

Case Study #1: Creating a unique brand, identity and content strategy for the German American Business Council of Michigan



Challenge:

The German American Business Council of Michigan was established in 1994 in Detroit and previously operated as part of the German American Chamber of Commerce Midwest, Michigan Chapter. With its transition to an independent non-profit organization as of 2020, the Council, governed by a Board of Directors to represent over 200 of its members and companies, reached out to Blended Collective to develop its new brand and name identity. This included a content strategy as well as content development for its new online platforms: the website and social media. The challenge was to create a new and unique brand that would continue to connect both cultures in a business setting while indicating a new direction for the Council, yet resonating with existing and future members.

Solution:

To understand the goals and direction of repositioning the Council, Blended Collective started the creative process by conducting interviews with the board of directors, project managers and operations staff. In creating the name, the Blended Collective team learned the importance of complementing the name with the addition “of Michigan” to emphasize the importance of its core

mission: to foster investment and trade relations while cultivating business between Germany and the state of Michigan through a network of members, corporate partners, companies and business professionals to improve and encourage German-American business relations.

The positioning was brought to life through a refreshed logo and identity system, using traditional color combinations. To reflect the cultural, dynamic and inclusive strategic brand, the logo displays a blend and stylized motion of the German and US flag alongside simple and professional typography. Through the addition of "Est. Detroit 1994", the legacy of the Council is highlighted in smaller detail as the main focus remains on the new name and visual identity. Brand guidelines were also developed to ensure consistent execution of the brand identity.

Results:

The German American Business Council is positioned with a new brand and visual identity to be implemented for a global presence: the official launch of the German Haus, the annual signature event in partnership with and during the North American International Auto Show (NAIAS) 2020.

Client Testimonial:

"Blended Collective came to our rescue! Shortly before the holidays, our organization chose to become a standalone entity by January 1. Blended Collective jumped in immediately to identify who we are and what we stand for as an organization, creating our new identity. Research was completed, and the website content & strategy were being developed alongside our social media platforms. We could not have successfully launched an entirely new brand by the first of the year without the team at Blended Collective. I highly recommend!"

– Meredith Upward, Board of Directors, German American Business Council of Michigan

Case Study #2: Driving traffic and engagement for customer-centric businesses



Challenge:

The SWOT City at TechTown is a customized support program for brick-and-mortar small businesses in Detroit neighborhoods. The team works with professionals to provide one-on-one assistance to help launch, stabilize, and grow local businesses and strengthen neighborhood commercial districts. With Michigan's road construction season in full effect, several businesses on Livernois, Grand River and Southwest Detroit were heavily affected. The main challenge entailed the execution of a marketing strategy to continue to attract customers due to difficulties to access various business in all three areas.

Solution:

In collaborating with TechTown, Grandmont Rosedale Development Corporation and the Detroit Economic Development Corporation to provide business owners with key marketing takeaways during these difficult times, Blended Collective was brought on to meet with eight business at each one of the three locations, 24 businesses total, to discuss digital marketing strategies to create and implement in an effort to attract customers and drive engagement. Marketing suggestions were tailored to the type of businesses such as Beauty, Clothing, Food and Beverage and Professional Services.

Results:

In providing marketing advice, solutions included items such as consolidating multiple social media pages on the same platform and redirecting traffic to the main page, directing traffic to the business website for regular updates on service offerings, exclusive marketing offerings through campaigns or content strategies during the construction season to attract existing and new customers, create online business listings, and more. For consulting sessions with the Spanish-speaking businesses, a TechTown SWOT City Portfolio Manager was present to provide translations to the businesses onsite as needed. The businesses were able to continue working with their City Portfolio Manager post-consulting sessions to implement the suggested marketing techniques.

Client Testimonial:

"It helped reassure me in what I was already doing and gave me new ways to expand my marketing."

- Lindsay Marr, Owner of Town Hall Caffé

(One business out of 24 that we consulted.)

Case Study #3: Creating a digital marketing strategy and brand activation for a signature event



Challenge:

The Detroit Symphony Orchestra (DSO) is “an inclusive and culturally relevant community where all people can experience their world through music.” The DSO’s NextGen combines a ticket membership program and volunteer leadership committee to attract and engage young professionals and develop its next generation of patrons. When NextGen hosted its second annual signature event *Mysterium*, the concept for it was inspired by the late Russian composer Scriabin’s quest to create an experience for the audience that engages all five senses to create a state of enlightenment. The challenge was to promote the event digitally among young and diverse professionals, and engage the audience on-site by incorporating multi-sensory elements while building brand awareness for NextGen.

Solution:

Blended Collective was tasked to develop creative marketing initiatives, and create an on-site experience to engage a young and diverse audience. For pre-event digital marketing, we partnered with two local and culturally diverse influencers with a combined digital following of 40,000 and offered a ticket giveaway digitally. This content was recommended to be repurposed for e-blast marketing campaigns at the DSO, reaching an audience of 35,000. Blended Collective introduced the event hashtag #DSONextGen to begin

building the NextGen brand online. For offline efforts, we developed a three-step Blended Collective social media brand activation, co-branded with Blo Blow Dry Bar in Detroit who hosted a hair and make-up touch up station. With both influencers present at the event, we were able to connect offline and online efforts successfully.

Results:

Digital engagement resulted in over 1,000 likes and comments combined, resulting in brand awareness among a young and diverse audience. The on-site brand activation offered interaction between the digital influencers, audience and brands, engaging the sense faculties of sight and touch. Overall, these efforts resulted in increased exposure for the NextGen brand and its membership program to an audience of over 75,000.

Client Testimonial:

"Blended Collective's brand activation and marketing efforts for this project, helped us to nearly triple our audience size, year over year, for our Gala event Mysterium. On top of that, our audience was younger, more diverse and more engaged than ever before."

– Peter McCaffrey, Cellist and Artistic Director of Mysterium, Detroit Symphony Orchestra