



Spring 2020
Semi-Annual
Report

Members

Directors

Maddy Baltas, Firm Director
Lana Kennedy-Foglio, Corporate Communications Director
Ally Moors, Creative Director
Daniel Collazo, PR/Media Director
Mary Ellis, Account Director
Ellie Carignan, New Business Director
Collin Funcannon, Director of Legacy

Corporate Communications Team

Carina Anderson, Project Coordinator
Freddy Drzewiecki, Internal Creative Coordinator
Heidi Ordillas, Internal Operations Coordinator
Ella Orse, Internal Media Coordinator
Melanie Villarmarzo, Professional Development Coordinator

Creative Team

Haile Clifton, Creative Coordinator
Kathleen Harmon, Creative Coordinator
Erin Lillis, Creative Coordinator
Kendall Weems, Creative Coordinator

PR/Media Team

Caroline Franklin, PR/Media Coordinator
Chloe Johnson, PR/Media Coordinator
Ande Perihana, PR/Media Coordinator
Nicolas Tamayo, PR/Media Coordinator

Account Team

Emma Boland, Leading Age Account Coordinator
Ethan Chiu, Kimberly Rensberg Photography Account Coordinator
Hailey Martin, United Airlines Account Coordinator
Lucy Sorgea, Avionos Account Coordinator

Apprentices

Epiphany Johnican, Corporate Communications Team Apprentice
Sami Ackerman, Creative Team Apprentice
Esther Marcos, PR/Media Team Apprentice
Jaia Idelle Goan, Account Team Apprentice

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Letter from Firm Director, Maddy Baltas

For the past 15 weeks, I've served as Inigo's Firm Director.

Has it been what I expected? Absolutely not. Has it exceeded my expectations and the expectations of everyone on my team? Absolutely yes. We've had a pretty incredible semester. We learned different things than we thought we would and much more than we thought we would.

In January, when our semester first began, we felt on top of the world. At 24 members, we were the largest staff in Inigo history, ready and eager. In February, we signed our biggest client to date, United Airlines. Everything was running smoothly. In March, one week after our spring break and one week into our client work, Loyola announced its move to all online classes – this included Inigo.

The day of the announcement, I met with Cheryl McPhilimy, Inigo's faculty advisor, the only time we could: 30 minutes before we were due at our all-staff meeting. Cheryl and I brainstormed quickly, as best we could. We knew this would be just as much of a learning curve for us as it would be for the entire agency.

Then we walked downstairs, to our classroom in the basement of the School of Communication. My world felt very unsure and uncertain. But, I knew I had two key jobs to do: forge ahead and keep everyone up to date with changes as they arose. Transparency is an Inigo value and communication is in our name.

In true Inigo fashion, the staff rallied. At that last in-person meeting on March 12, we used the time to plan and strategize, to connect and organize. And over the weeks that followed, as we moved totally online, I'm incredibly proud to say, we upheld ALL of our client commitments.

With this transition, each of us learned what it means to be flexible, adaptable and patient. We've found ways to support each other and our clients. I've continually been impressed by the hard work and dedication our members have shown our clients, our agency and each other.

Maddy Baltas,
Spring 2020 Firm Director



Letter from Faculty Advisor, Cheryl McPhilimy

Spring 2020 will go down in Inigo history as both the semester of client firsts and the semester of Coronavirus.

Each of our beloved spring clients represents a major milestone for Inigo. Kimberly Rensburg was the first to entrust us with a complete rebrand - her identity, website, social media and her marketing materials - a creative's dream come true. LeadingAge is our first national account. What a thrill to expand beyond the Chicago region and work with one of the premier forces for seniors in the United States. Avionos, our B2B client, returned for a third semester and has signed for a fourth. Challin Meink, our contact at Avionos, is our staunchest client fan - she first retained Inigo in fall 2017 when we had no track record whatsoever. And United. Who among us will ever forget this agency-changing win?

When the unimaginable, unprecedented Coronavirus hit, this staff rallied. They strategized; they adjusted; they communicated like champions. Initially, I received condolences from my peers and colleagues that Inigo would be shut down for the spring. My reaction was, "What?!" It was my pleasure to fill them in on how this amazing team had not skipped a beat but was recalibrating and staying close to their clients. They were committed to meeting all of their deliverables. The account team learned how to communicate with clients under duress. The Creative team produced some of the finest work Inigo has ever done. The PR/Media team wrote savvy, on-target copy and served a Coronavirus-related research arm to our clients. And our well-rounded, resilient, Corporate Communications team rebounded fast and reworked our efforts to stay top of mind on campus and secure our fall staff despite the complete disruption to their game plan.

Inigo is all about pushing boundaries, learning new things and being real. Very, very real. We are at our best when we are growing and solving problems. Thank you, Spring 2020 staff, for a semester I'll never forget. You are incredible.

