

# SPRING 2023

**SEMI-ANNUAL REPORT**



# MEMBERS

## DIRECTORS

Marielle Sorhondo, Firm Director  
Matt Reishus, Account Director  
Natalie Doyle, Public Relations Director  
Jacqueline Southwell, Copywriting Director  
Mariana Chavez Jimenez, Creative Director

## ACCOUNT

Isabella Yarbrough, Chicagoland Chamber of Commerce Account Coordinator  
Emily Hane, Avionos Account Coordinator  
Olivia Mraz, United Airlines Account Coordinator

## PUBLIC RELATIONS

Ceceilia Voss, Public Relations Coordinator  
Juliana Lopez, Public Relations Coordinator  
Maddie Ganoë, Public Relations Coordinator  
Alyssa Ramirez, Public Relations Coordinator

## CREATIVE COPYWRITING

Serena Thakkar, Copywriting Coordinator  
Bella Dinga, Copywriting Coordinator  
Sal Carcagno, Copywriting Coordinator

## CREATIVE DESIGN

Bethany Valente, Design Coordinator  
Emily Luft, Design Coordinator  
Kaden Roth, Design Coordinator  
Eva Hurley, Design Coordinator

## CORPORATE COMMUNICATIONS

Emma Ferrigni, Chief of Staff  
Ellie Landt, Promotions Coordinator  
Ellie Reppen, Recruitment Coordinator  
Mara Collins, Recruitment Coordinator



LETTER FROM FIRM DIRECTOR



LETTER FROM FACULTY DIRECTOR



ABOUT INIGO



OUR CLIENTS



AVIONOS



UNITED AIRLINES



CHICAGOLAND CHAMBER OF COMMERCE



CORPORATE COMMUNICATIONS



THANK YOU

# TABLE OF CONTENTS

## LETTER FROM OUR FIRM DIRECTOR

This semester was a true testament to Inigo's spirit of being a learning laboratory. We traversed state borders, conquered crisis simulations and networked like there's no tomorrow. Inigoans are constantly hungry to learn, and we thank our clients United Airlines, Avionos and the Chicagoland Chamber of Commerce for giving us the opportunity to take on new challenges this semester.

Although the semester was not without its curveballs, there was never a stressful moment. Members took each obstacle in stride, quickly adapting and using their resilience to create innovative solutions. Witnessing the agency's confidence shine through in client work and professional events has been an extremely rewarding experience and personal point of pride.

Throughout the term, a goal of mine was to smooth out our deliverable process. With success, we were able to create an effortless transition from the PR team's research to the Creative Copy team's creation of copy material and the content's implementation onto the Creative Design team's layouts. Inigo's ability to master agency structure wouldn't have been possible without the detail-oriented and proactive nature of our members, ensuring that deliverables reflect Inigo's high-performance and the clients' vision.

Furthermore, the Corporate Communications team's outreach this semester has surpassed previous initiatives. We tapped into our network within Loyola, pitching and getting featured by the university's award-winning newspaper, The Loyola Phoenix. Our Promotions coordinator designed an insightful newsletter and refreshed our media presence, strengthening Inigo's brand as a young and dynamic firm. Additionally, the modern strategies developed by our Recruitment coordinators resulted in Inigo's largest applicant pool ever. We conducted class visits and doubled the attendance at our virtual and in-person informational sessions.

Since the beginning of my time at Inigo, my peers have continuously pushed me to be ambitious and have supported me as I've grown. This experience has provided me with a safe space to explore my passions and strengthen my abilities in a one-of-a-kind setting. I am excited for Sal, our next firm director, to continue expanding the boundaries of this unstoppable agency and foster an uplifting and collaborative environment. I look forward to seeing what's in store for Inigo's next semester!

Marielle Sorhondo



## LETTER FROM OUR FIRM ADVISOR

At its core, Inigo is an experiential learning opportunity guided by the principle of collective success; the achievements of each student are the achievements of all. And the accomplishments of one semester's staff lay the foundation for the next. This semester the Inigo team didn't just build on the legacy laid for them, they took flight.

In a way the founders and I only dreamt of back in 2017, the Spring 2023 Inigo team ventured far outside the walls of our classroom. They traveled – across Chicago and across the country – for our clients, demonstrating their knowledge and professionalism in new settings. These experiences evoke marvel and respect for what our agency has built and continues to build. And they demand our profound gratitude for each client's confidence in our process.

Thank you, United Airlines. In February, eight Inigoans flew from Chicago to Washington, D.C. on assignment. And the rest of us joined them in spirit as they captured an astounding amount of insight and content for us to put to use.

Thank you, Chicagoland Chamber of Commerce for trusting us to work three different high-profile events, including the signature showcase, The Exchange. Our team shot video and conducted interviews to enhance the Chamber's promotional efforts and got to rub shoulders with countless professionals in the Chicagoland business community.

Thank you, Avionos, our longest-standing client. This relationship of mutual growth creates a professional environment where we are encouraged to push boundaries and really stretch ourselves. We relished the opportunity to visit and work in the Avionos office this spring and we thrive on the faith Avionos has in us.

We are grateful as well to the Loyola School of Communication faculty and to the family, friends and mentors who support us and who champion our growth.

As we close a remarkable semester of high-quality work and ever deepening client trust, we appreciate the foundation laid for us by each prior semester's staff. And now we look forward, knowing that we give the next team an even higher vantage point from which to build.

