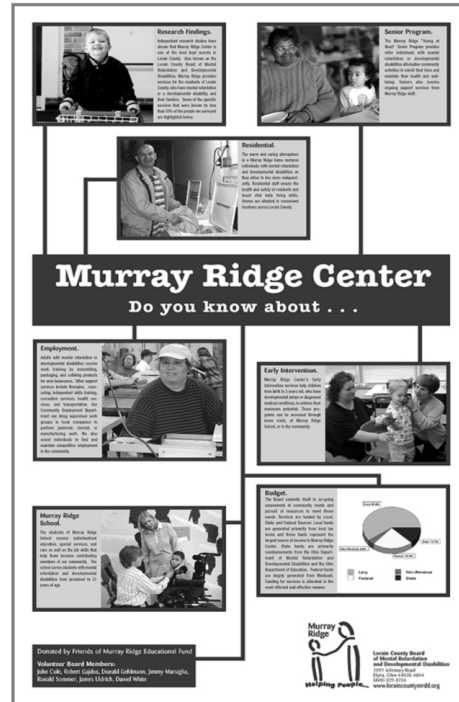


CASE STUDY

MURRAY RIDGE CENTER

Levy Campaign



Client Situation:

Create a positive climate for Murray Ridge Center and build awareness of lesser known services prior to levy vote. Pass the levy.

Tactics:

Use research to determine how well Murray Ridge Center was appreciated and known by Lorain County residents. Use PSAs, print advertorials, public relations, and grassroots efforts to tell the Murray Ridge story based upon research. Create five PSA TV spots, one print ad, and one outdoor PSA; involve opinion leaders in Lorain County for fundraising and support; contact local media to obtain favorable press coverage.

Results:

While the previous levy passed by only fifteen votes, this levy vote was 61% *FOR* and 39% *AGAINST*.

BMA Tower Award

An Award-Winning Communications Firm

FOLLOW US ON THE WEB



STEVENS STRATEGIC
communications, inc

INTEGRATED MARKETING
CORPORATE COMMUNICATIONS
CRISIS COMMUNICATIONS

Gemini Towers Suite 500 • 1991 Crocker Road • Westlake, OH 44145

tel: 440.617.0100 • toll free: 1.877.900.3366 • fax: 440.614.0529

www.stevensstrategic.com • estevens@stevensstrategic.com