

SPRING 2026

SEMI-ANNUAL REPORT

inigo
communications

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A LETTER FROM OUR PRESIDENT

From the beginning, the agency's vision for this semester was clear: go big or go home. After a record-breaking fall semester, a fresh-faced staff was asked to uphold Inigo's near decade-long commitment to creativity, exploration and ambition. The spring 2026 staff managed to fulfill all of that and then some, and the resulting work speaks for itself.

To start, the agency implemented a comprehensive restructure that forced members to reconsider preexisting roles and define new ones. One of the most important additions to the agency was a dedicated strategy team, which allowed the staff to understand our clients on a deeper level and build trust with client contacts as trusted advisors. The creative team was reconstructed to include specialized roles including art directors, producers, digital media designers and creative copywriters. A larger team of creatives allowed Inigo to expand its creative capabilities and take on larger projects. Each team made the most of the structural changes by building solid foundations and setting a strong precedent for future teams.

Our client work reflected internal changes. The implementation of larger, more permanent client teams, along with more flexible timelines, meant more hands, more ideas, and most importantly, more client work. Our five clients– United Airlines, Flaco's Tacos, Project Lyme, Loyola's School of Communication and Keshet–each provided unique opportunities to contribute to projects across various industries. Teams embraced challenges and went above and beyond to deliver on projects that were previously unfamiliar to the agency.

All the while, behind the scenes, the agency took on the responsibility of defining Inigo's culture by crafting a mission, vision, and values statement that reflects our agency's unique position in the communications industry. As a result, the agency had thoughtful discussions about Inigo's core purpose and the potential for growth in the future. These conversations lead to broader talks about what's next for Inigo as we approach our 10-year anniversary.

Each and every member of our staff proved themselves as assets to the agency. This semester had a small number of returners, which meant the majority started from ground zero. I have an enormous sense of pride for this staff who made the most of their semester in Inigo and over half who have chosen to return to Inigo next fall. I observed strong leadership at all levels and watched members grow in their confidence, professional development and industry knowledge.



The opportunity to serve as president of such a dynamic, ambitious agency has been a tremendous privilege. I am ridiculously proud of the hard work, dedication and leadership I've seen. I am confident that Inigo is in good hands for many semesters to come.

Ellen Karaba, President

A LETTER FROM OUR FACULTY ADVISORS

This semester in Inigo was defined by change, culture and new beginnings. We introduced a completely new agency structure designed to mirror the roles and workflows of today's agencies. What impressed me was how quickly our Inigo staff embraced the shift and got straight to work! The revised structure brought strategy and research to the forefront of every new client engagement and deliverable. This strategic-forward approach lead to developing creativity, program creation, content and more. In adding a Media & PR position, our staff had the opportunity to explore how the vast collection of digital and traditional media can strengthen our relationships with our clients and their communities. Finally, we've added the producer role, as photoshoots and video creation have become more important to our clients, allowing us to explore content creation at the highest level possible.

As an agency, we had many discussions about culture. What is Inigo and what does it mean to our staff? The difference between an OK agency and a great agency boils down to one thing: culture. What is important and rewarded in the agency and the behaviors and standards the agency believes are the things that drive development and personal growth. Our Inigo team is naturally drawn to cultural values, and together we've had great conversations about what's important to us that go way beyond the functional things an agency does. Our conversations about culture have been some of the best of our semester!

This year, we rethought our recruitment strategy, materials and presentations. With these elements being evolved, it has contributed to a significant response in our spring semester. Inigo is getting more recognition across Loyola but primarily within the SOC. Students are discovering the value in our agency and what it can bring to their Loyola experience. Professor Morris and I have been working with our leadership team and the agency to focus on culture, roles and communication which has brought the members of our agency a deeper understanding of Inigo.

In the midst of our spring semester, we added Keshet as a new client. It is great to see our roster of clients expand, especially with an organization that does such amazing work in their community, supporting adults with disabilities and their families as their mission. They've asked us to help them create a new coffee brand that will be used in the cafe of their new community center in Highland Park, as well as planning a fundraising opportunity. So far, our strategic work to get the project rolling has been outstanding, and working with the Keshet community coincides so nicely with the mission of Loyola University. A definite win-win!



It's always important to talk as a team about not just what our function is as an agency, but who we are and what our values are as an organization. With our organizational changes in place, this is just the start. Inigo has evolved significantly in one semester, and all of us are looking forward to what comes next!

Bill Brichta, Faculty Advisor

A LETTER FROM OUR FACULTY ADVISORS

This semester marked a moment of transformation for Inigo. We undertook a reorganization of the agency's structure, introducing several new roles and redefining existing ones. While this transition is still a work in progress and will continue to be revised in the coming semester, it has already strengthened the organization in meaningful ways. The shift has made Inigo's work more strategic, insightful and targeted.

Members have been pushed to engage more thoroughly with their responsibilities. Whether it be internal or external work, students are contributing to Inigo in ways that feel impactful. Their willingness to adapt speaks volumes about the dedication within this organization.

This semester also brought several standout achievements. One highlight was our recruitment efforts. The team introduced a newly designed slide deck that was sharper, more creative and more focused on its messaging. The results were clear. We received a record number of applications, reflecting both increased visibility and a stronger connection with prospective members. Equally meaningful was the number of people wanting to return to Inigo. This is something I am so proud of. This level of retention is a testament to how people feel about the new positions and structure, even if it was oftentimes chaotic. It suggests that members are finding value in their roles and a sense of belonging within the organization.

Looking ahead, I am excited to see students continue to build on this foundation and stay on this path of success. Our goal is to further strengthen our strategic mindset, elevate our standards of excellence and foster an environment where creativity is encouraged and expected.

I am incredibly proud of the progress made this semester. The adaptability and commitment demonstrated by our members reaffirm the strength of Inigo and its potential for continued growth. I can't wait to see what the future holds for Inigo!

