

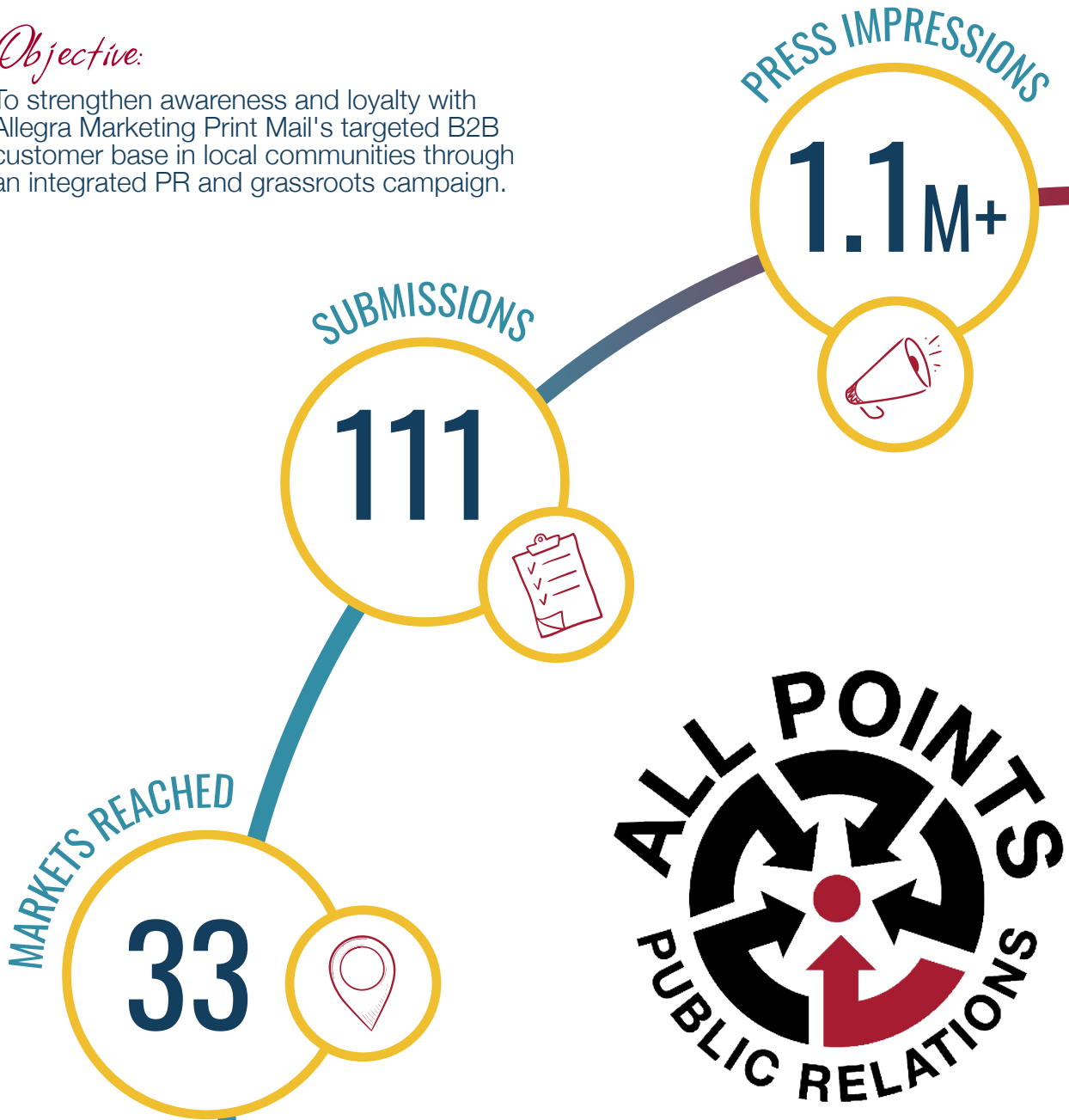


Case Study

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