Cheryl McPhilimy,
Inigo Faculty Advisor



About the Agency

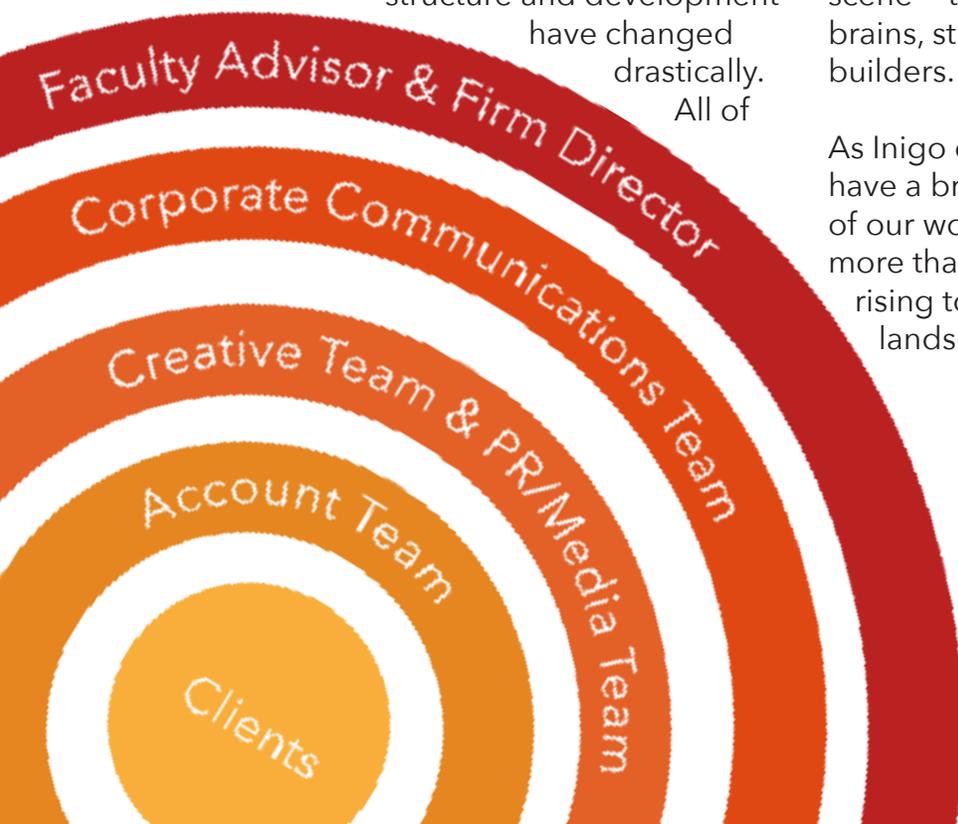
Inigo began as an idea. Our faculty advisor, Cheryl McPhilimy, spent time researching other student-run communications agencies around the country and brought the concept to Loyola's School of Communication. Cheryl and a group of eager communication students began the process of doing what no one in Chicago had done before: starting a completely student-run communications agency. A course was set up, and Inigo grew from an idea into a reality.

In May 2017, Inigo Communications was officially established, and by the fall of 2017, our first three clients were brought on. Since the foundations were laid in 2017, Inigo's structure and development have changed drastically. All of

Inigo's members have carefully molded the agency into an environment that consistently fosters learning, growth and progress. The agency has redeveloped its structure, taken on 13 different clients and produced outstanding work: from social media content calendars to rebranding businesses.

Inigo is in its sixth semester of business and comprised of students from various majors and grade levels within Loyola. We are some of Loyola's best and brightest, always pushing ourselves to learn more as we pursue our education and the first steps of our careers. We are the fresh faces on the communications scene – the industry's 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're more than just a student-run agency – we're rising to the forefront of the communications landscape.



Spring 2020 Clients



Avionos is a Chicago-based business focused on implementing e-commerce and marketing strategies for over 40 clients. Avionos sets itself apart by striving to develop and implement digital solutions faster than any of its competitors, enabling its client businesses to stay on top of the latest technological innovations. As a returning Inigo client, Avionos was satisfied with the deliverables produced last semester and wanted the agency's help in continuing to develop its company voice and brand.



LeadingAge is a nonprofit organization, based in Washington D.C., that fights ageism in the United States through education, advocacy and applied research. The organization sets itself apart by functioning as a continuum of care, serving those in aging services from the time they need assistance grocery shopping to continuing care retirement communities.



Kimberly Rensburg Photography provides photography services to clients in the Chicagoland area, specializing in wedding, lifestyle and branding photography, with a majority referral based clientele. She is an independent, niche photographer who teaches photography classes while building her own company. Kimberly strives to capture her clients candidly and intimately in every photo, while making them feel good.



United Airlines is a top, international airline servicing six continents. Based in Chicago, United operates around 4,900 flights to 362 airports every day. The United Airlines Department of Airport Operations and Safety came to Inigo with concerns about engaging its below-the-wing employees, which warranted two separate campaigns.



