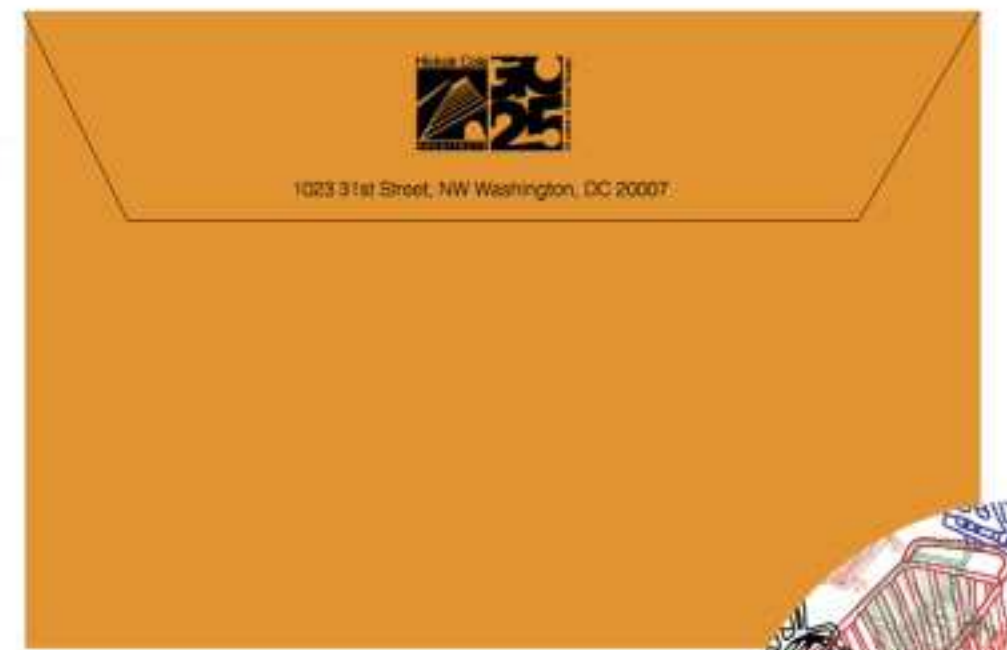


GO25

CATEGORY: PROMOTIONAL CAMPAIGN HICKOK COLE ARCHITECTS WASHINGTON, DC



Scan or follow link for a sneak peek of Art Night 2013. <http://bit.ly/1jxESaA>



Marketing Objective: In 2013, Hickok Cole Architects (HCA) launched the year-long campaign, "GO25" aimed to not only celebrate the firm's 25th anniversary, but also set Hickok Cole apart as creative, kinetic, and forward thinking. The centerpiece of the campaign would be the introduction of the "GO25" tagline and subsequent logo intended to symbolize the firm's movement into the next 25 years.

Target Audience: The Greater Washington, DC region's existing clients, prospective clients, real estate development community, associations, corporations and law firms, and local and national media.

Research, Planning and Implementation: In summer 2012, Marilyn Mendell, President, WinSpark/CC, Inc., and Hickok Cole's marketing graphic design team researched current trends in marketing and design. The team aimed to design a campaign that would respect the firm's past but also celebrate the firm's future. The tagline GO25: 25 Years of Great Design was devised to do just that — celebrate the firm's 25 years of great design while inviting our clients to GO forward with us as we celebrate the next 25 years. A logo was designed in-house to reflect this message and was carried through all marketing collateral pieces throughout the year. The tagline and subsequent logo had the added benefit of underscoring the firm's longstanding mission of Great Design, Great Management, and Great Place to Work. The end result was a campaign that strived to evoke a feeling that the firm is moving in new and exciting directions and offered a call to action to join Hickok Cole Architects along the way.

Message: GO25: 25 Years of Great Design — Hickok Cole Architects invites clients and friends to GO forward with us as we celebrate 25 years of great design.

Distinction: A series of targeted, interactive mailings and collateral pieces reached out to HCA's contact database throughout the year.