Dr. Pamela Morris, Faculty Advisor



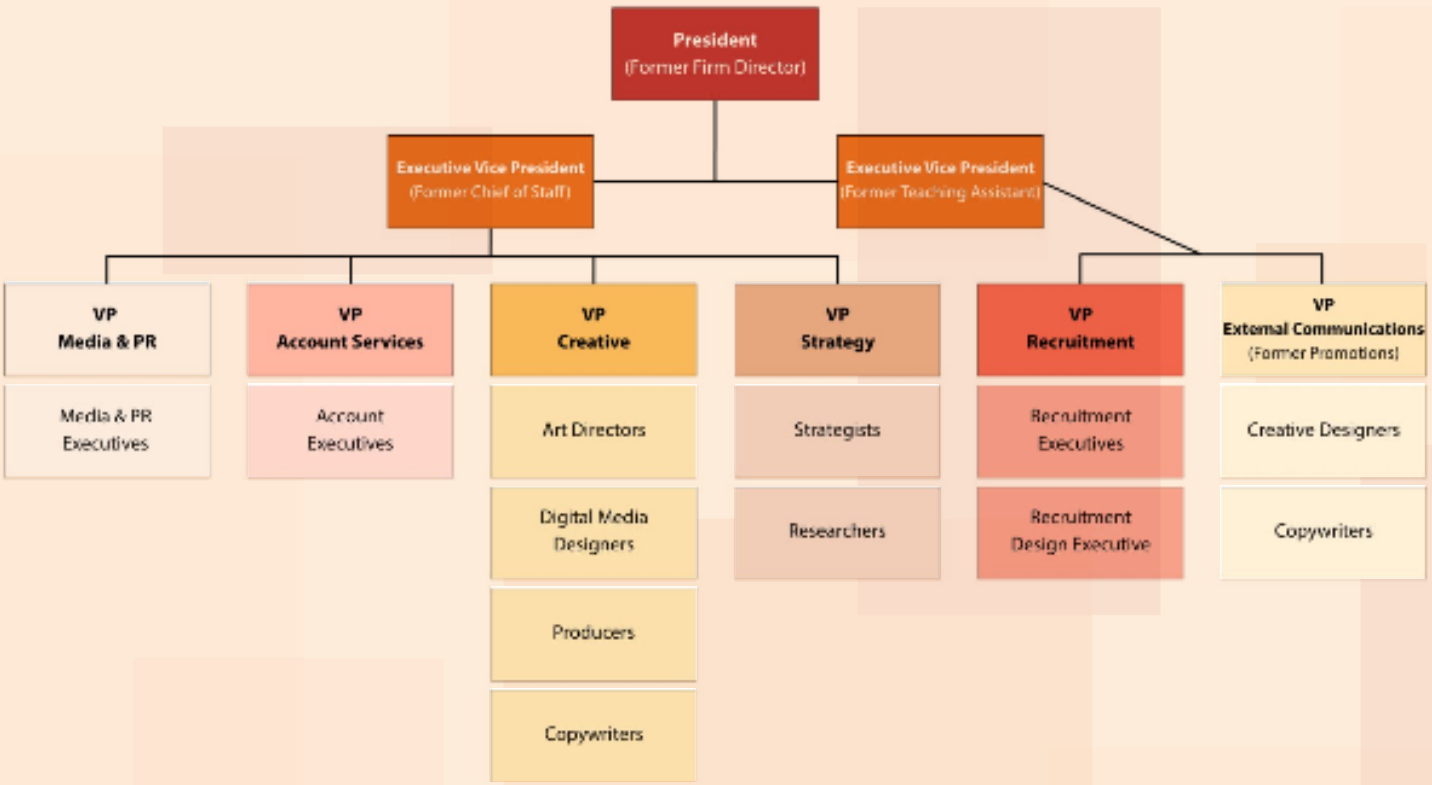
WHAT IS INIGO?

Founded in 2017, Inigo is Chicago's first and largest student-run communications agency. Each semester, Inigo partners with clients across a wide range of industries, providing students with hands-on, real world experience while strengthening their skills in strategy, storytelling, and client service.

This semester, the agency experienced a reorganization of the structure through the addition of new roles and refining existing ones, allowing it to operate more efficiently and adapt to the evolving needs of both clients and students.

Inigo is built with its clients at the center of all the work that we do. This semester, Inigo had the opportunity to work with a diverse group of clines including United Airlines, Flaco's Tacos, Project Lyme, the Loyola School of Communication and Keshet. These partnerships challenged students to navigate different industries, audiences, and communication goals, further preparing them for careers in the field. Through mentorship from industry professionals and faculty advisors, students receive guidance, feedback and insight that bridge the gap between classroom learning and professional practice.

The success of this semester builds on the strong foundation established by previous teams and continues Inigo's mission of creating a collaborative, growth oriented space where students are empowered to learn, lead, and evolve.



OUR CLIENTS

Flaco's Tacos

Keshet
Forever Growing

LOYOLA
UNIVERSITY CHICAGO

PROJECT
lyme

UNITED



Flaco's Tacos, known for its authentic Mexican dishes and quick, welcoming service, prides itself on delivering a memorable dining experience by combining vibrant flavors with an equally inviting atmosphere. With three locations throughout Chicago, located in the Printer's Row, Gold Coast and Edgewater neighborhoods, Flaco's guarantees convenience and accessibility for the entire city. Each morning, cocineras arrive to prepare fresh ingredients, continuing the family's legacy providing a homemade touch to each meal. Despite immense growth, Flaco's takes no shortcuts in its preparation and service. Ingredients not made in-house are sourced from trusted, local partners. Flaco's emphasizes sustainability, waste reduction and the use of biodegradable products in its business practices, reflecting its core values of authenticity and community partnership.

"Working alongside Flaco's this semester has been not only an incredibly collaborative experience, but also a meaningful, informative one. Our team had a fantastic time understanding Flaco's unique style and adapting it into deliverables that felt authentic to the brand. Throughout the semester, I especially enjoyed working on our social media-focused deliverables: we were able to create content that showcased the values of the restaurant while also exploring our own creative processes in design and brand positioning. In our newsletter and family-focused deliverables, I got to experiment more with the brand creatively and analytically, with our team taking a much more strategic approach to identifying the restaurant's priorities and opportunities.

We were able to tap into trends and experiment with different design styles and themes, while also identifying what target audiences would likely interact and engage with our client. This opportunity to collaborate closely with not only Flaco's representatives, but also the Inigo team made the process all the more rewarding."