AVIONOS

Avionos Came to Us With Three Goals:

- To grow brand awareness and interaction on social media channels through frequent posts showcasing Avionos' employees and brand.
- To encourage greater brand understanding for website visitors.
- To analyze key media and messaging trends surrounding the COVID-19 crisis and provide key takeaways and recommendations for Avionos. *

*This goal was revised due to the COVID-19 situation; the original goal was to develop a deeper understanding of its competition through research and analysis to identify areas of improvement.

Social Media Content Calendars

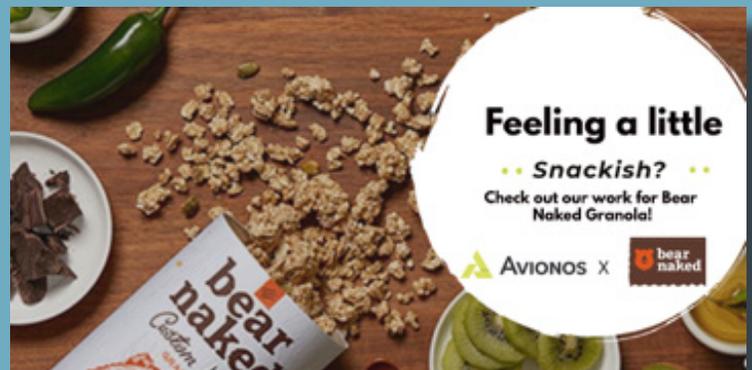
Inigo created four social calendars in two-week increments that tied into Avionos' specialty areas and/or coordinated with holidays and Avionos events. The social media posts clearly demonstrated the impressive capabilities of the Avionos team and created a visually appealing and engaging experience for potential clients. We researched relevant social media trends and upcoming events to draft copy for weekly Instagram, Twitter, Facebook and LinkedIn posts. In addition, we designed graphics and videos to accompany the posts.

What exactly is Headless Commerce?



Check out our *Headless Commerce Whitepage* to find out!

AVIONOS



General Notes

- Strengths**
- The copy was broken down by headings, subheadings and bullet points.
 - Most of the copy identified weaknesses relative to the work-based issues.
 - The visitors were told an efficient amount of information.
 - The inclusion of Avionos research on pages throughout the website showed visitors that we were experts in the industry.
 - The format for the case study under "Financial Services" was innovative and eye-catching.
 - The format of this case study was visually appealing because it used percentages and graphs, so visitors can quickly see the numbers involved with the improvements of the company.
 - Also, it was not too busy because the numbers conveyed the message.
- Weaknesses**
- Some of the bullet points repeated the same ideas, and the formatting was sometimes inconsistent.
 - In video's under the tab, "What We Do," the idea of speed was not clear on each page.
 - The footer on "Business" pages used the word, "virtual" regarding the process to create five star customer experiences, in the end, it shows several ways to avoid the word.
- Formatting ideas**
- Consider making other case studies or similar pages like this page. Make it more visually appealing.
 - The inclusion of the green words above or below the title page name was not consistent. Consider making this consistent with the following suggestions:
 - **Commerce:** under the "What We Do" tab. Consider changing the green phrase from a full sentence to three words like similar pages. The three words could be "Innovative, Personalized" to make it match other headings.
 - **Managed Services:** under the "What We Do" tab. Consider changing the green words from "Always-on, Full spectrum support 24/7 to 24/7 Support 24/7" to make this more concise.
 - **Resources:** under the "Perspectives" tab. The title page name is different than the entire website. Consider making it consistent with the other headings by changing the title on the header, and using the green phrase, "Thoughts on Digital Marketing" either above or below the title.
 - **Press Release:** under the "Perspectives" tab. Consider changing the green phrase to "Avionos Making Statements" by making this change, it will summarize the purpose of the page, when an industry analyst meets with us.
 - **Microsoft:** under the "Testimonials" tab. Add a sentence that confirms what it does for businesses. Consider changing the heading and applying the title "How it helps visitors generally know the purpose of the website in one short phrase."

Website Audit

Inigo recommended new, royalty-free images and incorporated streamlined, straightforward language for the entire Avionos website through two audits. For the copy, we eliminated unnecessary jargon, simplified action verbs, condensed phrases and blurbs and which keywords to bold to make them stand out. For the imagery, we worked on transforming the website's images so that current and potential clients would see Avionos as an exciting and innovative company that focuses on getting results produced faster than the rest of the competition. Inigo handpicked "brighter and lighter" royalty-free images that focused on capturing people's faces for Avionos to use at its disposal. New images and language would better portray how the company is a people-centric organization and attract more clientele who don't have specific knowledge about the B2B marketing eCommerce industry.

COVID-19 Messaging Analysis

Inigo produced extensive research surrounding online COVID-19 messaging, specifically auditing Avionos' competitors, and provided actionable recommendations for the Avionos marketing team to utilize. While Avionos took steps to address COVID-19, the company needed to release more content about the situation as evidenced by their competitors, as the tech industry dominated the media conversation. We conducted research on how COVID-19 was being portrayed by the media and by Avionos' competitors and provided key takeaways.

