



PROJECT STATS

Strategic Marketing Campaign
Logo Brand & Development
Logo Rebrand
Collateral Design
Product Branding
Event Planning
SEO/SEM

SUN INN PRESERVATION SOCIETY

Challenge

The Sun Inn is an essential landmark with a vibrant history in historic downtown Bethlehem. The Sun Inn was nearly bankrupt when Randi Mautz joined the Board of Directors in 2012. Subsequently, Imagevolution joined forces with The Sun Inn to develop new programs, build membership, increase donor base, engage neighboring merchants, and implement creative ways to raise awareness and funds to support a significant historic building in the heart of Bethlehem.

SOLUTION

We developed a new brand for the Sun Inn Preservation Society and launched “The Inn Crowd” initiative to attract a new era of engaged members. We developed innovative marketing solutions to gain awareness and build funds, staying true to The Sun Inn’s mission and history. Ultimately, the goal is to preserve the historic gathering place’s integrity, simultaneously creating space for a new, exciting chapter. In 2017, local historians interested in the vision built Christmas City Spirits and The Tavern at the Sun Inn.

The Sun Inn is now thriving. Christmas City Spirits’ first line of spirits yielded record sales. The Tavern at the Sun Inn is a bustling restaurant with a Rathskeller on the lower level. As a result of these successes, The Sun Inn has updated its museum and continues to fulfill its mission.

Imagevolution has guided these momentous changes through branding, website, event planning, SEO and SEM, and museum design. It is an exciting new era for one of Bethlehem’s most historic buildings.



SCOPE OF WORK & DELIVERABLES

for Sun Inn | Christmas City Spirits |
The Tavern at the Sun Inn

- Consulting and Marketing
- Branding and Strategy
- Website Design and Development
- Product Logo and Label Designs
- Program Logo
- Event Logo and planning
- Search Engine Optimization
- Search Engine Marketing
- Bi-monthly marketing consultation meetings
- Marketing Materials
(posters, flyers, signage, passports, advertisements)



SUN INN WEBSITE GOOGLE ANALYTICS STATS

Data represents Imagevolutions marketing initiatives in a two year period

SESSIONS

39.01%

Before: 81,543
After: 113,357

USERS

38.42%

Before: 63,311
After: 87,633

PAGE VIEWS

207.36%

Before: 190,416
After: 585,264



BETHLEHEM AREA SCHOOL DISTRICT

GOAL

- BASD is the obvious choice for quality education in the Lehigh Valley
- BASD is a Good Community Investment
- I'm proud to be a graduate of BASD

THE CAMPAIGN

We developed a marketing strategy that would position BASD to compete with charter, parochial and private schools. The plan was developed based on results from a marketing assessment, and it included strategy, rebranding, messaging, and new print materials.

We established a simple, bold statement – Bethlehem Area School District: Built by Bethlehem. The message is a play on the region's industrial heritage and civic pride. The overall marketing strategy aimed at improving the district's ability to communicate its success to the public.

Imagevolution developed a brand that draws a strong connection between the district and the community, a naturally-existing attribute that is unique among districts in the region.

The new collateral was designed to unite both visually through design elements and comprehensively through language style.

PROJECT STATS

- Strategic Marketing Campaign
- Logo Brand & Development
- Logo Rebrand
- Collateral Design



SCOPE OF WORK & DELIVERABLES

- Discovery Phase: Brand audit and SWOT analysis
- Strategic Marketing Plan
 - High level messaging
 - Detailed tactic suggestions and action plans
 - Goals and strategies to measure success
 - Public relations guidelines and recommendations
 - #BuiltbyBethlehem social media strategy
- Logo and Brand Development
- Logo Animation
- New Brand Launch Strategy
- Marketing Materials (overview brochure, school brochures, signage, direct mail)
- Consultation

BASD NATION

ALUMNI & COMMUNITY NETWORK

POWERED BY THE FOUNDATION FOR THE BETHLEHEM AREA SCHOOL DISTRICT

BASD Network Branding



swag

BEGINNING THE JOURNEY of the Class of 2032
IGNITE curiosity and imagination

In the Bethlehem Area School District, we nurture a love of learning in our kindergarten students through engaging activities and imaginative play. Your child will enjoy a head start on understanding and respecting the many cultures that make up our global society. Joyful days will be spent with friends while immersed in literacy, mathematics, science, visual and performing arts, and foundational Spanish. We know it is hard to send your five year old off to school. Be assured we will be with you every step of the way! We look forward to playing, learning, and growing together.