- Kate Lovoi, Flaco's Tacos Account Executive



SEMESTER GOALS

01 Establish a consistent online brand identity through a defined visual style

02 Increase family engagement by launching various programs that define Flaco's as a "third space" for people of all ages

03 Increase awareness of Flaco's Tacos loyalty and rewards program by featuring the benefits in social media posts and the newsletter

04 Strengthen relationships with regulars by increasing engagement among the existing target audience

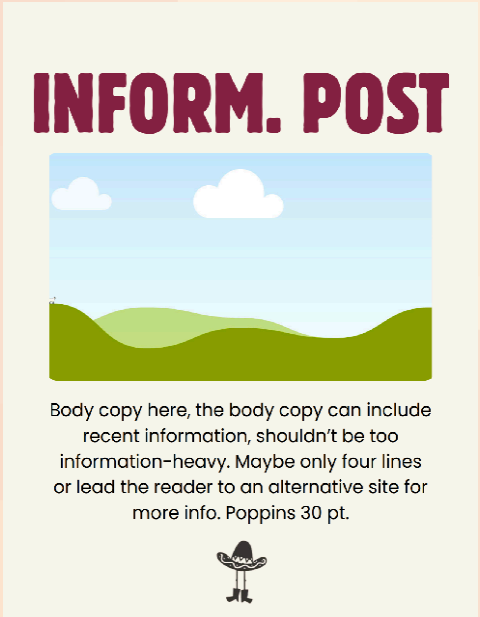


SOCIAL MEDIA TEMPLATES

For the first deliverable, our Inigo team was tasked with creating social media templates to be posted on Flaco's Tacos social media channels that brought cohesion, identity representation, and promotional materials to the business's accounts. We began by developing a consistent and centralized design standard for the brand — answering the question: what does Flaco's Tacos look like? This includes universal fonts, hashtags and specific templates for different occasions, such as holidays/events, informational posts, and menu item highlights or new product reveal announcements. Our Strategy and Public Relations Teams came up with key messaging to convey the most important information for each scenario, such as event titles, menu items and prices. They established which visuals to emphasize within each topic's template, considering where they would like to first draw viewers' attention. The Creative Team then laid out samples that the client can conveniently copy and simply insert the applicable photos and information depending on the context. They created the templates with intentionality, highlighting the most important details by using large, bold fonts and purposeful placement of the photos. We anticipate this will simplify content creation for Flaco's social team and help them post more consistently, creating a more cohesive voice across platforms while increasing brand recognition.





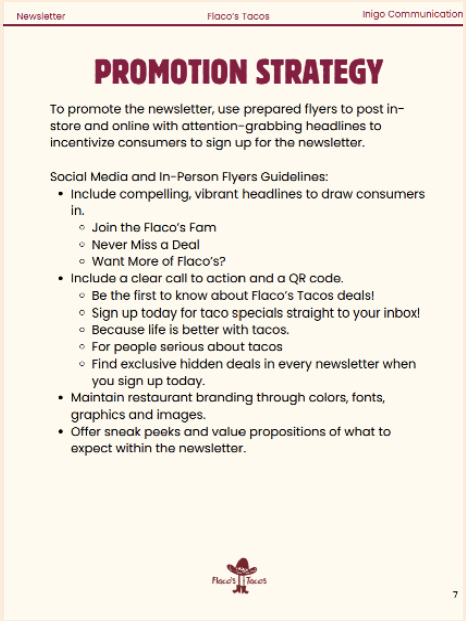


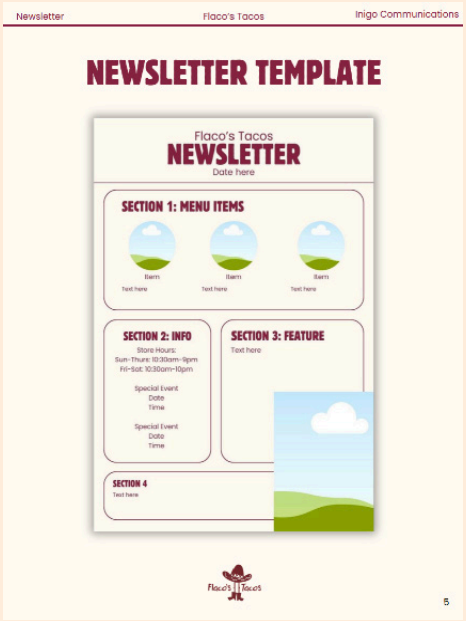


NEWSLETTER

For the second deliverable, Inigo sought to connect Flaco's with college students, young professionals and families outside of social media through the creation of a newsletter template. The newsletter features weekly Flaco's menu items, upcoming events and promotional deals. The Research and Strategy Team outlined the objectives and target audience of the newsletter, while the Public Relations and Copywriting teams collaborated to craft fun, engaging headlines and a comprehensive set of newsletter Dos and Don'ts. The Creative Design team incorporated that information into newsletter templates, creating multiple options for the client. The templates used existing client guidelines, such as color and font, to stay consistent with brand identity. The Creative Team also produced vibrant promotional flyers announcing the launch of the newsletter and samples of the newsletter in action. The Strategy and Account Executive outlined various distribution methods, allowing the client to easily share the newsletter with its existing customers. This newsletter template offers Flaco's a new dynamic way to share in-depth updates with both fans of Flaco's and new customers, making them feel more connected to the brand.









CINCO DE MAYO COUNTDOWN

For the third deliverable, Inigo teams created a Cinco de Mayo Instagram Campaign. This campaign included five Instagram story posts leading up to Cinco de Mayo (scheduled from April 30 to May 5), as well as permanent in-feed posts to be published on May 5. This content aimed to drive engagement, grow the account's following and turn visibility online into in-person sales. Being that Flaco's audience is primarily younger to middle-aged generations, teams brainstormed how to best target these demographics. After reviewing how other Mexican restaurants approached the holiday, our teams found that many businesses lacked representation and took the opportunity to differentiate Flaco's by developing this campaign. Ultimately, we decided to post one Instagram story countdown per day during the five days leading up to the holiday, followed by quiz questions on the topic of Mexican history and culture. In addition to this, they provided multiple permanent in-feed post options. The PR Executives came up with messaging and textual elements, while the Creative Team brought the content to life with vibrant photography and aesthetic digital elements. The anticipated outcome from this campaign is increased engagement with audiences and differentiating the restaurant with a unique advertising approach.