Cheryl McPhilimy





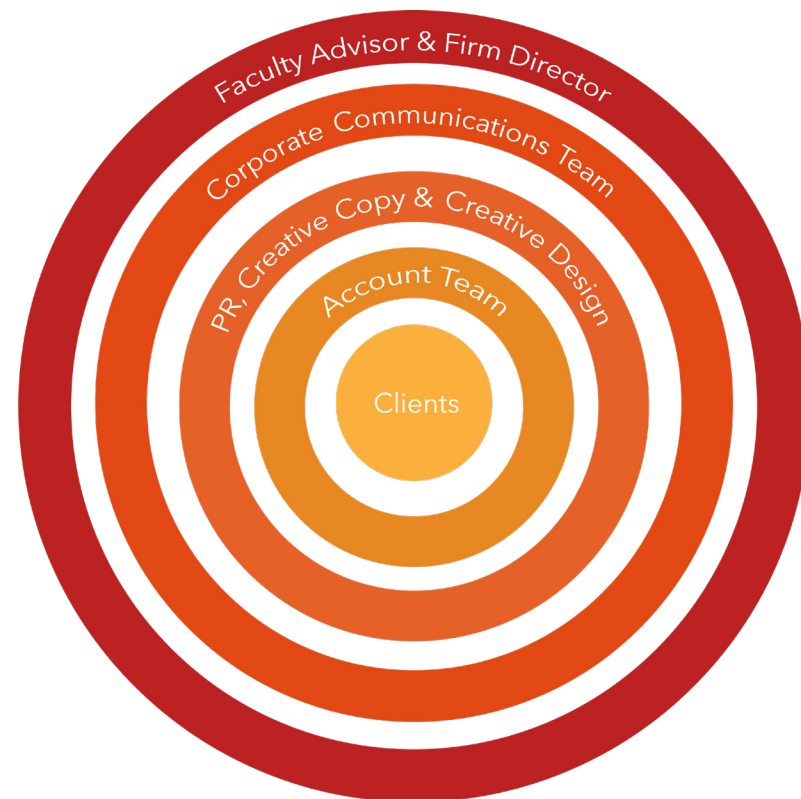
# ABOUT INIGO

Inigo Communications is Chicago's first and only student-run communications agency. With humble beginnings in Spring 2017, Inigo has sprouted from an idea to a thriving agency serving real-world clients. Over the years, Inigo has worked with over 21 different clients from an array of industries that range from local to global companies. Diverse clients means diverse work, leading Inigo to complete projects such as content calendars, promotional videos, interviews, social media audits and more.

It's all in the name, in I go. Inigo is structured to encourage growth for both clients and its student workers. Inigo is built to give young professionals the feel of a full-time communications agency, so they are ready to go head-on into the workforce. The PR, Copy, Design and Account teams all center around the heart of Inigo: our clients.

Inigo consistently delivers high-quality work, as evidenced by that fact that all clients for the Spring 2023 semester were returning clients. Working with United Airlines, Avionos and the Chicagoland Chamber of Commerce led to many unique, never-done-before opportunities. This semester, the Inigo team flew out to Washington D.C. to capture content for United and was able to visit Avionos' headquarters to offer headshot services. These go-getters even landed a spot at the Exchange hosted by the Chicagoland Chamber of Commerce and tabled at the event alongside Chicago's big-time players.

Inigo has grown over the years and is still expanding its members and operations. With the mentorship of the Chicago-based PR agency Golin, Inigo produces work of professional caliber for our clients. This incredible agency would not be possible without the enterprising spirit of its students. There is truly no group of young professionals who can ignite conversations and spark results like Inigoans.



# CLIENTS



## AVIONOS

Avionos is a B2B company that guides businesses on their digital marketing journey, e-commerce experience and managed services. This semester, Inigo produced outward-facing marketing tools for Avionos to promote their services to potential clients, while also developing inward-facing tools to improve branding and foster a positive company culture at Avionos.

"Working with Avionos this semester has provided us with a boundless array of new skillsets that we cannot be more thankful for. This semester included a truly unprecedented amount of imaginative innovation, and I cannot wait to see where our marvelous connection with Avionos grows from here!"

-Emily Hahne, Avionos Account Coordinator

United Airlines is a premier airline company headquartered in Chicago serving millions of passengers domestically and internationally. Through our partnership with United, Inigo has created various forms of content for the internal safety department covering the different elements of safety, which can be displayed across their varying media platforms.



"Working on the United account this past semester has been a surreal experience. I have developed an array of skills involving client relations communication methods. The United daytrip to Washington D.C. was a highlight of my college career that I am so fortunate to have been able to take a leading role in!"

-Olivia Mraz, United Airlines Account Coordinator

The Chicagoland Chamber of Commerce represents influential business across various major industries, providing resources to its members to create a dynamic economy. This semester, Inigo attended multiple Chamber events to gather member-specific testimonials and footage, which work to promote the network and community of the Chamber across social media.



"Working with the Chicagoland Chamber of Commerce this semester was a learning experience like no other. The creation of our three deliverables allowed me to learn the importance of strategic planning, thorough research and the importance of trust and teamwork."