COVID-19 COMPETITOR MESSAGING ANALYSIS

AVIONOS

INIGO COMMUNICATIONS

AS OF WEDNESDAY, APRIL 1, 2020

LeadingAge®

LeadingAge sought help from Inigo Communications to conduct better outreach to the college demographic to attract college students to attend its conferences - the **Leadership Summit** and the **Annual Meeting**.

To spread its message, LeadingAge had two goals:

-● **Bring awareness to the careers in aging services**
-● **Increase student attendance at its conferences**



SOCIAL MEDIA RESEARCH AND MARKETING PLAN

This deliverable focused on capturing college students' attention through platforms like Twitter and Instagram to promote LeadingAge's Leadership Summit. We listed strategies and tactics that could be tailored to LeadingAge's social media to formulate more engaging and impactful content. Inigo created these strategies and tactics using research to understand social media usage in Generation Z since that's the generation currently enrolled or about to enroll in college. A competitor analysis was conducted to provide examples of successful campaigns for similar events.

PAID ADVERTISING RESEARCH AND MARKETING PLAN

Inigo then aimed to capture students' attention through paid advertisements for the Leadership Summit. Student interest differs based on what university they attend, race or gender. A competitor analysis was conducted to provide examples of successful campaigns for similar events. The analysis includes a list of effective organizations' interactions through their websites and social media postings. Through research on the Leadership Summit's target market (college students) and competitors (other conferences by nonprofits or targeting students) helped create strategies and tactics for paid advertisements in promoting LeadingAge's conference.

Recommended Paid Ads
<p>Based on the research that was conducted, students spend most of their time eating out, at the movies and sporting events. Especially at universities, we recommend that LeadingAge utilize social media where advertisements, as well as video content, activities in a way that captures students' values and morals. Through this research, public and private universities have a different approach when advertising, therefore, these strategies target private and public students, offering a mix of ideas that would work in both educational systems.</p> <p>Leadership Summit Strategy</p> <p>Gear (Campus Bookstore)</p> <ul style="list-style-type: none"> • Wearing gear around school allows other students to view its logo and become curious • Comments on gear brings awareness to clothing • Stickers are in style and a way for students to socialize their belongings • Ties, water bottles, computers, phone • Pins for backpacks • Souvenirs <p>Commercial Ad-type Video</p> <ul style="list-style-type: none"> • Ads before movies start in the school movie theater • Ads during basketball games or other sporting events • During halftime on various live game events • Local restaurants/casinos can air the ad on their television screens <p>Per Click</p> <ul style="list-style-type: none"> • Loyola University Chicago posts on Loyola's website, Instagram, Facebook, Twitter and LinkedIn about LeadingAge and its scholarship opportunity <ul style="list-style-type: none"> o Every time someone clicks on a link on the ad, LeadingAge is able to count how many students are viewing its post • Sports teams can advertise to fans on their social media. This allows students to click and read about the summit. • Their fans will realize potential to see gear from LeadingAge if they post • The school's home website page can advertise on that page, once students click on the advertisement it will have students to the page destination website or scholarship opportunities <p>Sporting Events</p> <ul style="list-style-type: none"> • Give out the gear in the audience during games <ul style="list-style-type: none"> o Shirts, stickers, buttons • Students can see who they're at the conference <ul style="list-style-type: none"> o Have a table at sporting events for students that are attending • During that time LeadingAge could have dedicated games and other forms of entertainment <ul style="list-style-type: none"> o Live questions o Raffle off prizes, gear could be a prize

LEADERSHIP SUMMIT EXPERIENTIAL EVENT RESEARCH AND MARKETING PLAN

This deliverable aimed at creating events to help persuade students to join LeadingAge and why the organization is important to their own lives. To create these specific events, we conducted research that focuses on currently enrolled college students, undergraduate or graduate, who can demonstrate an interest in aging services. In addition to that, we created a competitor analysis to collect data on what experiential events guaranteed high interaction and success. These tactics and strategies were created to encourage face to face interactions, events that remind students LeadingAge is trying to serve those who are in aging services and that older people are important members in our society.



LEADINGAGE'S ANNUAL MEETING SOCIAL MEDIA, PAID ADVERTISEMENT AND EXPERIENTIAL EVENT MARKETING PLAN

Our final deliverable was LeadingAge's Annual Meeting Social Media, Paid Advertisement and Experiential Event Marketing Plan. This deliverable contains research on LeadingAge's target market, Generation Z college students, along with how to recruit these students to attend the Annual Meeting in November. The report utilizes research to collect information on what a college students' daily lives consists of; it allows LeadingAge to get a better grasp on the market they are recruiting and targeting. After conducting this research, the report lists the most used social media outlets, the most impactful way to advertise and the most effective events for college students.



Introduction
The report contains research on LeadingAge's target market, Generation Z college students, research and strategy and how to recruit these students to attend the Annual Meeting in November. Based on the findings of the report, this can be done primarily through social media and through some experiential marketing.

