

# RBF Consulting

## 60<sup>th</sup> Anniversary - Year Long Celebration

### Challenge:

In preparation for its 60th Anniversary Year, the firm wanted to reach out to staff, clients and prospects all year long.

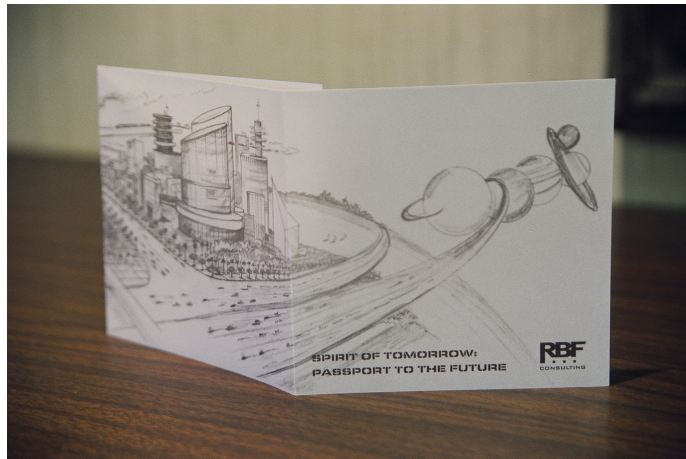
### Solution:

A year long “Core Program” was established beginning internally, building pride with the employees with the hope that they in turn, would share that pride with their family, friends, clients and prospects.

Some of the components included:

- Design for Custom Anniversary Logo
- Anniversary letterhead, envelopes and related print items
- The 60th Anniversary was highlighted on the web site
- The staff received a “We are each other’s greatest resource” Mosaic Poster as well as a custom mouse pad
- An Anniversary Cookbook was created utilizing the staff’s favorite recipes
- Press releases were written for each office
- Feature article/story was created and published in June
- Article reprints were ordered and used as a promotional piece
- 12 Month Direct Mail Campaign kicked off in January
- Three months were printed at the same time in tens of thousands of pieces to *save money* and extra postcards were used for trade shows and office lobby displays.





- Anniversary Party - Focused specifically on 2064 with a “Passport to the Future” theme

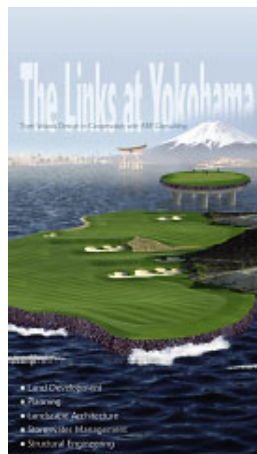
- Save-the Date Card was mailed two months in advance

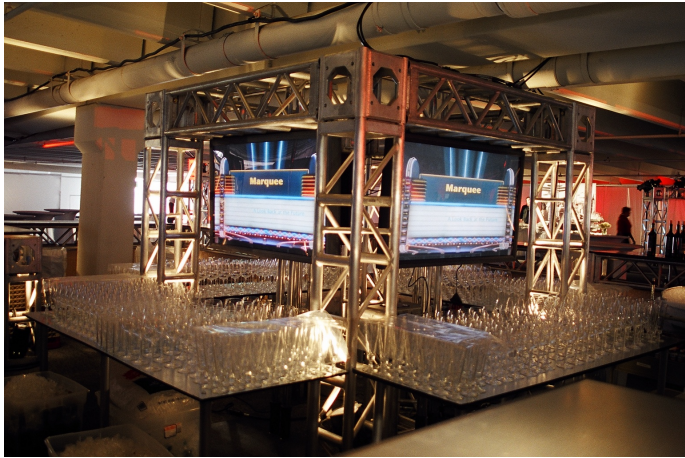
- Invitation - a velum wrap around four invitation cards that provided information about the event, including the Itinerary, Logistics, Destination 2064 and the Pre-Launch Sequence

- Upon arrival, guests were issued an E-Passport (a credit card type passport) with their name printed on one side and then placed in a plastic sleeve with a lanyard. This then became a nametag

- Underground parking structure was transformed into the future with futuristic images and drawings depicting the built environment in 2064

- Guests were greeted by two hosts on Segways. Futuristic props added to the decor and were accented with dramatic lighting and creative pipe and drape to hide the cement garage walls





**Result:**

The staff felt like a part of the celebration from day one. The firm received calls and e-mails throughout the year from clients. The direct mail campaign was successful in that it expanded clients and prospects' knowledge, ultimately resulting in leads for projects.

The Anniversary Event was an excellent opportunity to establish the firm's reputation and image to attendees and resonated for months and even years after the event's conclusion. Some of the more than 500 in attendance sent thank you notes and emails with appreciation for being included.