-Isabella Yarbrough, Chicagoland Chamber of Commerce Account Coordinator



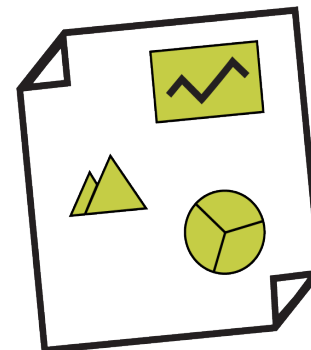
Somewhere in...

# AVIONOS

The experience of taking professional headshots at the Avionos office is unmatched to anything we could learn in a typical classroom setting!

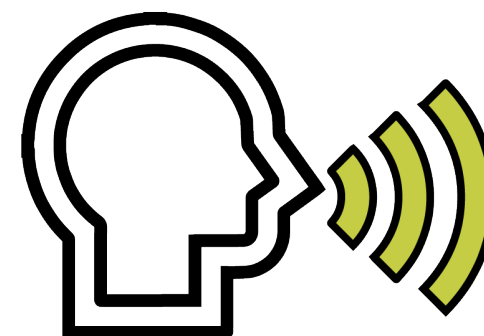
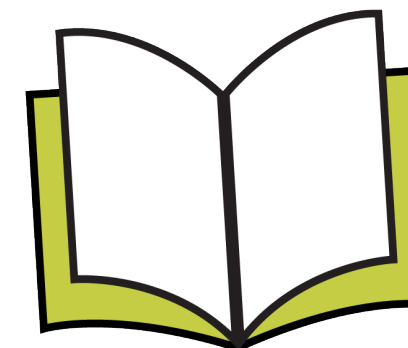


## GOALS



Promote past case studies using a set of infographics to be used on LinkedIn, each utilizing Avionos' brand style guide.

Create a 2023 Avionos Employee Handbook that provides a helpful guide for employees as they navigate their new role.



Highlight B2B resources for their Colombian audience using informative and engaging posts written in Spanish.

# INFOGRAPHICS OF CASE STUDIES

Avionos returned to Inigo with the goal of enhancing their LinkedIn presence by promoting their state-of-the-art B2B research. To reach this objective, we created infographics to highlight their previous case studies and establish Avionos as an industry thought leader on the platform. Our PR team first dove into the case studies provided by Avionos, extracting the most noteworthy information to promote. This included statistics on consumer behavior, key takeaways and outcomes after working with Avionos. Then, our Copywriting team took that research and made it concise, informative and direct. Lastly, our Creative team imported their copy into the infographics, utilizing Avionos' style guide and design preferences. The end product is a clean, modern set of graphics that summarizes the Avionos team's enlightening research while also reflecting their brand identity.

**A-TEAM IN ACTION**

Stepan was challenged to incorporate its range of products into an effective online platform to reach B2B buyers. Understanding the importance of its digital presence, Stepan turned to Avionos to implement a new CRM platform.

**Stepan**

**OUTCOMES**

- 17% Increase in product search
- 16% Increase in order requests
- 5% Decrease in bounce rate

**THE STATE OF B2B BUYING**

Understanding buyer needs generates a global brand experience. A business requires the data and analytics of an online platform to gain the insight necessary to develop a trustworthy, personalized brand experience.

**DIFFICULTY IMPLEMENTING A POWERFUL DIGITAL PLATFORM**

- 60% Of vendors ineffectively use technology to improve the repeat purchase experience.
- 47% Of B2B buyers believe delivery/fulfillment and order tracking have become more challenging in the past year.
- 46% Of B2B buyers identify implementing technology solutions as a top pain point in their process.

**WHAT CAN AVIONOS DO FOR YOU?**

Understanding internal and external factors enables Avionos to ensure the proper technology is utilized to align the business path and buyer journeys.

**HOW AVIONOS CAN HELP**

- 1 Advise selection and optimization of a new platform and retire the old platform
- 2 Facilitate transition between platforms by training on new platform and enabling future unassisted development
- 3 Guide onboarding of customer base onto new platform

**A-TEAM IN ACTION**

Despite excellent in-person customer service, Freedom Boat Club struggled to create a digital experience of the same degree. After working with Avionos to implement a revolutionized online portal, FBC achieved a seamless brand experience that prioritized customer centricity.

**OUTCOMES**

- 100K+ Of reservations facilitated per year
- 2 Distinct paths included in the website platform
- 9 Unique membership experiences

**Freedom Boat Club**

# EMPLOYEE HANDBOOK

Deliverable 2 involved taking Avionos' previous Employee Handbook, redesigning it, and writing additional copy where needed. We started by performing an extensive audit on the previous handbook, highlighting its strong points and areas to be improved for future revisions. We then created a timeline of Avionos' most important milestones, which shows an in-depth look into their notable accomplishments. Next, our Creative team used their aesthetic visions to completely redesign the handbook in reference to Avionos' style guide, using innovative and fresh layouts. The 2023 handbook now has a sleek and professional new look that strategically highlights the important details written inside.

**Avionos Employee Handbook 2023**

**AVIONOS**

**About Us**

Avionos is a global partner to Fortune 500 companies, transforming their end-to-end digital experiences to meet customers' evolving expectations. Avionos ranks on **Fortune's Great Place to Work** list and is recognized as one of **Crain's 50 Fastest Growing Companies** and **Best Places to Work in Chicago 2022**. Avionos' expertise in digitalization, marketing and commerce turns clients' visions into reality.

**Mission**  
Design, implement and operate cloud enabled solutions to deliver business outcomes including growth, speed to market and scalability.

