

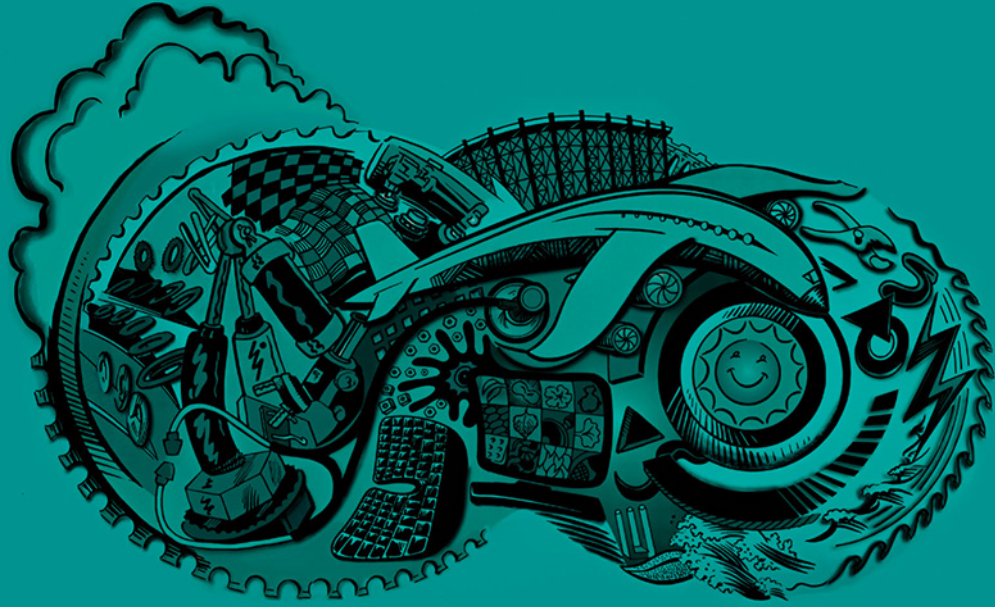


SKILLSOURCE CASE STUDY

SKILLSOURCE

DELIVERABLES

Illustration
Digital Ads
Print Ads
Radio Ads
Billboards
Postcards
Tradeshow



CLIENT

SkillSource is a government organization that plays a crucial role in workforce development in North Central Washington. The organization supports both individuals seeking career advancement and businesses in need of skilled workers, facilitating a range of programs aimed at enhancing workforce competencies and employment opportunities.

PROJECT

Develop a four-month multi-channel regional outreach campaign, leveraging street art-inspired custom illustrations, to boost awareness of SkillSource's programs and services. This campaign aims to connect with a diverse audience ranging from 16 to 60 years old, including potential clients, partners, and businesses, with the ultimate goal of enhancing participation in SkillSource's training and educational programs.

DESIGN AND MARKETING COLLABORATION

The collaboration between Blind Renaissance and JBE Marketing is a blend of visual creativity and strategic advertising. Blind Renaissance's design expertise complements JBE Marketing's strategic planning and content creation to create a comprehensive and cohesive marketing campaign.

Design and Conceptualization:

Blind Renaissance is responsible for the overall visual identity of the campaign. They design, illustrate, and develop the concept, focusing on the look and feel of the marketing materials.

Marketing Strategy:

JBE Marketing spearheads the Marketing strategy. They created the messaging and selected venues for media placements, ensuring that the ads reached the intended audience effectively. Their expertise ensures that the ads are catchy, memorable, and deliver the intended message clearly to the audience on multiple platforms.

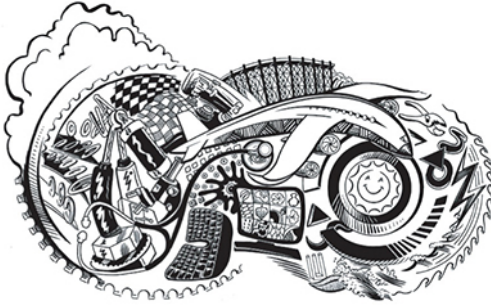
Integrated Approach:

We worked together to ensure that all aspects of the campaign were integrated. The visual elements designed by Blind Renaissance are in sync with the advertising channels and strategies implemented by JBE Marketing.

