

# Whitman-Walker Clinic

PROJECT	Revitalizing the Clinic's Message
PROBLEM	Whitman-Walker Clinic, the Washington area's leading HIV/AIDS treatment facility, faced an \$800,000 budget shortfall, the public was desensitized to HIV/AIDS, economic downturns resulted in fewer donor dollars, and the Clinic had expanded its mission beyond HIV/AIDS -- but few people knew it.
SOLUTION	Nine Yards Media worked with Whitman-Walker leadership to assess, regroup, and re-direct the organization's messages and products. Nine Yards Media provided guidance for the development of a cohesive array of print, promotional, video and web products that would help to reinvigorate and reintroduce the Clinic to the region.
COMPONENTS	Branding, Strategic Communications