**Vision**  
Leading a new era of digital awakening to achieve client outcomes through connected commerce and marketing experiences.

**Values**  
Win Together. Ownership-Level Accountability. Speak the Truth. Achieve Unexpected Outcomes. Take Informed Actions.

**AVIONOS**

**Employee Engagement Initiatives**

Avionos values strong social connections that promote our company culture and highlight our **C.O.R.E** Philosophy. Through employee resource groups, monthly happy hours and a yearly boat party, Avionos strives to create opportunities for employees to engage with one another and cultivate a positive workplace environment.

**AVIONOS**



# LINKEDIN SOCIAL COPY AND HEADSHOTS

Our third deliverable was an exciting new opportunity to take on two projects at once. The first project was writing social copy for LinkedIn, which was led by our Creative Copywriting and PR teams. The unique aspect of this project was that the final product was written entirely in Spanish! To accomplish this, PR and Copy first conducted all their research and wrote drafts in English. Once this was complete, we utilized the language skills of our internal Inigo team to translate the copy into Spanish.

Content	English Copy	Spanish Copy
<a href="https://www.avionos.com/blog/digital-product-development">https://www.avionos.com/blog/digital-product-development</a>	#B2B companies have been faced with the challenge of keeping up with an ever-changing digital landscape. Download this B2B guide for insights on how to create an effective digital product and launch it.	Las empresas #B2B se han enfrentado al desafío de mantenerse al día con un panorama digital en constante cambio. Descarga esta guía B2B para obtener información sobre cómo crear y emprender un producto digital efectivo.
<a href="https://www.avionos.com/blog/connector-for-adobe-commerce">https://www.avionos.com/blog/connector-for-adobe-commerce</a>	#ProductInformationManagement was the top pain point in our latest B2B Buyer report. Our new Adobe Safety Connector helps businesses like yours manage detailed, accurate, up-to-date product information more efficiently. Request a demo here.	#Administración de información de producto fue el principal problema en nuestro último informe de compradores #B2B. Nuestro nuevo Adobe Safety Connector ayuda a empresas como la suya a administrar información detallada, precisa y actualizada de productos de una manera más eficiente. Solicite una demostración aquí.
<a href="https://www.avionos.com/blog/how-to-know-if-your-organization-needs-a-pim">https://www.avionos.com/blog/how-to-know-if-your-organization-needs-a-pim</a>	#ProductInformationManagement is a headache in your organization? Project Information Management (PIM) systems may be the solution to giving you and your customers a better all-around experience online. Click here to learn more about PIMs and if they are right for you.	¿#Administración de información de producto es una molestia en su organización? Los sistemas de administración de información de productos (PIM) pueden ser la solución para brindarle a usted y a sus clientes una mejor experiencia integral en línea. Haga clic aquí para obtener más información sobre los PIM y si son adecuados para usted.
<a href="https://www.avionos.com/blog/how-to-digital-products-improve-the-customer-experience">https://www.avionos.com/blog/how-to-digital-products-improve-the-customer-experience</a>	In the age of the internet, maintaining a positive digital customer experience is crucial for a business's success. Digital products that make the customer journey easier are key to standing out from competitors and building customer satisfaction. Click here to learn more.	En la era de Internet, mantener una experiencia digital positiva para el cliente es crucial para el éxito de una empresa. Los productos digitales que facilitan la experiencia del cliente son clave para destacar de la competencia y lograr la satisfacción del cliente. Haga clic aquí para obtener más información.

<a href="https://www.avionos.com/work/parata">https://www.avionos.com/work/parata</a>	Want to see how we help you #innovate? Learn how we worked with Parata Systems to transform their customer's user experience in just a few weeks.	¿Quieres ver cómo lo ayudamos a #innovar? Conoce cómo trabajamos con Parata Systems para transformar la experiencia de usuario de sus clientes en solo unas pocas semanas.
<a href="https://www.avionos.com/work/brenntag-managed-services">https://www.avionos.com/work/brenntag-managed-services</a>	We optimize #commerce channels so they can drive revenue for your business. Click here to view a #Salesforce success story that features Brenntag, and how we aided them on their quest for improved tech support.	Optimizamos los canales de #commerce para que puedan generar ingresos para su negocio. Haga clic aquí para ver una historia de éxito de #Salesforce que presenta a Brenntag, y cómo los ayudamos en su búsqueda de soporte técnico mejorado.
<a href="https://www.avionos.com/how-to-prepare-for-digital-transformation">https://www.avionos.com/how-to-prepare-for-digital-transformation</a>	Prepare for the future of your business by building a better #digital experience for your customers. Give this strategy a read for insights on how to improve your business management plan.	Prepárese para el futuro de su negocio construyendo una mejor #Experiencia digital para sus clientes. Lea esta estrategia para obtener información sobre cómo mejorar su plan de administración empresarial.
<a href="https://www.avionos.com/blog/how-to-foster-digital-product-innovation">https://www.avionos.com/blog/how-to-foster-digital-product-innovation</a>	Now's the time to differentiate your business and drive value with #digital product innovation. Click here for a step-by-step method to getting started.	Ahora es el momento de diferenciar su negocio e impulsar el valor con la innovación de productos #digitales. Haga clic aquí para obtener un método de paso a paso para comenzar.
<a href="https://youtu.be/1qLzBYF">https://youtu.be/1qLzBYF</a>	Our client, Brunswick, set out into uncharted waters with its #digital transformation project. Watch the video below to learn how we were able to help them make waves with their customers.	Nuestro cliente, Brunswick, se sumergió en aguas desconocidas con su proyecto de #transformación digital. Mira el video a continuación para saber cómo pudimos ayudarlo a hacer olas con sus clientes.