Register now for full-day kindergarten and join our community of learners!



BETHLEHEM
AREA SCHOOL DISTRICT

Kindergarten Registration

IMAGEVOLUTION



BETHLEHEM
AREA SCHOOL DISTRICT

BUILT BY BETHLEHEM
YOUR TAX DOLLARS ARE AN INVESTMENT IN THE FUTURE OF OUR COMMUNITY

Thanks to your tax dollars, BASD educates 13,700 students across our 22 schools. Our students benefit from your support and, in return, they create our future as parents, employers, employees, civic and business leaders. We refer to this cycle as "Built by Bethlehem." Our district is a special place thanks to the community's deep sense of loyalty to our schools and deep commitment to public education. Thank you for your part in building Bethlehem and investing in our future.

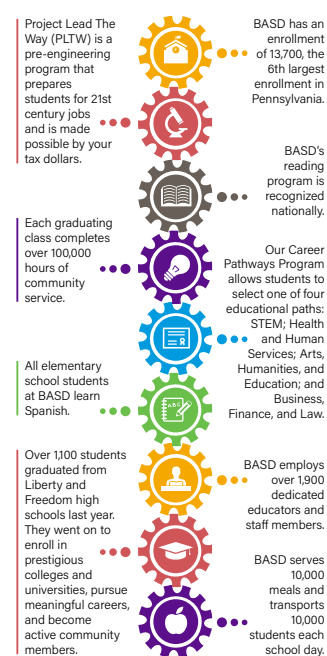
IGNITE curiosity and imagination
ENCOURAGE creative cooperation and individual growth
EMPOWER leadership and global thinking



BETHLEHEM AREA SCHOOL DISTRICT EDUCATION CENTER
1516 SYCAMORE STREET • BETHLEHEM, PA 18017-6099
(610) 861-0500 • WWW.BETH.K12.PA.US

Tax dollars investments direct mail

YOUR TAX DOLLARS ARE AN INVESTMENT IN THE FUTURE OF OUR COMMUNITY



- Project Lead The Way (PLTW) is a pre-engineering program that prepares students for 21st century jobs and is made possible by your tax dollars.
- Each graduating class completes over 100,000 hours of community service.
- All elementary school students at BASD learn Spanish.
- Over 1,100 students graduated from Liberty and Freedom high schools last year. They went on to enroll in prestigious colleges and universities, pursue meaningful careers, and become active community members.
- BASD has an enrollment of 13,700, the 6th largest enrollment in Pennsylvania.
- BASD's reading program is recognized nationally.
- Our Career Pathways Program allows students to select one of four educational paths: STEM; Health Services; Arts, Humanities, and Education; and Business, Finance, and Law.
- BASD employs over 1,900 dedicated educators and staff members.
- BASD serves 10,000 meals and transports 10,000 students each school day.

BUILT BY BETHLEHEM

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DOWNTOWN BETHLEHEM ASSOCIATION

PROJECT STATS

Strategic Marketing Campaign
Umbrella Branding
Event Branding
SEO/SEM
Award Winning Design



GOAL

To position Downtown Bethlehem as the preferred place to spend time and money. An increase in shoppers and visitors will strengthen downtown Bethlehem's economy. This, in turn, will improve the quality of life and sense of community for Bethlehem's residents. Ultimately, we hope to preserve the integrity of our diverse and cultural heritage.

SOLUTION

Imagevolution developed a multi-phase high-level strategic marketing plan. Creating the "Get Downtown Bethlehem" brand and implementing a call to action compelling local community and regional visitors to experience Bethlehem. In Phase 2, we developed a comprehensive website complete with SEO complying with Google's best practices and collateral pieces, rack cards and advertisements. Finally, we executed a digital marketing plan that continued for over three years driving traffic to the events on their website.



THE HEART OF BETHLEHEM *Stays Connected*

Our Heart of Bethlehem Facebook page is your #1 destination for keeping in touch with your favorite restaurants and shops! Get the Fun, Get the Style, and Get the Taste... Get Downtown Bethlehem, *at home!*



GET THE FUN!

