

Defense Logistics Agency (DLA) Morale, Welfare & Recreation

PROJECT	Well-being Program Marketing
PROBLEM	Defense Logistics Agency staff and families were desensitized to new Morale, Welfare and Recreation program events because of informational clutter. Previous event materials had been produced without attention to design and promotional standards.
SOLUTION	<p>Defense Logistics Agency required daily support in the development of marketing and promotional materials. Nine Yards Media developed a cohesive volume of marketing, print and promotional items for the DLA Morale, Welfare and Recreation program. Nine Yards Media worked with representatives from each of the program's activities to create a year-long series of promotions that gave each event and program a sense of newness while introducing consistent agency-wide branding.</p> <p>To ensure products would address the interests and reach the targeted audiences, Nine Yards Media conducted focus groups for each of the program's activities. Frequent requirements for quick turnaround were met on time and within budget, and each product was developed to be adaptable for future events. The result of the comprehensive overhaul was increased visibility and participation in the agency's events.</p>
COMPONENTS	Print, Strategic Communications, Focus Groups, Collateral Materials