Our second project for Deliverable 3 was completed entirely by our Creative Design team. Avionos had our team come to their Chicago headquarters to take new professional headshots for over 25 employees. This project was not only an exciting way for us to visit the Avionos office in person and meet with their wonderful team, but we gained valuable technical experience that could only be learned through such hands-on practice.



INIGO COMMUNICATIONS

Meanwhile in...

UNITED AIRLINES

I never thought I would be working on a project like this!



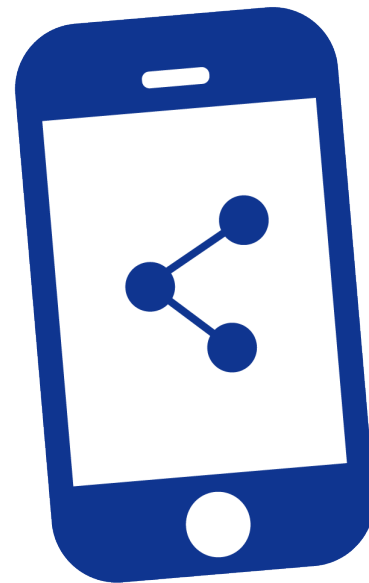


# GOALS



**Keep safety at top-of-mind for airport operation workers**

**Enhance the branding of United's Airport Operations social media accounts**



# SOCIAL MEDIA STYLE GUIDE

The United team at Inigo Communications was tasked with helping revamp United's Airport Operations social media accounts. The coordinators assigned to this deliverable worked hard to create an official United Safety branded style guide, including six grid post templates and three story post templates. Our Public Relations coordinator took the time to conduct research on various airport safety accounts, analyzing social media strategies and examining United's official branded style guide for suggestions. It was up to our Copywriting coordinator to transform the valuable research into useful copy to be used in United's promotions. The final step of the deliverable process was the Creative's job of implementing the research and copy to create a simplistic branded style guide and a handful of creative post templates for both Instagram stories and the grid posts. The creations from the first deliverable have already begun to be implemented on United's social accounts!

**Social Media Style Guide**  
Safety Leads the Way Campaign

**UNITED AIRLINES**

**KEY MESSAGES**

- No Small Roles in Safety
- Peer To Peer Accountability
- Personal Pride
- A Little Goes A Long Way
- Safety Is Super Serious

**AUDIENCE**

United Under-the-Wing employees who engage in safety protocols.

**TOPE**

**Light-hearted, Informative, Positive, Engaging**

The look, feel and sound should be responsible yet inviting, meaning United cares for employees and does so in an empathetic and humanizing way.

**LOGOS**

**UNITED**  
For use on white backgrounds

**UNITED**  
For use on color backgrounds

**COLORS**

**Primary**

- United Blue #0033A0
- Rhaspody Blue #002244
- Runway Grey #D4D4D0

**Secondary**

- Dark Purple #551E5F
- Medium Purple #695FEE
- Light Purple #D7D2FF

**COLOR USAGE**

- United creates color sets as new colors are introduced to build equity and association
- These color palettes can be used throughout the social media templates to establish a lighthearted tone

**POSTING ON SOCIAL MEDIA**

Post **2-3** times **weekly** on the **grid**, with intermittent story posts, during the week ideally between **9AM-1PM**

**GRID**

- Instagram grid posts remain on an account's page and serve as the main way a user views photos and informational posts when using the application
- They appear in followers' feeds on the main page, and can land on the discover page of other users' accounts when posted
- They contribute to the overall design of the social media page and influence first impressions
- Post 2-3 times weekly on the grid

**STORIES**

- Instagram stories, specifically the highlight feature, are valuable to a brand's profile. This resembles a website that has drop down tabs that share important information. It is important to show a combination of information and brand culture in the stories
- They are valuable because they offer longevity of content, create a first impression, add to branding, are easy to navigate and eliminate clutter
- Story posts can include the secondary color sets
- Occasionally post on weekdays during the timeframe of 9 a.m. to 1 p.m.

**FONT**

**Noto Sans Bold**  
**Aa** Titles

Noto Sans  
**Aa** Body Text

**LESS > MORE**

Using less text creates more impactful social media content

**GOALS**

**Ensure Cohesive Tone and Voice**

- Strengthen corporate culture by showing employees that United cares
- Improve safety protocol awareness with clean, consistent social media
- Grow audience of United employees
- Use more expressive colors and responsive design elements

"To celebrate the diversity of people and cultures that we connect through more expressive colors, more responsive design elements, and more flexibility in the ways we communicate"



