10th Anniversary Case Study

BDC STRATEGY GROUP

Campaign Overview

In celebration of BDC Strategy Group's 10-year anniversary, our team launched a strategic, multi-platform communications campaign designed to elevate brand visibility, reinforce agency credibility, and celebrate a decade of impact. Targeting clients, prospective partners, industry peers, media, and future talent, the campaign showcased BDC's unique strengths and service offerings while reinforcing its reputation as a trusted communications leader. Through a robust mix of social media content, brand assets, and a virtual celebration event, the campaign highlighted BDC's commitment to excellence, innovation, and community engagement. Deliverables included a comprehensive strategic plan, messaging framework, branded digital assets, and engaging content across email, web, and social media platforms—all contributing to strong engagement and reach among key audiences.

Audience

Clients, potential clients, industry contacts, potential employees, media, and association leaders.

Assets and Deliverables

- Strategic Plan
- Key Message Points
- Social Media Posts
- Social Media Graphics
- Press Release
- Media List
- Newsletters
- Blogs
- Logo
- Save The Date
- Invitation
- Run of Show
- Emcee Script
- Email Signature
- Videos
- Website pop-up
- Virtual Event
- Zoom Backgrounds

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Results

VIDEOS

3 Total Videos

357 Total Video Views

SOCIAL MEDIA

15 Total Social Media Posts

9.7% Social Media Engagement Rate

634 Page Engagements

NEWSLETTERS

4 Newsletters

278 Total Unique Opens

42.1% Average Open Rate

16.7% Average Click Rate

BLOGS

4 Blogs

Examples