Target Market Defined
The following analysis is based on Mintel's 2019 *Market by Generation Z* and Statista's Mobile Social Media Usage in the United States.

Demographics
According to Mintel (source), Generation Z teens are aged 13-17, and Generation Z adults are aged 18-24. For the purposes of this report, the targeted audience falls into the category of Generation Z adults.

Professional Success and Stress
A key takeaway from Mintel's report is the stress that these adults are under. A considerable amount of people in this age range have parents that exhaust the notion of success, due to their status as first-generation students, immigrants and many other reasons. This report also reveals that they enjoy a young adult lifestyle that has not been seen previously, being with roommates, going out on the weekends and placing professional success before milestones like marriage and children. 84% of this age group are single (living with a partner, separated, divorced, widowed) while only 10% are married. The remaining 6% are single parents. According to Mintel, the top three stressors for Generation Z adults are thinking about their future, their financial situation and trying to keep up with everything that they must do.

Career Aspirations
Due to the importance Generation Z places on the notion of "doing what you love," they are twice as likely to stress about "trying to do well at work or school" (Mintel). For their ideal job traits, they are looking for something with a good work-life balance, work that they are passionate about, the ability to advance in their career, stability for many years and a job that makes the world a better place.

Civic Engagement and Activism
Generation Z's worldview is shockingly different than those of previous generations. Due to their lifelong access to the internet and ease of access to educational materials, this generation tends to hold different political opinions than their families due to their relentless freedom in the ability to discover. According to the Pew Research Center's "Generation Z Looks a Lot Like Millennials on Key Social and Political Issues," 82% of Generation Z are Democrats or tend to lean democratically on issues. 70% of Generation Z believes that the government should do more to solve problems, 88% believe that climate change is occurring and 62% see that increased diversity is good for society. These views are extremely popular among this generation and as stated above, many of them are looking for a career that will help make the world a better place, and thus supports their views.



Kimberly Rensburg Photography came to us with **3 MAIN GOALS:**

- Create a revamped and cohesive brand identity
- Boost client interaction
- Increase brand awareness as a Chicago photographer through social media outreach and engagement

BRANDING GUIDE

To develop Kimberly's brand identity, Inigo created a new branding guide. Our goal was to accurately represent Kimberly Rensburg as a photographer and make her branding cohesive across all platforms. We learned that Kimberly was looking for a grayscale, clean typeface for her logo and a muted color scheme overall; she wanted an image that sat on the border of modern and traditional styles to complement the type of service that she provides.

The final branding guide included a new logo and color scheme. The new logo includes the letters "KR" in legible script with the words, and "Kimberly Rensburg" written in clean typeface. In addition, Kimberly's new color scheme is muted, earthy and romantic — shades of green, black and pink which are appropriate for any and every occasion. The typeface is a clean and traditional font, and the branding guide included a business card design inspired by the revamped style.

CLIENT REVIEW EMAIL TEMPLATES

To help Kimberly increase her client interaction, Inigo created four client review email templates for

Kimberly to send after photoshoots. The goal of this deliverable was to ask clients to leave reviews on various websites, allowing them to reflect on their experience with Kimberly. Inigo made four email templates for each client type including wedding, lifestyle, and branding. The fourth template was made for past clients to reflect on their experience with Kimberly. Within the emails, we implemented an incentive from Kimberly, in which she offered a free print if they left a review.

PREFERRED VENDOR PITCH LETTER

To enhance Kimberly's local presence, we wrote a general pitch letter template, specifically targeting smaller wedding venues. The goal of the pitch letter was to ask various venues such as the Lily Pool at Lincoln Park Zoo and various breweries to add Kimberly Rensburg Photography to their list of preferred vendors. For the pitch letter, it described the type of niche photography that Kimberly excels in, highlighted her personality, and encouraged venues to include her photography company on their vendor list. The pitch letters could be sent at Kimberly's discretion.

WELCOME PACKETS

To help boost client interaction before photoshoots, we created electronic welcome packets for Kimberly to send to her clients after they booked their sessions. The goal of the welcome packets was to decrease the amount of time Kimberly spent replying to emails from clients with similar questions. Inigo created three separate welcome packets for wedding, lifestyle and branding clients. Each welcome packet has five main sections: a heartfelt note from Kimberly, frequently asked questions, tips on successful photography sessions, next steps and ways to contact Kimberly. Furthermore, we included a styling tips link to Kimberly's Pinterest pages.

REVAMPED WEBSITE

To enhance Kimberly's online presence, we redesigned her website, incorporating her new branding guide. The goal of the website redesign was to make it more user-friendly, specifically in navigation and to provide more information for potential clients such as pricing and client testimonials.

Hi!

I'm Kimberly Rensburg.

Thanks for inviting me to capture your cherished memories of raising a family. As a lifestyle photographer, I combine my seven years spent marketing and selling for Chicago businesses with my passion for photography to make you look your best.

I enjoy working with families in cozy settings to capture your family's beauty. I will be your photo cheerleader, capturing the most intimate moments of your family during your session.