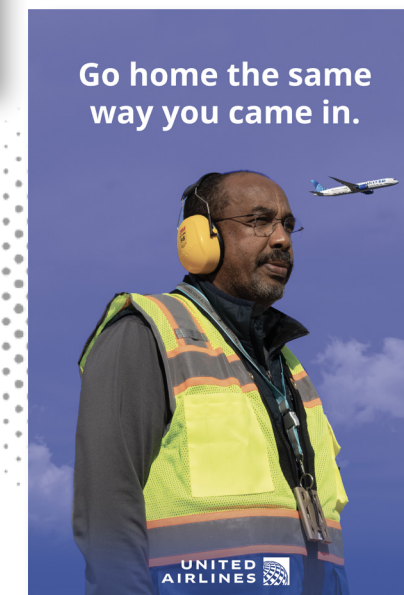
# SAFETY POSTERS

For the second deliverable, Inigo was given the opportunity of a lifetime. Our clients at United offered to fly a team of Inigo members on a day trip from Chicago's O'Hare International Airport to Washington D.C.'s Dulles International Airport with the task of capturing safety content of airport operations workers both above and below the wing. On Friday, Feb. 24, myself along with five Creatives, a PR coordinator, and our Copy director left for O'Hare to begin our day-long journey with United safety officials and advocates. Once arriving at Dulles International, the Inigo team spent the day capturing photographs of airport operation workers' safe practices both on the tarmac and above the wing, conducting testimonials with United safety advocates and soaking in the importance of safety in the aviation industry. This was a surreal and unforgettable experience that we are grateful to have been given!



# SAFETY POSTERS

After collecting the content during the United daytrip, the team was tasked in using the materials to create safety posters in accordance with United's new campaigns, "Are You Ready?" and "Were You Ready?" in reference to reminding workers of appropriate safety practices as they leave and reenter the workplace. We created a total of six safety posters using headlines from the testimonials of safety advocates to be displayed in the break rooms, and even gave United the gallery of photographs we shot while on the trip!





# WEATHER WARNING TEMPLATES

For our third and final deliverable on the semester, United requested severe weather warning alert templates to be presented in break rooms and on United's airport operations safety Instagram story. Through PR research and the knowledge attained on our trip in regard to airport operations safety regulations, we were able to not only create these templates, but include notes on how to react to specific severe weather circumstances. We look forward to seeing these templates implemented on United socials and in the breakrooms to continue the strive to keep safety at top-of-mind in the workplace.

30° 

Today  
**THUNDERSTORM WARNING**  
3/30-3/33

**Prepare** - Secure all equipment and loose items when not in use.

**Protect** - Wear rain gear and non-slip shoes.

  New Orleans 

90° 

Today  
**EXTREME HEAT WARNING**  
3/30-3/33

**Aware** - Be mindful of how you're feeling. Take breaks to prevent fatigue and allow your body to recover in a cooler environment.

**Protect** - Wear gear such as sunglasses, hats, sunscreen and breathable clothing to shield yourself against harmful UV rays.

  New Orleans 

75° 

Today  
**TROPICAL STORM WARNING**  
3/30-3/33

**Prepare** - Check for flash flood and lightning warnings that may impact your commute.

**Aware** - Look out for possible ramp closures.

  New Orleans 

Later that day...

  
**CHICAGOLAND**  
CHAMBER OF COMMERCE

This was a great opportunity to practice my interview skills.





# GOALS

Diversify those featured on their social platforms



Increase testimonials on their social platforms

Appeal to current and potential members



# LINKEDIN MEETING POSTS

Venturing into new realms of work with the Chamber this semester, a team of six Inigo coordinators attended the Chamber's quarterly Board of Directors Meeting on Feb. 8. Our team interviewed 13 board members, asked them about their experience in the Chicagoland business environment and captured their headshots. Using content from the event, we created 13 carousel posts for the Chamber's LinkedIn page; each post featuring one board member. The carousel posts consist of two images viewers can swipe between. The first image is the board members' headshot, name and title; the second displays their interview copy. Our PR and Copy teams worked hand in hand to develop questions and buzzwords, then transcribed the audio recordings of the interviews to select the best quotes from each. Then, our Design coordinator used that chosen quote and the respective person's headshots taken at the event to create the posts using Adobe Photoshop. In a manner of time, the Chamber will be posting one carousel per month for 13 months, showcasing the work of this outstanding deliverable team.

**Q: What brought Southwest to do business in Chicago?**

**A:** We have a great customer base, dating back to the 80s at Midway. There's been a lot of growth with our entry into O'Hare, and we're up to almost 30 flights a day to complement Midway. We're excited to grow with the community.

**Q: What makes Chicago special?**

**A:** There's a warmth and community about Chicagoland, and that's what Southwest is about: the heart, hospitality and service. We're coming up on our almost 40-year anniversary in Chicago -- at Midway, but now growing at O'Hare as well.

**Dave Harvey**  
 Chief Sales Officer,  
 Southwest Airlines



**CHICAGOLAND**  
 CHAMBER OF COMMERCE



# LINKEDIN VIDEO CAMPAIGN

Our second deliverable for the Chamber was a LinkedIn video campaign. It was created very similarly to Deliverable 1, using content captured from one of the Chamber’s many networking events. With this deliverable, we aimed to showcase the skill of networking and the Chamber’s impact on Chicago’s business community. PR and Copy coordinators began by conducting thorough research and preparing a list of interview questions and buzzwords to pull engaging answers from our interviewees. On Feb. 29, we attended the Chamber’s Business After Business event at The Pitch and interviewed 11 networking attendees. While our PR coordinator conducted the interview, our Design coordinators filmed the interactions. This footage allowed us to capture the intimate interviews, as well as the buzz of networking going on at the event. We then took that engaging footage and made 11 short-form videos for the Chamber’s LinkedIn account, showcasing one networker per post.

