

case study

Public Relations Society of America



The Challenge

The Pittsburgh Chapter of this national professional organization for public relations practitioners hosts an annual awards event, the Renaissance Awards. Each year, the Renaissance Awards recognizes individuals and companies who have demonstrated success throughout the course of the past year in their public relations efforts.

Though this Pittsburgh event has a rich history, having celebrated the efforts of many over the past decade or so, the event has no "identity," and is indistinguishable from others like it. Additionally, each year, it is essential that a variety of communication pieces be developed and distributed. Moreover, in order for the event to be a success, it is important that these pieces be striking and noticeable, and not "lost in the shuffle" of daily mail. However, as a non-profit organization, PRSA's resources are limited, and the organization has to execute this event on a conservative budget.



Steelcoast's Approach

Steelcoast recognized this as an opportunity to help a Pittsburgh-based non-profit organization, and donated its services to execute the design and layout of a variety of pieces for the event. However, prior to beginning the design phase, the first task at hand was to develop a creative theme that would help give the event an "identity." In its work on this project over the past 2 years, Steelcoast has developed a distinctive visual theme each year that has set this event apart. In 2005 and 2006, Steelcoast developed two eye-catching pre-event print pieces that reflected the creative theme, including a call for entries and an invitation. Steelcoast's expertise was also utilized to further enhance the brand identity of these events by introducing these designs into other aspects of the event such as the dinner program, multi-media presentations and event signage. Additionally, Steelcoast worked with PRSA to ensure that this event was appropriately represented on PRSA-Pittsburgh's website, further extending the newly-developed "brand" for this event.

Results

PRSA-Pittsburgh was so pleased with Steelcoast's work in both 2005 and 2006 that they have asked for assistance with the 2007 awards event.

Both in 2005 and 2006, the creative theme was very well received, and played a large role in the success of the event. In both years, the design of pre-event pieces (call for entries and invitation) was so strong that the goals of capturing the attention of the target audience and piquing interest and participation in the event were met. This translated into attendance numbers that exceeded expectations and event revenue that surpassed financial projections, allowing the organization to realize a profit in 2005 and 2006.

"Steelcoast Creative has been wonderful to work with. They are creative, talented, and professional and have truly helped us improve this event over the last several years."

— Vice President, PRSA-Pittsburgh Board of Directors

Steelcoast Creative
1660 Potomac Avenue
Pittsburgh, PA 15216

www.steelcoast.com
412-531-0664