In this packet, you will find frequently asked questions, my styling tips, next steps and my contact information. I'm dedicated to capturing those moments during our session that make you, YOU!



TARGETED SOCIAL MEDIA CAMPAIGN

To increase Kimberly's social media presence, Inigo created a targeted social media campaign on Instagram with eight posts to promote her redesigned website and overall brand. The goal of the two-week campaign was to direct her followers to her new website and build her brand awareness.

The 10-Day Photo Adventure

Celebrating might be on hold at the moment, but there's no better place for a journey than right in your own camera roll! For ten days, let's dig deep and take a look back at some of your greatest hits, fondest memories, and most precious moments. I can't wait to see!™

[@kimberlyrensburg](#) #KRPhotoAdventure

- DAY ONE** A photo you can't even believe you got
- DAY TWO** A photo that reminds you of summer
- DAY THREE** A photo that makes you smile every single time
- DAY FOUR** A photo that makes your mouth water
- DAY FIVE** A photo you'd put on the cover of a magazine
- DAY SIX** A photo with your favorite color
- DAY SEVEN** A photo of your happy place
- DAY EIGHT** A photo you wish you could time travel to
- DAY NINE** A photo of a furry friend
- DAY TEN** A photo of your beautiful self!

Tag two friends to be your travel buddies on this journey!

Stay Tuned!

Chicago, Illinois

Paris, France

Franschhoek, South Africa

UNITED



SOCIAL CAMPAIGN

United tasked Inigo with creating content for a social media account specific to these below-the-wing employees to achieve the following:

- Increase employee engagement via social media
- Decrease injury among United Airlines' above-the-wing and below-the-wing employees
- Reduce the number of aircraft damages

SOCIAL MEDIA RESEARCH REPORT AND SOCIAL CONCEPT BOARD

Inigo researched publicly available safety campaigns from organizations with similar goals and included their safety campaigns which featured background on the companies included, the intent behind the campaigns, photographs of the campaigns and data indicating whether the campaign was successful or not. Based off of this research, Inigo created a concept board for United of what its social media posts could look like; the board included three options, all with different visual styles.

SOCIAL MEDIA CONTENT CALENDAR

With feedback from Inigo's initial social media concept board from United, Inigo has sent 30 social posts with graphics and copy were created and divided up across April and May, spanning across Twitter, Instagram and Facebook. In the midst of a global pandemic, it was important for Inigo to keep in mind that COVID-19 impacts everyone, especially people working in the airline industry. This content calendar was sent along with five extra templates, should United need to create additional content.

SOCIAL MEDIA BEST PRACTICES REPORT

Inigo created a report for United detailing the best practices to use on social media in order to grow and foster engagement with its audience on different social media platforms. The report also featured companies that successfully use social media to communicate with their employees.



SAN FRANCISCO SAFETY CAMPAIGN

United approached Inigo to create an eight-piece campaign for the San Francisco International Airport (SFO). If successful at SFO, the campaign would hopefully be rolled out on a larger scale. The campaign aimed to do the following:

- Encourage awareness of safety procedures
- Decrease rate of injuries and damage to equipment