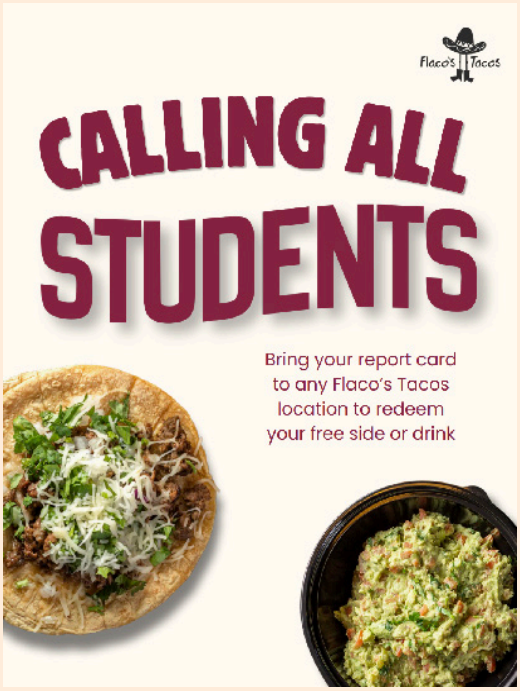






STUDENT REPORT CARD REWARD

To celebrate the end of the 2025-26 school year, the Flaco's Tacos team wanted to create an idea that shows appreciation for students of all ages in the Edgewater, Gold Coast and Printer's Row neighborhoods. The team wanted to promote a positive relationship between Flaco's and local educational institutions to boost brand reputation and attract more families to become patrons. The team decided on was card reward system for local students, which was to be distributed to students who provided a valid report card with exemplary grades. The Media & PR and Strategy team researched other restaurants in the area to get a sense of their reward systems. The Media & PR Executive was also tasked with researching schools local to each Flaco's location to compile a list of potential participants. After determining the team's unique approach to this deliverable, the Creative team began designing the promotional material, featuring Flaco's branding and colors. The Creative team also designed flyers and social media posts to garner engagement and spread the word about the promotion. Finally, to promote the campaign to local schools, the Media & PR Executive created an email template to be sent to school administration, advocating Flaco's as the perfect summer spot for students and their families. Flaco's Tacos will use this campaign to encourage in-store traffic in their three locations during the summer months, when many of their target audiences do not visit the restaurant.









Keshet is a local Chicago nonprofit that "creates an invigorating and loving environment for children, teens and adults with special needs and disabilities". Many organizations and foundations focus on disabilities, but Keshet is one of the few that does it all, with over 75 programs, 3 residences, 200 dedicated staff, and a commitment to meeting their community at whatever age and ability. They have a strong reputation of serving individuals who cannot find services elsewhere and are always growing with the needs of those they serve. Their commitment to creating communities of belonging is inspirational, and Inigo was honored to partner with them this semester as a new client.

"Keshet gave our agency an incredible opportunity to learn what it looks like to build a brand from the ground up. As Keshet launches their first community center in Highland Park, Inigo was tasked to create a one-of-a-kind, private label coffee brand that Keshet could serve in their cafe, located at the entrance of the new building. We developed a comprehensive brand identity guidebook, which included brand and launch strategy, product names, logos, packaging, and logistics recommendations. Seeing this project come to fruition was extremely fulfilling as it was truly a labor of love from so many Inigoans. I could not be more grateful for my team that fully embraced this hands-on opportunity. Keshet's mission and impactful work was top-of-mind as the team created this deliverable, and I want to thank our Keshet contact, Jamie, for her trust and support as we helped develop this brand."

- Katelin Barker, Keshet Account Executive



Café Brand Identity Guidebook

This semester, Inigo completed one major deliverable for Keshet. Keshet is currently in the process of building the Kersten Campus Keshet Justin Coe Center in Highland Park, IL and is developing its own in-house café to act as a third space for the community to raise funds and provide job training for adults with disabilities. Members of the strategy, media and PR, creative and account teams collaborated to produce a comprehensive brand proposal for Keshet's new coffee brand and café. The strategy team led with a brand framework rooted in Keshet's mission to develop the positioning statement "Every cup supports growth." Building on the strategic framework, the creative team ideated three brand name recommendations: Café Mosaic/Mosaic Coffee Community, Flourish Coffee Co. and Sunrise Coffee Co. To bring each brand name to life, the creative team designed two distinct brand kits to accompany each name, featuring logo concepts, typography, color palettes and packaging mockups. This resulted in six unique, fully developed brand identities. The full recommendation also included a launch strategy with social media templates, a press release accompanied by media contacts, email communications and a Keshet Chronicles blog post. Other recommendations included product names, menu suggestions and packaging ideas. To complete the brand proposal, the team identified future growth opportunities in digital marketing, operations and event programming to support long-term success.

mosaic
Coffee Community

CAFE
MOSAIC

Sunrise
Coffee Co.

FLOURISH
COFFEE CO.

FLOURISH
COFFEE CO.



Loyola's School of Communication (SOC) is committed to providing a high-quality education through seven different majors. Their mission is to "cultivate independent thinkers who harness the transformational power of storytelling to create a more equitable world." The SOC is home to The Phoenix: the award-winning newspaper, Inigo Communications: Chicago's first student-run communications agency, WLUW: a student-run radio station and many more organizations that provide students hands-on experience to launch their careers. This is the School of Communication's second semester working with Inigo, building on a vision created last semester to launch a program that showcases the opportunities for student involvement and hands-on learning experiences in the SOC.

"Working with the School of Communication this semester has been a wonderful learning experience. This project was especially eye-opening as it allowed us to learn more about fellow SOC student organizations and culture. We worked with Rambler Productions, Loyola's student-run production company to create a high-quality, 90-second video showcasing the SOC. This was Inigo's first time partnering with another SOC organization to create a deliverable, giving us the valuable opportunity to learn more about how production companies and agencies work together, making it all the more meaningful. Working on the SOC account allowed me to gain a deeper understanding of how Inigo collaborates, both within the agency and with external partners, and reminded me of the importance of teamwork. I am grateful for everyone involved on this account, especially my team."