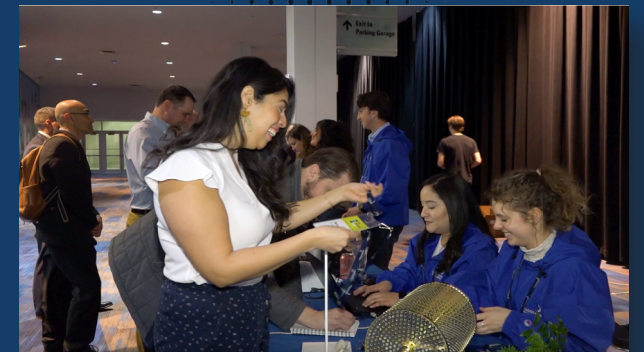
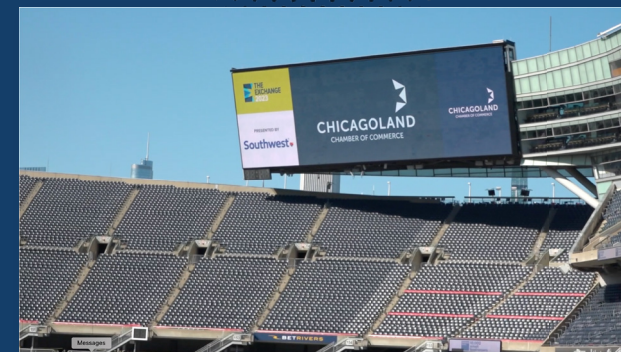


Broaden your network



# VIDEO FOR THE ANNUAL SOCIAL EXCHANGE

Our third deliverable was a video showcasing the Chamber’s largest event of the year, the Annual Social Exchange. We attended this year’s Exchange at the historic Soldier Field on March 29. Our PR and Copy coordinators built a list of interview questions and buzzwords to guide testimonials from exhibitors and guests. This deliverable involved a combination of all previous mediums, we recorded and filmed interviews with exhibitors and guests, as well as filmed B-Roll footage of the event. The Design coordinator then combined those elements and made a montage video for the Chamber to post on its website and social platforms to advertise this annual event for years to come.





# CORPORATE COMMUNICATIONS

The Corporate Communications team treats Inigo as its client. This team is responsible for creating the promotional content for Inigo and building the next staff through various recruitment efforts. Both our Recruitment team and Promotions coordinator worked diligently to find opportunities to promote the work of our staff members through new channels of communication. This semester, our Corporate Communications coordinators worked hand in hand to show Loyola students how they can become involved in the agency. Through the use of social media content, class visits, promotional flyers and recruiting events, we were able to reach a new pool of students from different majors. We were also featured in the School of Communication's newsletter, which helped to notify students about what our agency does. Towards the end of the semester, Inigo was featured in our university's newspaper, The Loyola Phoenix, and this article showcased some of the out-of-classroom experiences that occurred over the course of the semester. These included the day trip to Washington D.C. with United Airlines and our experience at The Exchange event with the Chicagoland Chamber of Commerce.

This semester, we added a second Recruitment coordinator position, expanding our Corporate Communications team to get more done throughout the semester. Looking forward to the fall, we have restructured our Promotions team to have a design and copywriting position. This will allow us to do even more in the future so that each semester, we are able to grow as an agency. The Corporate Communications team has started on the plans for next semester, so we can work off that momentum going into the new school year!



INIGO COMMUNICATIONS

# RECRUITMENT

This semester, our recruitment efforts built off the work we have done in the past and continued to find new ways of reaching students from different majors. We proposed a strategy to the rest of the agency in the beginning of the semester and through that collaborative effort, we were able to execute various methods of reaching students. Our Inigo staff members visited 30 classes across both of Loyola's campuses. We visited classes in the School of Communication, Quinlan School of Business and the College of Arts and Sciences, which allowed us to attract students with different backgrounds and unique skill sets. We also held two Information Sessions, both in person and virtually, to give attendees a look at the work we have done and show them how they can get involved. Our in-person event was attended by 18 students, which was double the number we had last semester.

This semester, our Corporate Communications team worked hand in hand to show Loyola students how they can become involved in the agency. Through the work of both teams, we had 38 applications, giving us a 46% increase from last semester. After conducting 28 interviews, we offered 15 new students a position and are excited to welcome these members in the Fall 2023 semester!





