

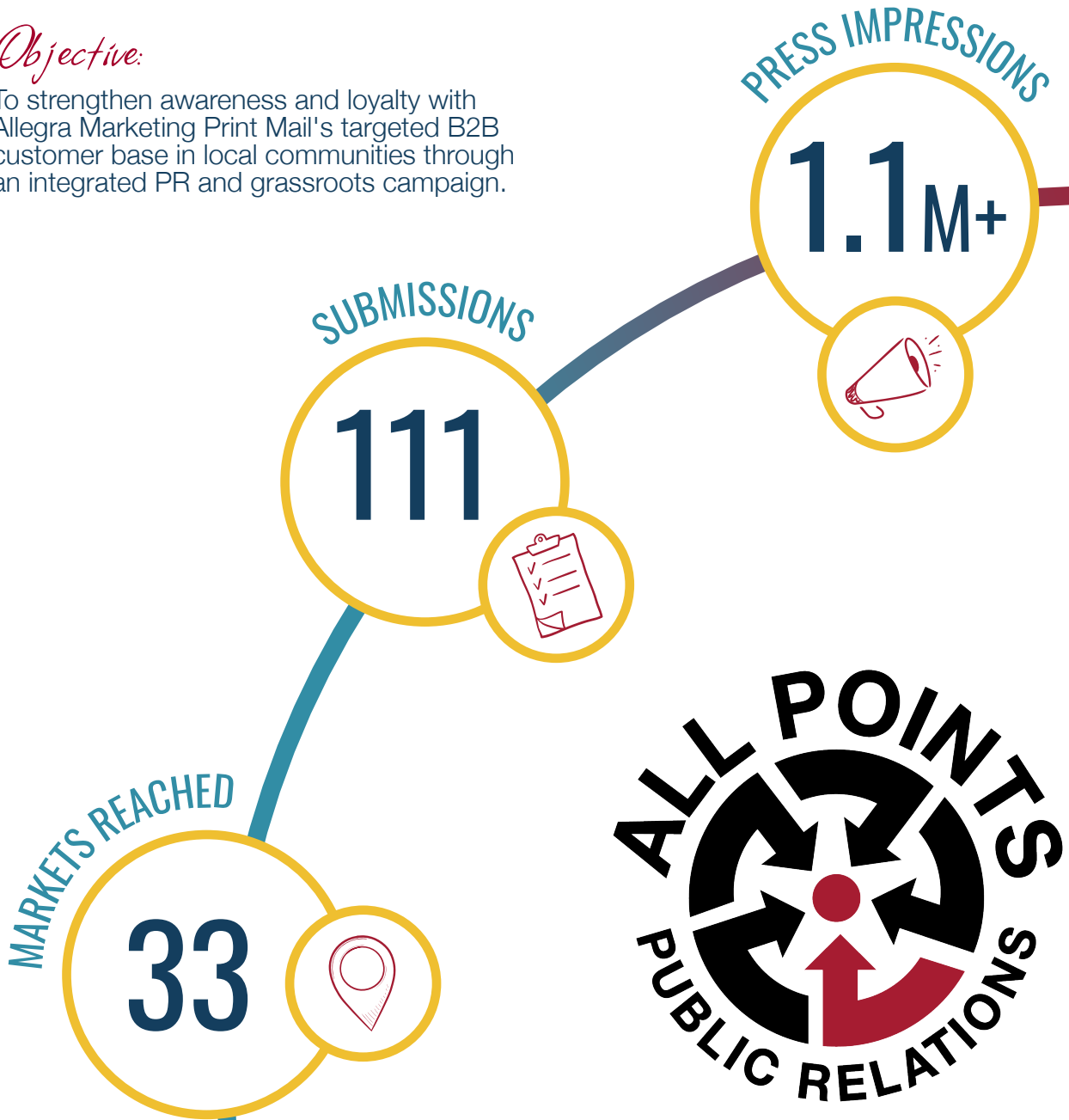


# Case Study

## ALLEGRA FUNDING FIVE CAMPAIGN POWERED BY INTEGRATED PR

### Objective:

To strengthen awareness and loyalty with Allegra Marketing Print Mail's targeted B2B customer base in local communities through an integrated PR and grassroots campaign.



### the point



STRENGTHENED  
ALLEGRA'S  
COMMUNITY  
PRESENCE



POSITIONED  
ALLEGRA AS THE  
GO-TO COMMUNITY  
PARTNER



CREATED  
GOODWILL WITH  
INFLUENTIAL  
LOCAL LEADERS