



CLIENT CASE STUDY

Chamber of Commerce Rebranding Success

CHALLENGES

- Outdated brand identity and messaging.
- Declining community engagement and participation.
- Need for a revitalized image to attract new members and stakeholders.



Moniek's experience in event hosting created a kickoff celebration event that was the highest attended and most successful event the Chamber had hosted in its 60 years truly bringing in the establishment of a refreshed, full-service Chamber of Commerce.

I was looking to build and set in motion processes, policies and procedures for a sustainable strategic marketing plan and community engagement. I received that and so much more!

JENNIFER MARTIN

Former Director, Sierra Vista Area Chamber of Commerce

BACKGROUND

As the CEO of a Chamber of Commerce in a community of 70,000, our client sought to celebrate their 60th Anniversary with a complete rebrand. They needed expert guidance to revitalize their brand identity and enhance community engagement.

SOLUTIONS

The client enlisted Moniek James, renowned for her strategic insights and creative approach, to lead the rebranding efforts. Moniek spearheaded a comprehensive rebranding strategy, including redesigning the website, brochures, and other marketing collateral. She also orchestrated a highly successful kickoff celebration event to unveil the new brand identity.

RESULTS

Social media engagement and open rates increased by 48% in just 6 months.

Highest attended and most successful event in the Chamber's 60-year history.

Establishment of a refreshed, full-service Chamber of Commerce that resonated with both existing and prospective members.