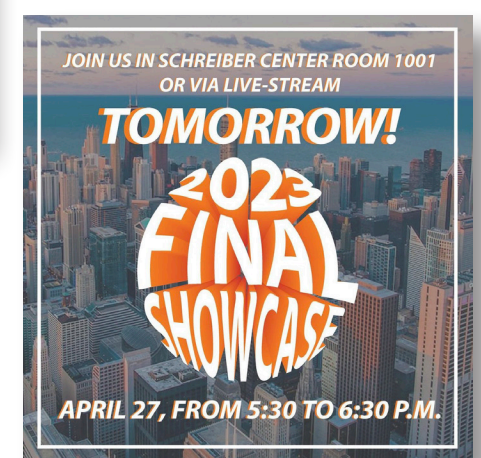
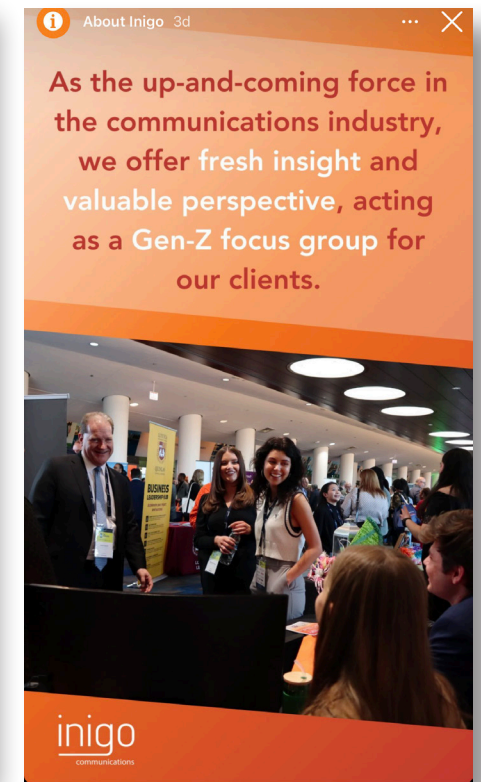
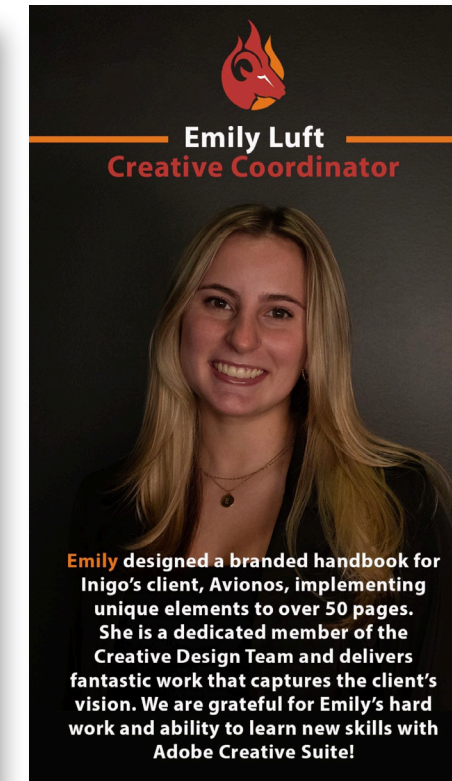
# PROMOTIONS

As an up-and-coming force in the communications industry, Inigo continues to strive for social engagement through our online channels. The Promotions team designs graphics, writes copy and takes photos for our Inigo's promotional channels. In addition to creating content, the team tracks metrics to analyze the effectiveness and value of the work. Following the previous Corporate Communications work, our strategic marketing plan included a focus on our outreach on Instagram and LinkedIn. We sought to increase engagement with our audience, enhance Inigo's brand identity and communicate with potential new members.

This semester we aimed to showcase Inigo's identity as a fun group of skilled college students that produce professional work. We implemented a comic book theme into our team introduction campaigns, including team cover photos, headshots, engaging captions and featured "superpowers." The idea behind sharing superpowers and group team photos was to showcase our members' individual skills and the value each team provides. We also continued to post an "InigoAT" of the week on our Instagram stories, with a redesigned logo to match Inigo's brand identity, to highlight our staff members' exceptional performance.

Our promotional team had the opportunity to learn out of the classroom this semester, elevating Inigo's social content in a new way. This included attending the trip to Washington D.C. to film content for Inigo and creating a strategically branded brochure for the Chicagoland Chamber of Commerce's Exchange event at Soldier Field. Following the events, Promotions collaborated with PR to create and pitch a press release. This resulted in an article published by The Loyola Phoenix, the official student newspaper of Loyola University Chicago, which featured Inigo's history and accomplishments, interviews with current members and client testimonials.

This semester, the Promotions team successfully launched a new newsletter avenue on LinkedIn to reach a larger audience, which accumulated over 180 new subscribers in two months. We also improved our email newsletter and added new design elements, including branded headers and footers. By analyzing key performance indicators, we optimized newsletter engagement to achieve a 96% decrease in the bounce rate. The Promotions team laid the groundwork for the semester with weekly content calendars for all of Inigo's channels. The performance metrics of our social media, newsletter and website were tracked and analyzed every other week. As we prepare for future semesters, the promotional team is utilizing this data to create content calendars and a strategy that will sustain the external image of Inigo Communications for semesters to come!





To continue our diversity, equity and inclusion efforts this semester, our Firm Director, Marielle Sorhondo, hosted a DEI panel with guest speakers Joseph Tateoka, Senior VP of Global Learning and Development at Edelman, and Chevonne Nash, VP of Social Impact and Inclusion at Golin. Our agency learned more about how these world-class companies utilize DEI initiatives and how those principles can work in Inigo. We engaged in a thoughtful discussion with Joseph and Chevonne about turning differences into superpowers. Members also learned how to take these practices with them in the future to create an inclusive environment within the workplace. This event gave our staff a deeper look into DEI, and we will continue to build off these ideas in the years to come. Throughout the course of the semester, members were able to engage in 1 on 1's with our Chief of Staff, Teaching Assistant and Faculty Advisor. These gave staff members the opportunity to strengthen internal inclusion and have an open line of communication with our Administration team.



Joseph Tateoka



Chevonne Nash



# THANK YOU SPRING 2023 STAFF



**THE END.**