISUAL CAMPAIGN

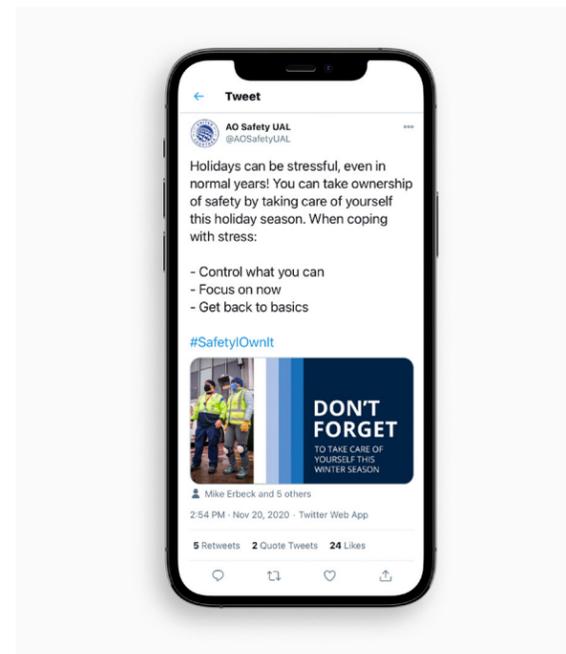
Inigo provided United with three original design and messaging concepts for a new digital and print marketing campaign. From the three options, United chose a combination of two styles. With the provided feedback, Inigo was able to move forward and create the final campaign. By the end of our collaboration, Inigo delivered six animated graphics to display on the employee break room televisions and six matching posters to be printed and hung around various airports. The goal of the campaign is to reinforce themes of personal responsibility and accountability, encouraging employees to take ownership of the work they're doing.



Animated Media Tile for United



Visual Campaign Posters for United



Social Media Post for United

## END OF YEAR VIDEO

Inigo developed a video to be released at the end of the year, highlighting United's major accomplishments in 2020. The video includes footage provided by United and a voiceover recording by the Inigo team. The video aims to boost morale and encourage employees to continue to provide amazing service in 2021. It also adds to the overall goal of getting employees to take ownership of their work and to strive to stay safe.

# AMERICAN HEART ASSOCIATION



Inigo's collaboration with the American Heart Association brought forth the following opportunities for involvement in their strategic anti-vaping and flavored tobacco campaign for the Village of Maywood.

## THE AHA ANTI-VAPING COMMUNICATIONS CAMPAIGN GOALS SEEK TO:

### 01

Educate Maywood community members on the health risks associated with premature nicotine use.

### 02

Empower Maywood stakeholders to proactively improve the health of their community.

### 03

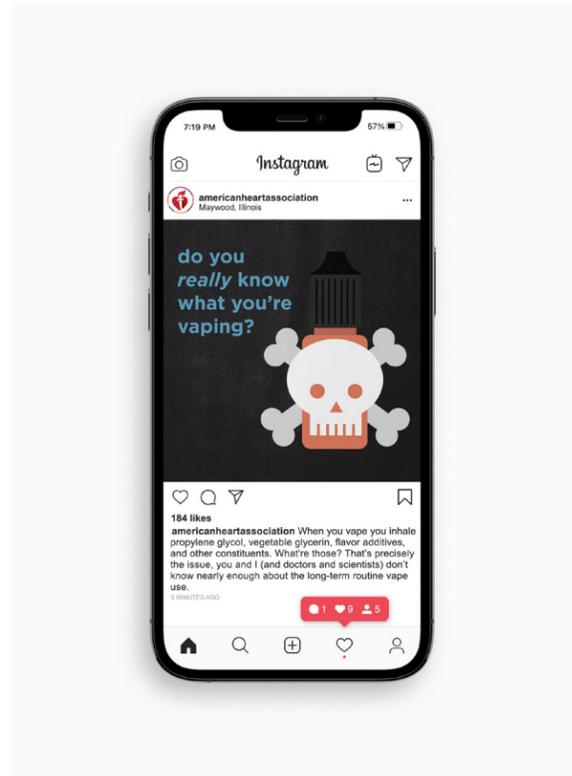
Engage Maywood Village community members to support a local legislative ban on flavored nicotine products.