- Kate Middleton, School of Communication Account Executive



SEMESTER GOALS

01 Demonstrate the welcoming, collaborative and versatile nature of the SOC community

02 Inform students of the variety of majors and minors within the SOC

03 Appeal to undecided incoming students by positioning the SOC as an immersive learning experience

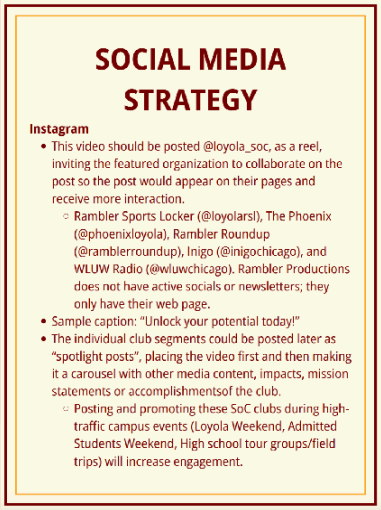


90-SECOND VIDEO

This past semester, Inigo had the pleasure of creating a single, unique deliverable for the SoC. Over the past few months, each member of the team played an active role in planning and executing the production of a 90-second video showcasing the range of opportunities offered by the SoC. We started the project in a strategy period, allowing our strategists and researchers to create a plan to meet the client's overarching strategic goal: increasing enrollment in the SoC. Our strategy and PR teams researched the most effective ways to reach the client's target audience and designed four-point methods of use plan for the client to most effectively promote this project. Our creative team then designed an artistic blueprint of the video deliverable and coined descriptive phrasing to accompany the visual elements. For the creation of the deliverable, our account executive coordinated filming opportunities between Loyola's student-run production company, Rambler Productions, and other SoC organizations. Our teams collaborated to capture the lively essence of the SoC and its multitude of majors and student organizations. This will successfully increase awareness of Loyola's School of Communication for prospective freshmen, undecided students and those curious about adding another major to their academic path by showcasing all the wonderful qualities and opportunities offered by the SoC.









Project Lyme is a national 501(c)(3) nonprofit organization based in NYC, founded by Heather Hearst in 2016. Project Lyme's mission is to eradicate the epidemic of tick-borne diseases through spreading awareness, education, supporting cutting-edge science and advocacy solutions. Through partnerships with medical experts, research institutions and aligned organizations, Project Lyme expands access to credible information and improves patient care. These efforts include collaborating with clinical experts to develop educational resources and treatment guidance, as well as hosting partnership webinars, such as sessions on Binocular Vision Dysfunction. Additionally, they have engaged in national advocacy efforts, including participation in federal roundtables and broader Lyme disease policy conversations.

"Working with Project Lyme this semester has been such an incredible opportunity, made even more meaningful as they celebrate their 10-year anniversary. After meeting with the client, we determined the best ways to address Project Lyme's objectives and began our work to create four deliverables. Our first deliverable focused on strengthening social media engagement and awareness through creative concepts and post templates. Through our second and third deliverables, we got the chance to highlight the organization's accomplishments over the past decade using merch concepts and press releases. This work helped deepen our understanding of Project Lyme's history and the important role it plays in Lyme disease advocacy and awareness. Our final deliverable was a fundraising toolkit for individuals interested in helping raise money for Lyme disease initiatives. This was a great opportunity to learn more about such an important part of the work a non-profit does, and I feel fortunate to be part of such an incredible team, working for such an incredible client who is making a real difference. The work Project Lyme does has helped so many people in amazing ways and being able to contribute to just a few of the incredible things they do has been fulfilling."

- Madi Rana, Project Lyme Account Executive



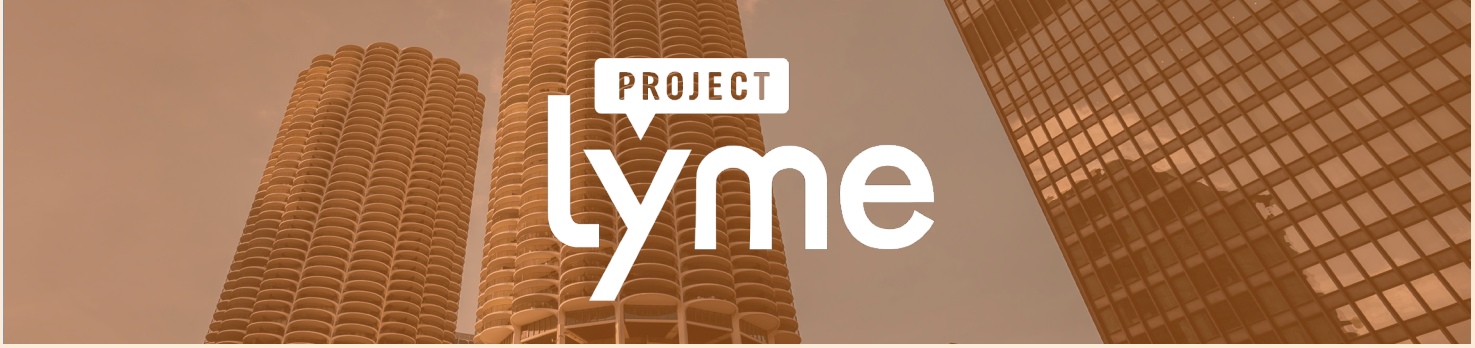
SEMESTER GOALS

01 Expand social media reach through consistent and trending content posting

02 Increase donations through fundraising

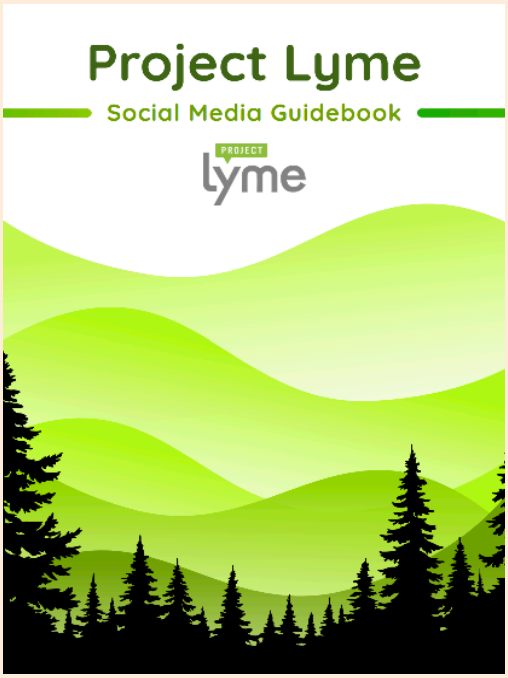
03 Educate undiagnosed and at-risk audiences through targeted newsletters and educational content

