



## 2012 AIGA Minnesota Case Study Entry

### Project details

Title \_\_\_\_\_

Client \_\_\_\_\_

Industry \_\_\_\_\_

Duration \_\_\_\_\_

Team \_\_\_\_\_

Budget \_\_\_\_\_

### Project description (client brief and overview of market in 600 words max)

### Challenges

### Strategy (Ideas and implementation for satisfying the brief within context of the challenges and market demands in 600 words max)

### Results (in 600 words max)

**Why does your client consider the project a success? Why do you consider it successful?**

To help guide your answer, consider the following areas of impact and tell us which ones were affected by your project. Include metrics and client quotes when possible.

*Economy* For your client, this could mean simply ROI, increased sales, or even money saved because of your smart solution. All are excellent outcomes.

*People* In the scope of your project objectives, this means engagement of your target audience—households reached, page views, tweets, FaceBook friends, strategic media placement, coupons redeemed or a positive change in the way people perceive or interact with the brand.

*Environment* Whether or not it was a client mandate, did you consider the environmental impact of your project? This could include energy conservation or offsets, using recycled or otherwise sustainable materials, selecting an alternate delivery mechanism that removes the need for materials (e.g. a web banner instead of a direct mail campaign), or otherwise reducing, reusing and recycling.

*Culture* Can your solution extend beyond the target audience? Does it have an impact on the culture at large? This may mean broad media coverage, viral distribution, and even being admired and imitated.

**Research** (sources, audit of market data)

**Additional information** (anything we didn't ask and you'd like to tell the jury)