American Heart Association®

## VISUAL CONCEPT DESIGN

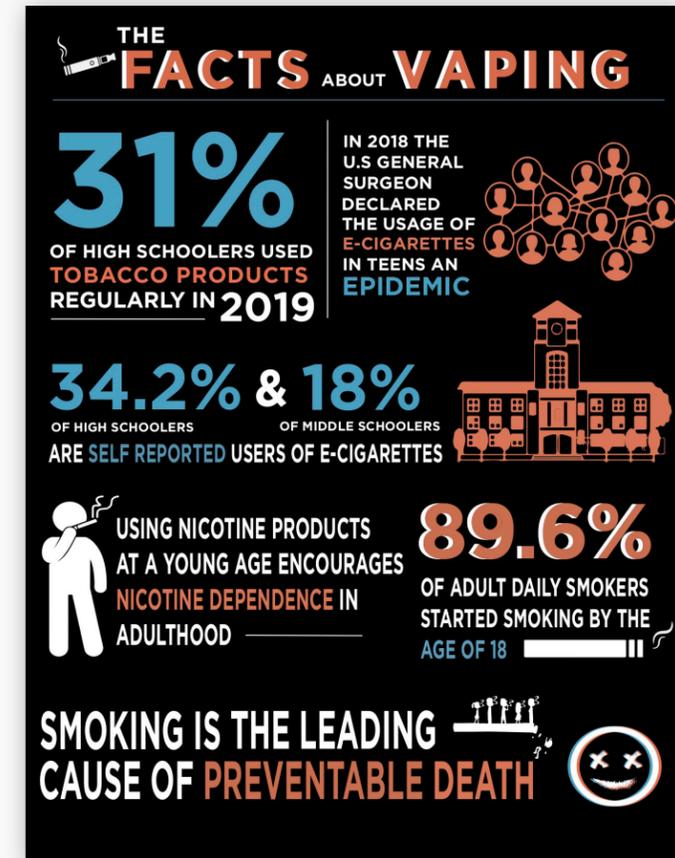
Inigo generated a social media design concept to appeal to teens and young adults in a manner that empowers them to understand the harms of premature smoking and tobacco use. The Inigo team developed three concepts which relied on bright colors, bold graphics, and eye-catching visuals to communicate the risk and potential harms of premature tobacco use. These concepts were then pitched to the Maywood City Council, an integral stakeholder in the AHA's campaign, who offered to organize a focus group to provide information which stands to more closely inform the emerging campaign.



Social Post for AHA



Social Posts for AHA



"The Facts About Vaping" Infographic

## INFOGRAPHIC

Inigo developed a one-page infographic which communicated the risk and harm of premature smoking to teens and young adults. The materials which emerged as a result of this were thoughtfully designed and strategically worded to retain the attention of the target demographic while simultaneously communicating high level concepts and information in a digestible manner for the target audience.

# CORPORATE COMMUNICATIONS

Inigo's Corporate Communications Team worked hard this semester to best serve our staff members and increase brand awareness in our Loyola Community and beyond. Through internal marketing, projects, events and recruitment, we had an impactful semester. Our highlights include planning our:



FINAL SHOWCASE WEBINAR



DIVERSITY, EQUITY & INCLUSION ROUNDTABLE



RECRUITING OUR SPRING 2021 STAFF



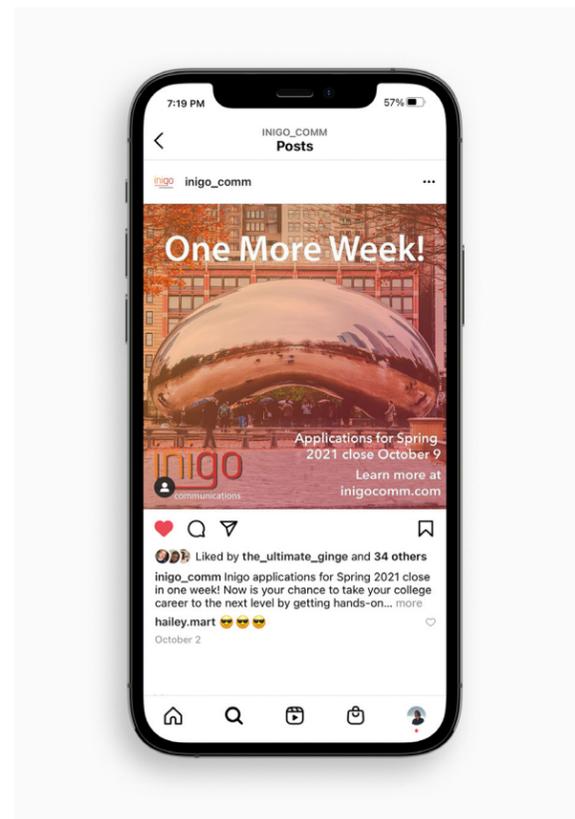
LAUNCHING OUR NEW WEBSITE

## RECRUITMENT

Recruiting our Spring 2021 staff involved creating a master contact list of over 150 communication, marketing, business and visual communication classes offered this semester at Loyola University Chicago. We contacted the professors of these classes via email to announce our Spring 2021 Applications. This expanded our outreach to Loyola's Quinlan School of Business and the College of Arts and Sciences to diversify our staff and skillsets in future semesters. Due to our recruitment efforts being strictly online, we emphasized the importance of meeting each applicant through our Zoom interviews and getting to know them, their experiences and passions.

## MARKETING

For internal marketing efforts, our team prioritized Inigo's social media and online presence. To avoid a feed full of Zoom screenshots, we created graphics featuring Chicago architecture and headshots of our team members. We also engaged with Loyola and the School of Communication social media accounts to expand our audience. Our "Meet the Team" Instagram story series allowed our followers to get to know the Inigo staff and hear directly from our members about their Inigo experience. This Instagram story series had over 11,000 impressions. We consistently posted on our existing Instagram, Facebook and LinkedIn accounts and we also created a Twitter account to expand our following and engage with industry professionals.