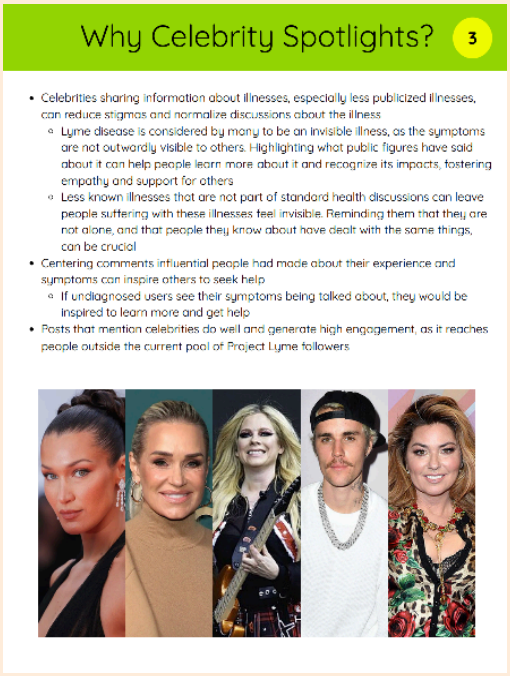
04 Re-engage audiences by highlighting the significance of the 10-year anniversary



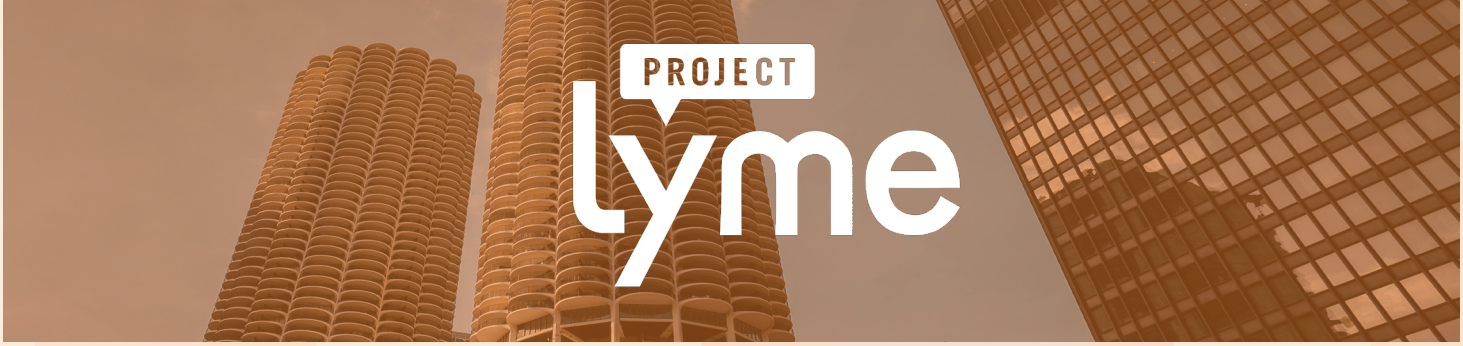
SOCIAL MEDIA GUIDEBOOK

For Project Lyme's first deliverable, Inigo was tasked with improving the organization's social media presence with the goal of reaching younger audiences and increasing brand loyalty. The Project Lyme Team developed a social media guidebook designed to provide strategic direction and tools for content creation. This initiative aimed to strengthen digital visibility, drive traffic to Project Lyme's website and position the organization within relevant and trending online conversations—particularly those related to Lyme disease and other tick-borne illnesses. The guidebook featured celebrity spotlight posts and templates to leverage public figures who have spoken about their experiences with Lyme disease. The media and PR team researched trending audios and keywords related to tick-borne illnesses across platforms like Instagram and TikTok to boost Project Lyme's social engagement. They also identified gaps in Project Lyme's current social media presence, specifically in consistency, audience engagement and content. The strategy team recommended best practices, such as citing sources for celebrity quotes and images, and maintaining a clear focus on education and awareness. The strategy team also focused on optimizing Project Lyme's Linktree, ensuring users can easily navigate key resources, by prioritizing accessibility and flow. The creative team brought all these elements together by transforming strategic ideas into visually appealing and engaging content in alignment with Project Lyme's brand guidelines.





