

US Army Army Community Service (ACS)

PROJECT	Army Community Service Strategic Communications
PROBLEM	The 40 year-old organization charged with meeting the social service needs of the Army was in need of an internal and external brand and messaging overhaul. The organization needed to not only set an example for its family of programs, but also adhere to other branding guidelines established by the Army.
SOLUTION	<p>Nine Yards Media researched and analyzed Army Community Service's history, objectives and sister organizations. We developed a comprehensive communications plan to take ACS from a crisis communications mode to an integrated communications success expert. Challenges included internal apprehension to change, numerous stakeholders, externally-driven timelines, and continuously-changing Army program objectives.</p> <p>Nine Yards Media created messages for each target audience, refreshed branding and reviewed the efficacy of each of the nine subsidiary programs' communications products, produced new video and print messages for each program and the parent organization, created a new brand for the parent organization, established organization-wide communication standards, and produced materials to promote the organization and its programs.</p>
COMPONENTS	Branding, Web, Video, Print, Animation, CD, Collateral Materials, Media Campaign, Strategic Communications, Focus Groups

