

case study

Across the Atlas



10 Days. 3 Adventures. 1,900 Miles.

In March 2005, three adventurers embarked on a spectacular journey that was a true test of their stamina, perseverance, dedication, expertise, and resolve – all for the sake of a tremendous cause. In ten days, this team covered 1,900 miles by plane, train, bus, foot, mules, and skis, and donated over \$10,000 to Children's Hospital of Pittsburgh.

The Challenge

In July 2004, Steelcoast was approached by long-time client and friend of the firm, Pietro Simonetti. Simonetti was taking on a bold, visionary challenge, and needed Steelcoast's help. He was in the planning stages of a fundraising expedition, but lacked the resources that were essential to generating sponsors, media attention, and financial support. First, the adventure needed a name and a brand identity. Additionally, since target audiences for this project – participants, media, sponsors, and contributors – spanned the globe, it was imperative that an online presence be established. Finally, a variety of communication tools were needed to spread the word and generate support.





ACROSS THE ATLAS

"Thank you for the outstanding graphic design service and professional recommendations regarding how best to present this adventure in print and online. I certainly shall recommend your high-quality service to others; and I look forward to our ongoing business relationship."

— Pietro Simonetti

Steelcoast's Approach

The Steelcoast team brainstormed a variety of naming options, and upon working with the client to select "Across the Atlas," developed this visual identity for the project. Unique, and easily-recognizable, this identity provided a cohesive look for all fundraising efforts and was placed on all communication vehicles. Steelcoast then developed a website for the team to help communicate the adventure to a variety of audiences, including the media and potential sponsors. This site includes a "Live Updates" section, enabling readers to track the team's progress through daily updates and photographs. Steelcoast worked directly with the team throughout the journey to update this section of the website every day.

In the planning stages, Steelcoast worked with the team to develop a comprehensive press kit, including design, layout, and all content development. This piece served as a printed medium to generate publicity about the adventure, and served as a tool to generate interest among potential sponsors. To this end, Steelcoast also developed a striking magazine advertisement that ran in Ski Magazine as well as several other international publications. Finally, Steelcoast designed merchandise items such as t-shirts and stickers that were utilized to increase visibility of the trip, as well as enhance fundraising efforts.

Results

This project was an overwhelming success. Most importantly, the trip and the team's fundraising efforts were successful, and the Across the Atlas team was able to donate more than \$10,000 to Children's Hospital of Pittsburgh. The response to the items that Steelcoast developed was tremendous.

The trip received unprecedented media attention, garnering editorial space in Men's Journal and a variety of international publications. Also, with such a professional image, the project attracted nationally-renown photographer Michael Brown and his award-winning company, Serac Adventure Films. The "professional" look of the website elicited a sponsorship return rate that exceeded expectations. The website was instrumental in securing and solidifying relationships with corporate sponsors who donated physical and financial resources to the project. Many of these sponsors were so pleased with the project that they have already allocated resources to assist with the 2006 adventure that is currently in the planning stage.

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In fact, the response to this trip and the marketing efforts that supported it was so positive that the team decided to expand "Across the Atlas" into a non-profit organization. Steelcoast played a pivotal role in transitioning "Across the Atlas" from an event-related entity to an organizational one, re-branding Across the Atlas in all aspects, including logo and identity as well as print materials and website. As a formal organization, the team plans to continue to support non-profit organizations with substantial monetary donations, raised through adventure expeditions that span the globe.

Currently, the team is preparing for "Alaskan Adventure" which will take place in August 2006. On this trip, four adventurers will make an exciting, physically-demanding journey to benefit the Colorado Cancer Foundation. The goal of the trip is to explore a remote area of Alaska by inflatable canoes on a wild river, and by trekking, climbing, and skiing a variety of Alaskan mountains, experience the wildlife, and travel to the Arctic Sea. Steelcoast has already developed the logo and the website for the Alaskan Adventure, and is in the process of developing some of the other marketing materials.

In sum, Steelcoast is very pleased that its role in the development of the graphic identities, websites, and other marketing materials continue to contribute so significantly to the overall success of this organization.

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