

- EVOLVE BRANDING
- EFFECTIVE MEDIA/PR
- ONLINE INTERACTIVE
- PLAN EVENTS
- PARTNER & PROMOTE
- COMPELLING WRITING & DESIGN
- MARKET RESEARCH
- ACTIVATE GUERRILLA
- DRIVE FUNDRAISING
- RALLY CAUSES
- EFFICIENT AD BUYING

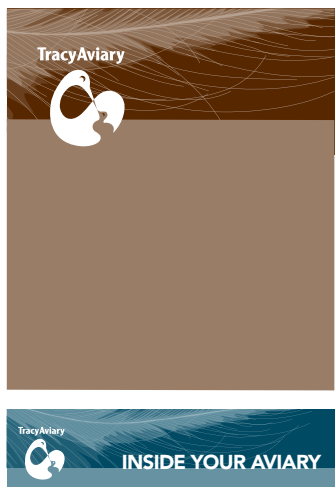
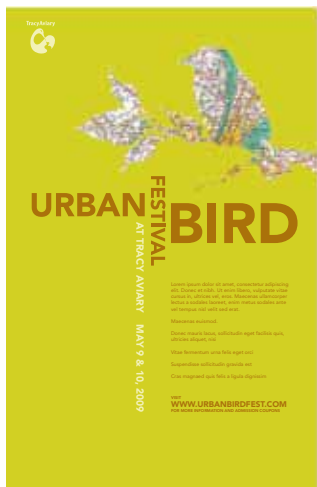
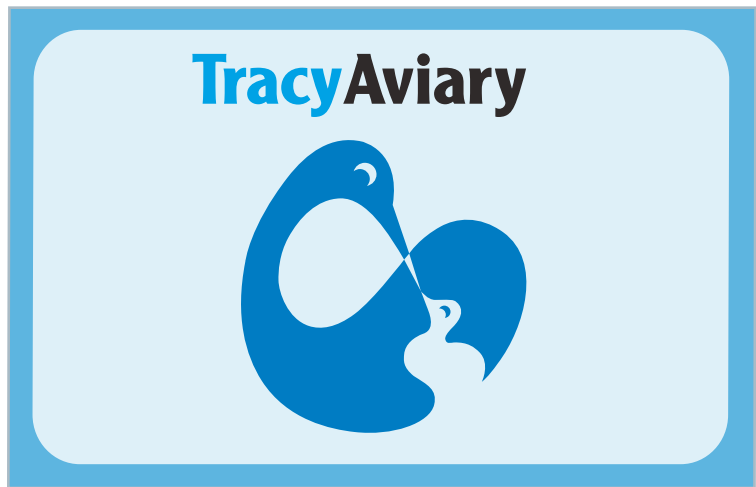
CASE STUDY

tracy aviary

Overview

As of 2009, one of Salt Lake City's premier cultural landmarks had won a multi-million dollar grant from voters but still faced a major public perception problem: one of a frumpy bird zoo with old fencing and outdated infrastructure.

We were contracted to perform brand research and implement marketing tools to set their image straight. We performed a strategic brand character analysis that included face-to-face interviews with key members of staff and board. The result was a communications platform that explained and illustrated the institution's present position and vision for the future. Marketing materials we implemented included poster templates, newsletter and e-newsletter templates, updated signage, clarified logo-use guidelines and the introduction of online marketing via YouTube, Facebook, and Twitter.



About Foursight Partners

Inspired by the belief that solid experience working in our clients' industries is indispensable to outstanding, sustainable results, the capabilities of Foursight Partners span the full spectrum of communications services in the arts, government relations, the nonprofit world, and business in Utah. With three seasoned principals, our firm provides distinctive, comprehensive solutions to organizations that want their money to be well spent and results to speak for themselves.

Foursight Partners was formed in 2009 by Patrick Commiskey, Patrick Thronson and Crystal Young-Otterstrom.

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