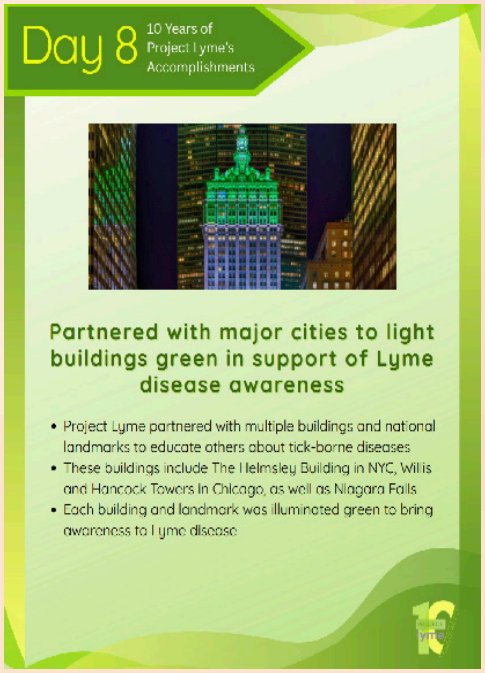




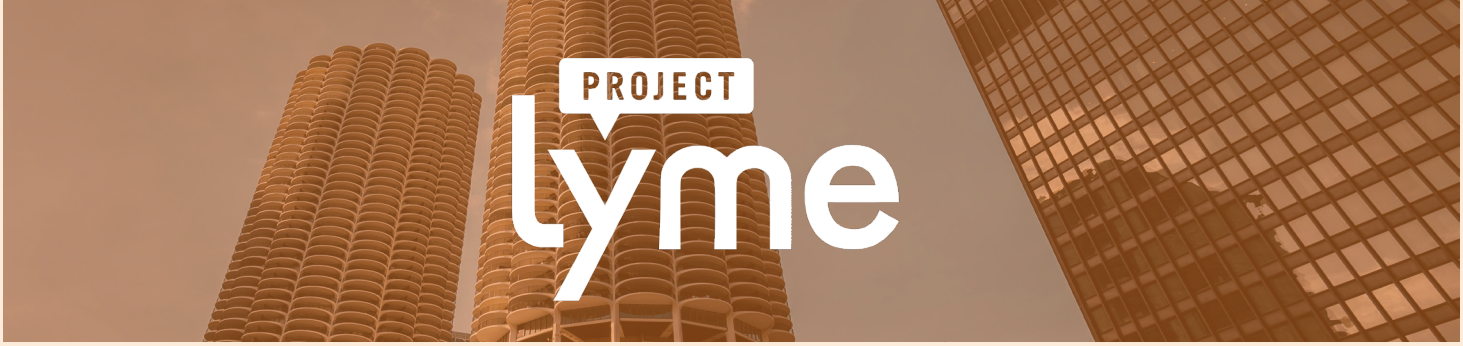
10-YEAR ANNIVERSARY SPOTLIGHT

The primary focus for deliverable two was to conceptualize and design a 10-year anniversary social media series and merchandise for Project Lyme. This initiative celebrates Project Lyme's decade-long commitment to education, advocacy and research. The deliverable was the most abundant project of the semester for the Project Lyme team, since it centered on a multi-channel approach. To maximize engagement, a social media campaign was curated to guide the audience through Project Lyme's history. The series utilized a "Ten Years in Ten Days" format where each new post highlighted a successful moment in Project Lyme's last ten years. The strategy team researched Project Lyme's successes in the past decade and ensured the designs were aligned with brand strategy and image. The tenth and final post served as a formal thank-you to the donor community, transitioning from a historical focus back to modern-day fundraising goals. Next, the team created a line of Project Lyme merchandise to increase donations and public awareness for tick-borne illnesses. The Project Lyme client team designed two different aesthetics for the line using greens and neutrals as well as trendy camo patterns, brought to life through merchandise mock-ups executed by the creative team. Finally, the PR and media team drafted a press release for Project Lyme's authors event in April. Overall, deliverable two successfully captured the spirit and impact of Project Lyme's ten-year journey. This positioned Project Lyme for continued growth, strengthened community connection, and increased visibility surrounding tick-borne illnesses, ensuring their impact continues well beyond their first decade.









FUNDRAISING TOOLKIT

For the final deliverable, Inigo created a fundraising toolkit for Project Lyme to complement the celebration of their 10-year anniversary. The toolkit provided a detailed guide that broke down the steps of fundraising and offered event ideas, including a used book sale, a 5k run, a kickball tournament, a pickleball game, a bake sale and a mat pilates event. The toolkit was aimed at Project Lyme supporters, equipping and encouraging them to fundraise within their communities on behalf of the nonprofit. By analyzing popular donation strategies, successful fundraiser approaches and practical ways to organize within communities, Inigo produced an effective and strategic toolkit. The team included information such as general donation guidelines, specific event findings and editable, printable flyers for each event. Additional resources, such as an email outline for reaching out to venue spaces, were provided in the toolkit. The strategy team was tasked with researching these fundraising strategies and events, aided by the PR and media team, who created the email outline and helped design the posters. The information was formatted by the creative team, who developed an eye-catching and structured document that was easily navigable and included bold, event-specific flyers. Constant communication with the client about their expectations and ideas was facilitated by the account services team. As a nonprofit, Project Lyme values donations, funneling its profits toward research, education and advocacy. As they continue to grow, raising funds and increasing support is crucial for their work.









As one of the largest carriers in the world, United Airlines has built and maintained its reputation through an exceptional safety record. The United Airlines Safety Department is dedicated to ensuring aviation safety through embedding it into everything they do. United believes that there are "no small roles in safety", and the critical standard operating procedures used by safety employees drive United's positive outcomes. The department remains committed to operational excellence and risk mitigation, positioning United Airlines as a leader in aviation safety worldwide. United Airlines is our longest client relationship, with Inigo producing content for their safety department for over six years. This partnership gives us the opportunity to work with a household name and create exciting deliverables each semester. Our semesterly content shoots at airports are always an agency favorite, and this semester we had the opportunity to film at O'Hare International Airport here in Chicago, highlighting one of United's key hubs and their incredible safety team.

"I am honored to have worked with Tiffany and my team to produce three deliverables we were extremely proud of. Beyond the O'Hare shoot, we designed unique safety stickers aligned with the Airport Operations Safety Team's campaigns, reinforcing employee safety practices. We then translated those slogans and illustrations into posters for use in the safety office. United Airlines continues to be a client that inspires our very best work as an agency, and it was extremely rewarding to work with them this semester!"

- Katelin Barker, United Airlines Account Executive



SEMESTER GOALS

01 Capture the United safety crew's attention to internal communications by developing campaigns that reflect their interests

02 Strategically place deliverables in everyday spaces and increasing awareness of social media platforms to encourage safety practices

03 Develop new promotional content for the safety team through an on-site photoshoot highlighting ramp & gate workers



SAFETY STICKERS

Inigo's first deliverable for United Airlines consisted of a variety of stickers with language matching the Safety Department's existing campaigns; ensuring safety is the #1 priority. Intended to act as a constant physical reminder of safe work practices, the stickers were designed for employees' personal daily items such as water bottles, coffee tumblers, phone cases and clipboards. The creative team effectively incorporated colors and designs aligned with United's brand guidelines, and curated copy that encompassed the client's communication goals and presented well in a sticker format. Additionally, to increase visibility of the Safety Department's social media presence, the @aosafetyual Instagram tag was included on each sticker. Along with the sticker designs, the strategy team developed a suggested distribution plan to inform employees of the new stickers and their roles in maintaining an airline-wide commitment to safety.















ORD PHOTOSHOOT

For United Airlines' second deliverable, Inigo traveled to O'Hare International Airport to capture photos of employees in action, both on the ground and at the gate. The main goal of this photoshoot was to provide United with images reflecting proper safety policy enactment to be used across various channels including social media, corporate impact reports, internal newsletters and more. The creative team went into this shoot with the intention of highlighting vehicle safety on the tarmac and customer service agents at the gate. With diversity, equity and inclusion being a driving value in Inigo's client work, another goal for this deliverable was to highlight female employees, as they are often an underrepresented demographic in airline safety teams. This was a great opportunity for Inigo to gain hands-on experience capturing over 500 photos of employees in action, where safety policy is carried out in real time.











