

Rollout Planning Process

1. TRANSLATE THE BRAND INTO MEANINGFUL MESSAGES

Use the brand work as a base for awareness-building communications that educate key audiences on the value of Montana State Library's products and services.

2. UTILIZE MULTIPLE MEDIA DISCIPLINES TO COMMUNICATE EFFICIENTLY

Identify existing no-to-low cost channels to build awareness for the brand messages; deploy targeted paid media to encourage key audiences to use more MSL services, more often.

Plan Foundations



To maximize impact for minimal cost, we'll develop an integrated communications strategy:

- Owned (website, social channels, e-mail)
- Earned (PR)
- Shared (partner channels)
- Paid (inexpensive, highly targeted digital/social)

HY Campaign Experience



A cooperative effort between DLI and DOC to develop and promote an ARPA-funded health care worker relocation reimbursement program, spearheaded by the Governor, to help attract new health care employees to the state to fill existing vacancies.



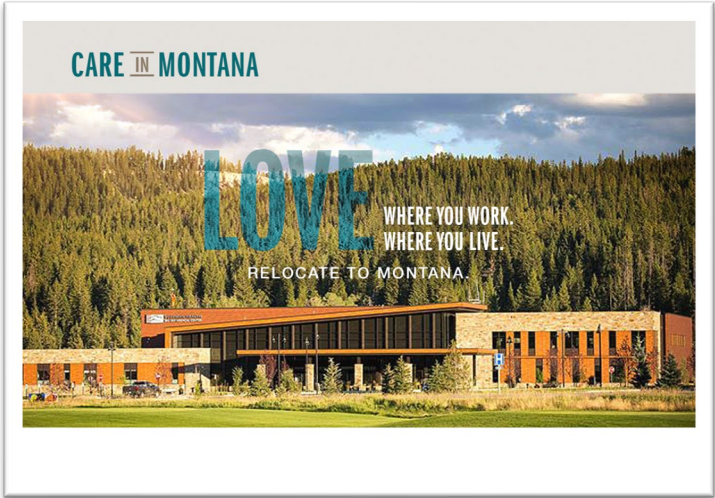
A workforce attraction effort designed to bring economic vibrancy back to rural Montana by compelling former residents to move back home and work their existing jobs remotely from Montana, with a focus on small towns and rural areas.



A rebranding initiative designed to unify disparate programs across the state—including business and community development, entrepreneurship, rural prosperity and global trade—to build repute and value for the agency.

Sample work for MT Department of Commerce

POSTCARD



SOCIAL POSTS



MICROSITE



Sample work for Come Home Montana

TESTIMONIAL VIDEOS



MAILER

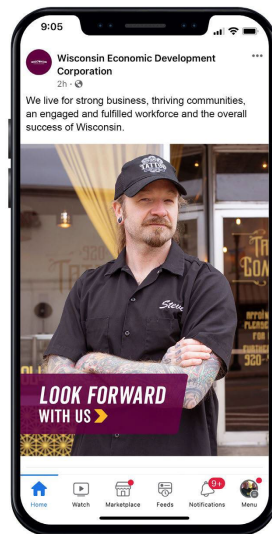


Sample work for Wisconsin Economic Development Corporation

PRINT AD



SOCIAL ADS



OUT OF HOME



BUSINESS JOURNAL TAKEOVER ADS