1. New Year's Card: HCA begins each year with a print piece sent to their entire database of 7,800. The card's cover offers a graphic introduction to the year's campaign with the bold GO25 logo on the cover. As the reader opens the card, they are introduced to a custom mixed sound of blasting fireworks and rockets — intended to evoke the feeling that the firm is rocketing into the next 25 years. Full speed ahead. A 25 graphic is carried into the card with the simple message: "Celebrating Twenty-Five Years of Great Design. Go Forward With Us." A first class fireworks stamp reinforced the company's attention to detail and connection to the

fireworks soundtrack. **2. Client Gift:** The marketing team hand delivered 300 "Hickok Cole Red" Burnt Umbrellas custom printed with the firm's logo. The umbrellas were delivered in custom black matte tubes printed with the year's tagline of "Celebrating 25 Years of Great Design." **3. New Website:** A complete redesign of HickokCole.com was completed in 2013. The new website homepage featured a celebratory photo of employees enjoying their HCA red umbrellas. A video was produced featuring senior principals Michael Hickok and Yolanda Cole along with employees of the firm. **4. Spring Open House Invitation:** An invitation intended to emulate a car race VIP pit pass invited clients to attend Hickok Cole's annual Open House event. The call to action: "Ready, Set, GO." The racing theme was intended to match with not only the "GO" theme, but also the feeling that the firm is moving fast and not slowing down after 25 years. **5. Art Night Invitation:** The fourth direct mail initiative was an invitation to HCA's annual October Art Night event. The invitation design consisted of a paneled card die-cut into the shape of five picture frames. Designing an invite that offers clients a fun way to create their own piece of art has become a Hickok Cole tradition to Art Night. Participation in the card design allowed recipients to reuse the card as picture frame mementos after the event. **6. Advertising Component:** Sophisticated ads showcased HCA projects with the GO25 logo with a featured project image. Prominent ad placement enforced visibility in the Washington Business Journal, online Real Estate Blowup on Business, Development, and many others. **7. Web Maliers:** The GO theme followed through three Constant Contact email newsletters announcing new projects, new employees, and interesting places to GO.

The marketing team continued the theme throughout the firm's two annual parties and a special community service initiative:

Spring Open House Event: HCA used its annual Open House event to celebrate the 25th anniversary. A racing theme subconsciously melded with the firm's GO campaign and added to the message that the firm is not slowing down. Checker-flag banners hung four stories high off the front of the building set the tone for the event. An authentic race car was towed into the entry way of the office. The estate of the late Randy Renfrow, famed NASCAR driver, allowed HCA to display his coveted set of racing leathers for guests to admire. Guests feasted on gourmet hot dogs, craft beers, and checker flag cookies as they enjoyed a live band in the Infield Lounge. The firm's best and brightest clients were honored with racing-themed awards at the end of the night.

Art Night Event: Each October, HCA transforms its architecture studio into an art gallery to host Art Night — a social marketing event where the proceeds from the sale of artwork are split between the nonprofit organization Washington Project for the Arts (WPA) and local, participating artists. Over 700 guests flooded the 2013 event. The GO theme was carried out with frames used from the event invitation inviting guests to GO make a friend and GO buy some art. Custom cakes designed from the invitation were created in-house by HCA's Office Manager.

25 Acts of Kindness: A year-long grassroots initiative was started by the firm's in-house community service group (Full Circle Committee) called 25 Acts of Kindness. The committee pledged to conduct 25 significant acts of services to celebrate the firm's 25th anniversary while promoting the committee's mission of community involvement. A selection of the 25 acts included a Hurricane Sandy Relief trip, a book drive, and a blood drive. In total, the committee along with its participants donated over 735 hours — equivalent to one person volunteering 8 hours a day for 19 weeks — almost 5 months.

Results: The campaign increased HCA's presence in the market, and clients expressed their appreciation for the campaign's attention-getting marketing collateral. 22 of the 300 client gift recipients wrote hand-written or electronic thank you notes — opening further avenues for business development.

The Spring Party's 450 guests from 3,500 invites directly led to five meet and greets with established clients and ultimately four new housing projects. Art Night attracted a record 700+ guests from 3,500 invites and generated \$110,000 in artwork sales (\$55,000 distributed to artists and \$55,000 distributed to the WPA) — a 13-year record, culminating in over \$600,000 raised in eleven years.

Website hit rates spiked 35+–40% around Art Night and after the Spring Party, client gift distribution, Constant Contact newsletters, and e-announcements. Constant Contact newsletter open rates increased steadily from 20% to 40% — an industry high.

Additional articles/press mentions in national and local publications (including two substantial mentions in Interior Design) were equivalent to over \$100,000 worth of ad placement.