SAN FRANCISCO SAFETY GRAPHICS CAMPAIGN

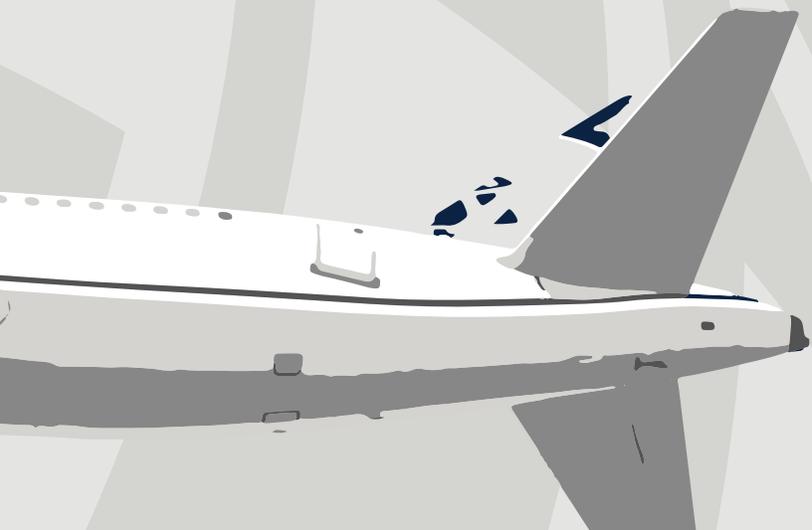
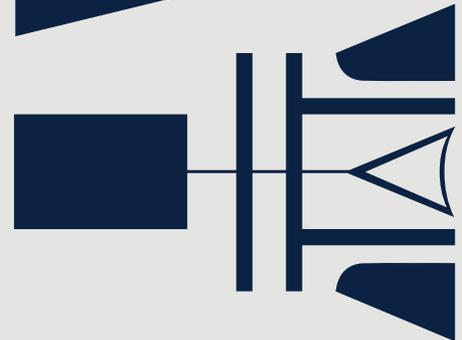
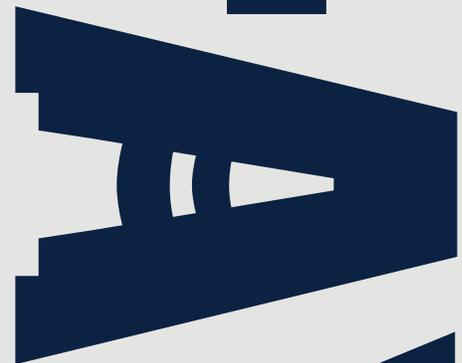
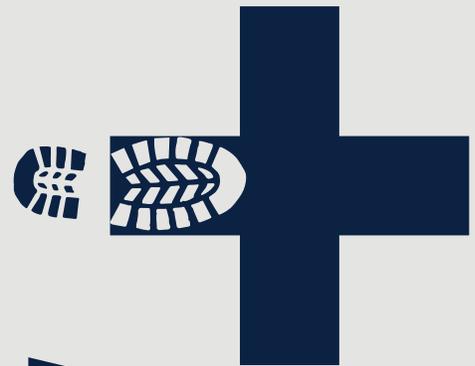
Inigo was tasked with creating an eight-piece graphics campaign for the San Francisco International Airport that encouraged below-the-wing workers to stay aware of safety procedures and reduce injuries at work. Initially, Inigo provided United with several concepts to work with, and based off its feedback, two campaigns were ultimately chosen. The first campaign is to be played on media tiles (televisions) within the SFO United breakrooms; this campaign features all the letters of "STAY" with a hidden illusion within them. The second campaign encourages employees to write why they stay safe on a post card, and then these postcards are attached to the wall in a specific order to reveal an image. This campaign is intended to be very interactive and create an experience for United employees.

INCENTIVE PLAN

Inigo provided United with research and framework for a potential incentive plan, in order to motivate employees to prioritize safety. This framework was devised from extensive research on successful safety campaigns. This report includes two plans, each with a multitude of incentive ideas, as well as plans for promotion and implementation.

SAFETY VIDEO CONCEPT

Inigo provided United with two video proposals and storyboards that could easily be implemented once the period of social distancing has ended. The two videos proposed would be able to be produced separately or in tandem with each other and could be easily transferred to different mediums. The first concept was short snippets of employee interviews allowing for other employees to connect with their peers. The second was several humorous takes on staying safe.



inigo

communications



Inigo's Corporate Communications Team has been busy at work this semester working on internal marketing efforts, events, promotions and recruitment. This semester, our main goal as a team was to get Inigo's name out further than ever, throughout Chicago and beyond, and build a consistent, strong image around our organization. For our final projects, the corporate communications team was responsible for designing the invitation that is used for the Final Showcase, along with the Semi-Annual Report (the one you're reading right now!) to summarize Inigo's accomplishments.



Our team worked on several projects to help create brand awareness for Inigo. We began by crafting bi-weekly pitch letters on behalf of Inigo to send to local media outlets and followed up by writing copy for the monthly newsletters for Inigo, our recruitment flyers, our new website and other internal projects. Stylized photoshoots of all the teams allowed for stronger social media content, and footage taken from these photoshoots were used for a recruitment video. We fine-tuned Inigo's brand image by implementing a new design language. This carries throughout all our marketing materials. This refresh led to creating and designing a new website for Inigo.



The team sought out new mentorship opportunities for Inigo and sought to increase skills by researching professional development events for members to attend. We found internship and job opportunities for our members on a generalized and individual level. The team helped compile a list of Inigo Alumni, their contact information and their marketable skills to ensure fluid networking between generations of Inigo.



1,000
sticker taps
on Instagram



The team developed a Master List including all the School of Communication classes and the professor's contact information to present to during our recruitment season. Furthermore, we ran logistics on anything our team decided to undertake, such as research and price comparison of promotional materials. Before going remote, the corporate communications team also played a role in planning for Inigo's Final Showcase by getting in contact with vendors and updating Inigo's contacts.

Our team had the vision to elevate Inigo's social presence and grow engagement in our channels. Focusing on revamping Inigo's social media as a future tool of marketing and communications, and structure it appropriately from a business standpoint, we grew our social media audience by 19.17% since the start of the spring semester. Our posts saw 16,000 unique impressions through collaboration with the School of Communication, the Quinlan School of Business and Loyola Chicago's social media channels. Being shared on Loyola's Instagram resulted in over 15,000 views and nearly 1,000 sticker taps to @inigo_comm. The Inigo staff was also encouraged to engage with our audience and potential members through a series of Instagram Stories speaking on their experience as Inigo members.