Social Post for Inigo's Instagram



**Ethan Chiu**  
He/Him/His  
Internal Operations  
Coordinator  
Advertising/Public  
Relations Major,  
Social Work  
Minor

Fun Fact:  
He has biked over  
1000 miles this year!



**Molly Kozlowski**  
She/Her/Hers  
PR/Media Coordinator  
Political Science Major,  
Visual Communication  
and Communication  
Studies Minor

Fun Fact:  
She has run  
all 18.5 miles of  
Chicago's Lakefront Trail!



**Nick Tamayo**  
He/Him/His  
Account Coordinator  
Multimedia Journalism  
Major, Marketing  
Minor

Fun Fact: He has  
one of the rarest Myers-  
Briggs personality types: INFJ.

"Meet the Team" Series Posts

## NEWLETTER AND WEBSITE

In addition to social media, our team sent out monthly newsletters via Mailchimp and shared blog posts written by our members to give our supporters more insight into who we are and what we are passionate about. We also launched our newly designed website that solidifies our brand and best represents our identity as Chicago's first and only student-run communications agency. Our team recognized the importance of Search Engine Optimization (SEO) and began the process of launching a Google Ad campaign. We hope to be able to gather analytics from our website to track where our visitors are coming from and how they view our site to increase our SEO.

## EVENT PLANNING

Our event planning this semester had to be adjusted due to COVID-19 and Loyola's decision to hold classes virtually. Our Alumni Panel was our first event of the semester and seven alumni joined us to share their Inigo experiences, stories and career advice. Our alumni network remains strong and we were thrilled to introduce our current members to our alumni. We also hosted our first ever Diversity, Equity and Inclusion Roundtable Talk, facilitated by two corporate communications team members. Our featured participants from JP Morgan Chase Co., Starcom and Leo Burnett were all generous enough to share their personal experiences surrounding diversity, equity and inclusion in the communications industry. Our agency learned about supporting and advocating for one other and continuing the conversation in our careers. Lastly, our team planned Inigo's Final Showcase Webinar to highlight our work from the Fall 2020 semester. The showcase is the perfect way to wrap up our time together and celebrate our staff's hard work. Our event planning this semester involved utilizing Eventbrite, mastering Zoom and updating Inigo's master contact and invite lists.

12.8%

FOLLOWER INCREASE ON LINKEDIN

21.5%

TOTAL INCREASE IN FOLLOWERS

13,000+

IMPRESSIONS ACROSS ALL SOCIAL CHANNELS

## OUR VIRTUAL REALITY

Our team learned the importance of alternative methods for staying connected with each other and our followers in our new virtual reality. We prioritized online communications by personalizing our social media and brand identity with our new website. Our team also valued self-care and curated a welcoming and positive online environment for our members to learn and grow as communicators. Despite never meeting in person, our staff had a strong bond and shared common goals throughout our time together that resulted in another successful semester at Inigo.

## THANK YOU!

This semester has been one of many firsts. Thank you to all Fall 2020 Inigo members and apprentices for creating high quality work. You should all be proud of our accomplishments!

A special thank you to Cheryl McPhilimy, Inigo's faculty advisor that oversees the agency. Inigo would not exist without Cheryl, her wisdom and experience. Thank you trusting us and guiding us to where we are now. Thank you also to our teaching assistant, Jenny DeRango, for aiding Inigo behind the scenes this semester. We appreciate all the hard work you've put into helping the agency improve.

A huge thank you to our mentors at Golin: Haley Carroll, Meagan Finucane and Kendall Galloway. We appreciate you for taking the time out of your evenings to visit our class and provide us with your insights and advice. We value all your support this semester.

Our mentors from Edelman, Jacob Voss and Kaylee Harrington, who have graced us with their knowledge and understanding from their former experience in student-run agencies. Thank you kindly for your help.

Many thanks to Meghan Lee and Lisa Kueng, as well, whose expertise, tips and feedback have elevated our members to be better communicators.

To our wonderful Inigo alumni who came back to the agency for a panel to meet current members and apprentices, thank you for your loyalty and guidance. You paved the way for us, and we certainly would not be where we are today without your hard work and dedication. We are so grateful for you.

We would also like to thank Salina Jewell, Jazmin Marcos and Sheri Silverman for being a part of Inigo history and being panelists at our DEI roundtable. Thank you for sharing your life and career experiences and creating a safe space for students.

Finally, we would like to thank the School of Communication's Dean Hong Cheng, Dr. Pamela Morris, Justyna Canning, Genevieve Buthod, Michelle Bukowski, Jamason Chen and Eleni Prillaman for their continuous support for Inigo.

As an agency, Inigo is blessed to have such kind advocates for its members and work. We value the support that allows us to be strong and successful with every semester.

— Mary Ellis

## STAFF PHOTO



inigo  
communications

**FALL 2020 SEMI-ANNUAL REPORT**

ISSUE 02