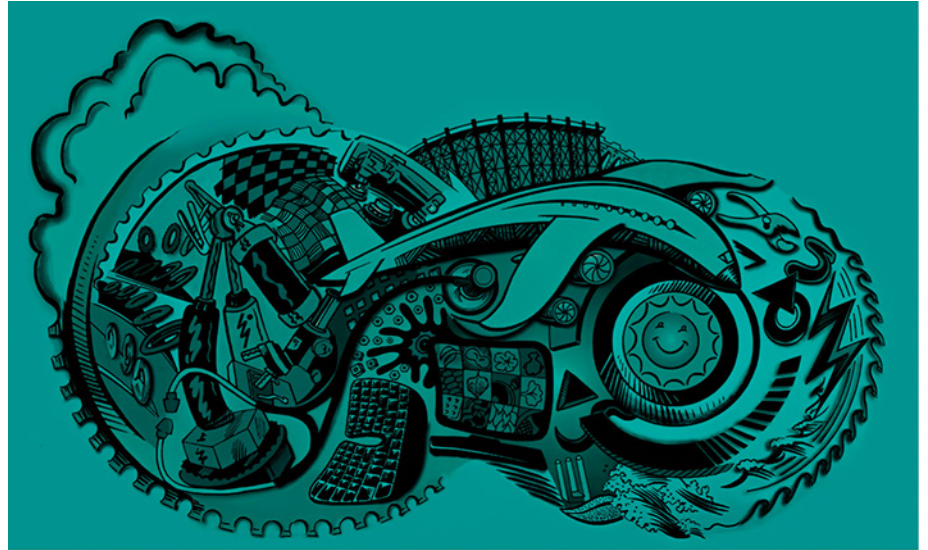
STREET ART ILLUSTRATION



Rough Sketch. Illustrator Dan McConnell



Inked Image

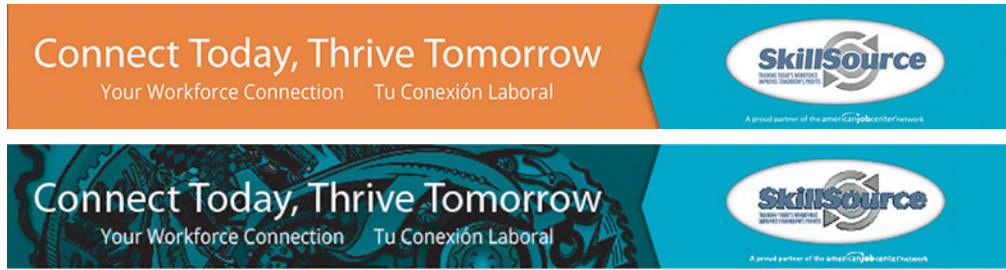


Colored Illustration

ILLUSTRATOR

Dan McConnell is a cartoonist for MAD magazine, Reader's Digest, the Weekly Humorist, the Humor Times, and an inker for Marvel comics. Also Prospect magazine and Oldie magazine of London. McConnell does a monthly cartoon strip, Then & NOW, for Wenatchee's Good Life magazine and cartoons and political cartoons for several local papers. A few times a month, his political cartoons appear in the Wenatchee World.

DIGITAL CHANNELS

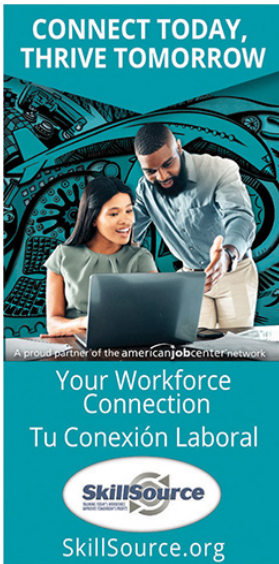


Created visually appealing banners that align with SkillSource's branding for consistency. Ensure the message is clear and concise. Users often glance at banners briefly, so the message should be easily understandable.



Web ads were design to have consistent branding and messaging. All posts aligned with SkillSource's branding, tone, and message. We used consistent visuals and language to build brand recognition.

TRADITIONAL MEDIA



Print Ads: Design and Messaging

Created ads that align with SkillSource's brand identity, including consistent use of colors, logos, and fonts. Crafted an attention grabbing headline that resonates with the target audience's needs.

Radio Spot Copy

Target: Career Seekers:

"Attention career seekers: Do you know SkillSource can help you find the career you want? SkillSource is available to all residents in north-central Washington and the Columbia Basin. SkillSource provides hands-on training and diverse learning opportunities to seek out high-quality, better-paying jobs. SkillSource guides you through career planning and may even help pay for training! Learn more at skillsource.org. Click Contact Us or call your local center. SkillSource: Connect today, thrive tomorrow."

Target: Businesses

"Are you hiring or need to grow your workforce this year? SkillSource is your workforce connection, providing technical assistance with human resource needs, employee training, free workshops, and even skilled workers for your business. Save on operations and increase productivity today. SkillSource team members help connect your business to the right career seekers at the right time. Learn more at skillsource.org, click contact us, or call your local center. SkillSource, connect today, and thrive tomorrow."

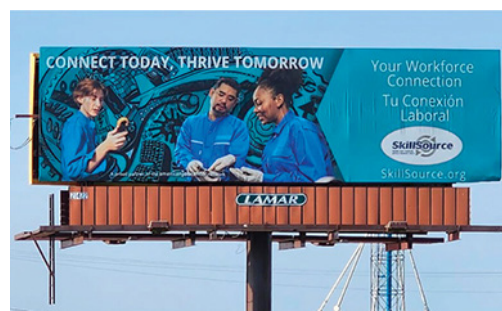
OUTDOOR ADVERTISING: BILLBOARDS



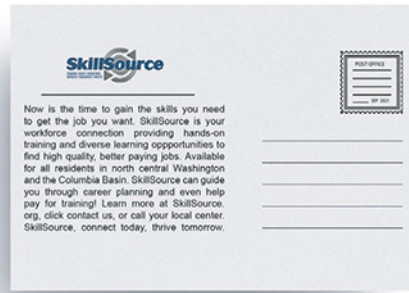
10'x36' Outdoor Billboard



8'x20' Outdoor Billboard



DIRECT MARKETING



Postcard

TRADESHOW



Retractable Banners

PROJECT CREDITS

Blind Renaissance Inc.
Creative Director: Kirk Dietrich
Senior Designer: Demian Troy

Contract Illustration: Dan McConnell

JBe Marketing Group
Digital Marketing
Content Writer
Social Media Strategy and Placement
Media Buyer
Videography