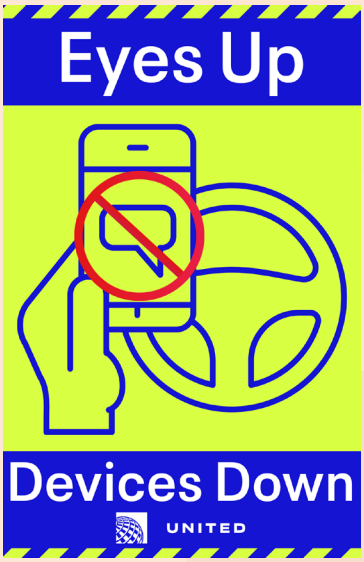




SAFETY POSTERS

United's third and final deliverable was a series of safety posters emphasizing safe driving and personal protective equipment (PPE) messaging. The creative team designed five compelling visuals representing United's ongoing safety campaigns. Three posters were dedicated to safe driving practices and two focused on correct PPE usage. Each poster was strategically curated to incorporate United's visual brand guidelines, voice and commitment to employee safety. Creative copy supported each visual with simple but catchy taglines for quick safety policy reminders.













RECRUITMENT

The recruitment team plays a crucial role in the internal operations of Inigo. The team's main goals for the semester were to recruit members from a wider range of majors and colleges at Loyola, make the application process smoother and accessible, and refresh recruitment materials.

This semesters recruitment team continued building on the work of past semesters. There was extra focus on expanding creativity and establishing a "vision" for recruitment materials moving forward.

Inigo strives to maintain a membership of individuals with a wide variety of skills, talents and opinions. To support this goal, the recruitment team continued to expand their classroom visit initiatives. The team reached out to over 100 professors across three schools. Over 45 classes between the School of Communications, Quinlan School of Business, and College of Arts and Sciences, had a member of Inigo present in their class to recruit new members for the next semester. Approximately 56% of our applications were a result of these classroom visits.

The team also made significant updates to recruitment materials, establishing a stronger creative foundation and aligning all internal messaging with a unified vision. New class visit materials and an updated information session slide deck were developed from scratch. The team conducted three information sessions for prospective applicants to attend to learn more about the workings of Inigo, nearly tripling attendance compared to last semester. Along with these efforts, the team offered tabling on both campuses to further increase awareness. Additionally, an interest form was introduced this semester which provided a more convenient way for students to engage with Inigo. A total of 60 students completed the form, allowing for direct engagement with potential applicants.

One of the biggest accomplishments this semester was achieving a record-breaking number of applicants. The strong recruitment efforts allowed us to go from 50 applicants last semester to 73 applicants this semester. Interview Night also saw its highest participation to date, with a total of 45 students interviewed. In the end we welcomed 22 new members into Inigo, and this marks the biggest Inigo staff has ever been. This brought our acceptance rate down to 30.1%, reflecting the growing competitiveness and prestige of the agency.



RECRUITMENT

During the interview process, the team refined interview questions and prompts to better assess each candidate's potential within the agency. Interviews were tailored to each candidate's top-choice team, allowing for a more detailed and relevant evaluation. Following the interview period, the team redesigned Inigo's brochure and curated a new slideshow for the final showcase that highlighted the organization's culture more effectively.

Overall, the recruitment team played a pivotal role in planning for the Spring 2026 staff. The new members come from a range of backgrounds, with majors like psychology, advertising and public relations, and advocacy and social change. This was the result of immense work in carefully crafting classroom visits, offering more detailed guidance in information sessions, introducing an interest form, designing posters that were shared across both campuses and organizing a constructive interview night. The recruitment team's work has laid a strong foundation for continued growth and development within the agency.









EXTERNAL COMMUNICATIONS

As Inigo navigated its restructure, the external communications team was hard at work growing engagement on its website and social media platforms. In the past couple of months, not only has our title changed, but our team of two copywriters and three creative designers have crafted two blog posts, one newsletter, seven Instagram posts, one Instagram Reel, and many LinkedIn updates. These posts successfully established our creative culture as a student-run communications agency, and gained recognition among the Loyola student body and the communications world alike.

One of our favorite projects this semester was our "About Inigo" post, where we outlined how Inigo has grown and developed as an agency by adding new teams and titles. Our team experimented with new graphics and colorways, pushing Inigo to be in its freshest and most refined form. This post featured a new description of what Inigo is made of and expanded the circle graphic while continuing to keep clients at the center of what Inigo does.

Not only have our Instagram posts been a hit, but our team has also worked hard to consistently post Instagram Stories. Over the span of the semester, our creative designers have put together a story for each Inigoan, featuring their name, headshot, and agency title. This was a great opportunity for each member to individually receive recognition for their contributions to the agency.

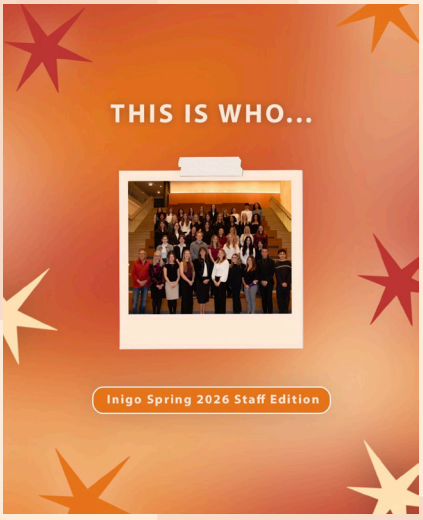
In addition, our team published two blog posts on our website. We launched an initiative to revive the blog section, further personalizing the agency. Together, these two posts gained over 200 views.

To inform Inigo alumni and the larger community, our team published a LinkedIn newsletter covering the agency's restructure and key insights into what Inigoans have been working on during the semester. The Spring 2026 team exceeded expectations and significantly increased Inigo's social media presence.
This semester, our main focus was growing engagement on LinkedIn, and our analytics highlighted this success. We saw a 740.7% increase in reactions and gained 8,952 more impressions, marking a 298.2% increase from last semester. Our Instagram also grew exponentially, reaching 101,434 content views, with 50.8% from followers and 49.2% from non-followers. Due to our consistency initiatives, profile visits increased by 131.4%. By reaching 12,524 unique accounts, we significantly expanded our digital audience.

The Spring 2026 external communications team continues to boost Inigo's brand presence and campus awareness. We cannot wait to see what Fall 2026 has in store!



EXTERNAL COMMUNICATIONS













THANK YOU, SPRING 2026 STAFF





communications