19.17%
increase in
social media
audience



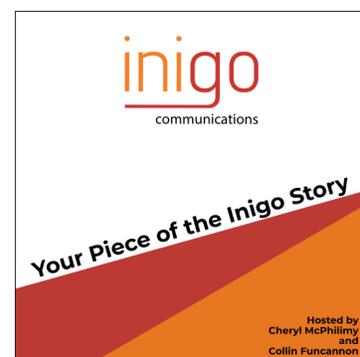
Legacy

In the spring of 2020, Inigo found itself at a pivotal point in its development: the last of our founding class was graduating, and many of our members were already in the workforce. Now in our seventh semester of business, it became imperative for us to begin focusing on our legacy – in other words, how we want to engage with our alumni and what story we want to tell for future generations of Inigo members. This semester, the Director of Legacy role was newly created to address this dilemma. Our goal was multi-faceted; we wanted to embrace Inigo alumni in exciting ways and tell the story of Inigo: past, present and future.

One goal of our work was to create and maintain meaningful connections with our alumni. We hosted an alumni panel on our Founders Day, the day we consider Inigo's birthday, celebrated on February 20. Current members were able to network and ask questions about life after Inigo. The event sparked a connection between past and current members and served as a bonding experience for the agency as a whole. We also created a LinkedIn group for current members and alumni to network with each other, reminisce and share insight on the industry. This group serves to unite all Inigo members and alumni.

This semester, we interviewed past Inigo members for a podcast series entitled "Your Piece of the Inigo Story." This podcast gave alumni the ability to reflect on their experiences in the organization and share information about where they are now in their own words. The podcast is available on Apple Podcasts and Spotify.

We also created a physical representation of our legacy for those who lived it in the form of a booklet, sharing the Inigo story as told by our alumni. This document serves as a definitive guide to Inigo's story – past, present and beyond.



New Business



This semester, the role of New Business and Finance Director was newly established. The purpose of this role was to designate an Inigo member dedicated to new client outreach. Previously, this job was handled by the Account Director who also managed all current client accounts. With this role, the Inigo new business process has been strengthened and revolutionized. Documents have been created to lead clients through every step of the onboarding process. This allows Inigo to forge strong client relationships from the beginning, creating more valuable output from the agency.

We wrote a New Client Questionnaire that is sent to clients the moment we are put in contact with them. This allows us to better understand a potential client's business needs from the beginning of our relationship, thus forging a stronger agency connection. We want to truly understand our clients from the initial moment of contact so that we can lay the foundation of strong relationships. Our job is to serve our clients, as they are at the heart of everything Inigo does. By reaching out and getting to know them in an intimate way, we can better plan our semester around the creation of ground-breaking deliverables.

Business Information:	
Business Name:	
Year in Business:	
Company Headquarters:	
Number of employees/size of company:	
Please provide us with a brief description of your company and what you do.	
Do you have a message, statement or tagline?	
Communication Questions:	
What business or communication problem is your organization facing?	
What are you looking for from a partnership with Inigo Communications? How can we help you grow?	
What aspects of your communication practice are you looking to improve or expand?	
What are your business and/or communication goals?	
General Questions:	
How did you hear about Inigo Communications?	
Who is responsible for students from a variety of educational backgrounds?	

In addition to the questionnaire, a New Client Welcome Packet was designed to give to clients when they initially sign a contract with us. This document immerses clients into our agency, so they can have a comprehensive understanding of who we are. This packet leads them through every step of the onboarding process, so they know exactly what to expect during their time with Inigo. The packet also shares aspects of our history, agency structure, major accomplishments and typical semester routine. This further creates a strong client-agency relationship that helps define the rest of the semester. Both of the created documents make the entire agency process smoother, as everyone is educated on the needs and wants of the client. These documents take out a lot of guess work in determining what deliverables will best serve the goals, ambitions and dreams our clients are looking for.

Thank you!

After a semester filled with collaboration, overcoming obstacles and brave spirits, Inigo wants to thank those who have supported us along the journey. First off, thank you to all of Inigo's members who have had the upmost positive attitude this semester and taken the transition online as an opportunity to learn. Your hard work and dedication are admirable!

We want to thank our faculty advisor, Cheryl McPhilimy, who oversees the entire agency, for continuously supporting and guiding us along the way. Your wisdom, experience and trust has taken us very far.

A special thank you to our mentors from Golin: Haley Carroll, Kristin Trehearne Lane, Ebonne Just, Ryan Biek, Meagan Finucane and Alyse Rohloff, thank you for the support this semester. Your knowledge and insight regarding the industry has been so incredibly valuable to Inigo. Thank you for the visits, good times and advice, especially during the transition online.

A huge thank you to all our partners and mentors, especially Jacob Voss and Kaylee Harrington from Edelman, along with Meghan Lee, Lisa Kueng and Marty Gahbauer. Thank you for visiting Inigo and sharing your life experiences, industry tips and feedback.

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, Eleni Prillaman and our Fall 2019 Firm Director Emily Robertson.

Although the semester did not go as originally planned, it is through all of your support that we have had such a successful and strong semester.



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