Join us as merchants, fans, friends and locals play against each other on this "feud" inspired game show. This fundraising effort supports the Historic Downtown Bethlehem Merchants, sponsored by the Downtown Bethlehem Association. 100% of proceeds go to merchants that join us for this exciting game of popular opinion. **AIRS: SUNDAYS 7 PM**



GET THE STYLE!

Hear from our favorite Historic Downtown Bethlehem Merchants while shopping in the safety and comfort of your home. We will spotlight current downtown products, specials, discounts and more! **AIRS: THURSDAY 7 PM**



CHEFS CORNER

GET THE TASTE!

We'll be showcasing one of our local Historic Downtown Bethlehem Chefs! They'll be cooking some signature dishes and showing you how to prepare your own dishes at home! Stay connected with your favorite restaurants! **AIRS: MONDAY 5 PM**



All shows air on Heart of Bethlehem Facebook page. 

Visit our website for updated information on all our events.
Support Local Merchants! GetDowntownBethlehem.com

MARKETING IN UNCHARTERED WATERS

It has become clear that the fallout from COVID-19 has dramatically impacted the entire world. Marketing strategies created at the beginning of the year no longer apply, and organizations are asked to do more with less in the coming months and years.

As DBA faced uncharted territory during the pandemic, maintaining its brand voice was not top-of-mind. However, when things shifted and changed at record speed, people were looking for familiarity more than ever. Imagevolution leveraged that space by crafting imagery and messaging that was on-brand and familiar to DBA's target market. We used this time as an opportunity to strengthen their brand voice and create deeper connections between DBA and their audience.

STRATEGY & BRANDING FOR ONLINE EVENTS

- Downtown Duel
- Chefs Corner
- Downtown Bethlehem Shopping Network
- We Will Fest Again Campaign - Encouraging community morale while keeping Downtown Bethlehem top of mind.
- Socially Safe Events
 - Cocktails to Go
 - Scarecrow Showdown
 - Virtual Tunes at Twilight
- Mask Up Campaign
- Heart of Bethlehem Branding




Bethlehem Will *Fest* Again!





SCOPE OF WORK & DELIVERABLES

- Consulting and Marketing
- Get Downtown Bethlehem Branding and Strategy
- Event Logo and Branding
- Website Design and Development
- Search Engine Optimization
- Search Engine Marketing
- Bi-monthly marketing consultation meetings
- Support for DBA member businesses
- Marketing materials for DBA events (posters, flyers, signage, passports, Advertisements)

Womens' Weekend

HarvestFest

2 Cocktail Trails

Scarecrow Showdown

Clash of Carols

12 Days of Christmas

Santa Haus

Live Advent

Restaurant Week Winter
(#Post your plate)

Chocolate Trail

We Will Fest Again
(Campaign)

Downtown Duel

Shopping Network

Chefs Corner

Cocktails to Go

Tunes at Twilight

Welcome Back Rack Card

Christmas in July

Veg Fest

Restaurant Week Summer

Heart of Bethlehem Logo

HARVEST
DAZE & NIGHTS



DBA GOOGLE ANALYTICS STATS

SESSIONS

20.96%

Before: 137,764

After: 166,636

USERS

26.77%

Before: 99,198

After: 125,755

PAGE VIEWS

15.93%

Before: 239,239

After: 277,352

This data represents a 12-month scope

- Total traffic on the site increased by over 20%
- Organic (SEO) traffic increased by over 36%
- Advertising traffic (SEM) increased by roughly 40%

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MEALS ON WHEELS OF THE GREATER LEHIGH VALLEY

MOW Lehigh County merged with MOW Northampton County to become Meals on Wheels of the Greater Lehigh Valley. An updated logo was necessary to represent this new organization. Imagevolution conducted a survey among staff, volunteers and clients in order to identify words and images that best represent the organization. Several themes developed: home and security, food and meals, and care and compassion. The colors were also updated for a fresher look.

DELIVERABLES

- Re-brand Lehigh County and Northampton County Meals on Wheels
- Website development to address the needs of all target audiences
- Communicate the importance of value added services such as change of condition and addressing social isolation
- Educate public on Chef Packs, grocery shopping, anti-meals, nutritional value



PRESENTATION



PROJECT STATS

Allentown, PA
50th Anniversary Branding
Awareness Campaign
Award Winning Design



LEHIGH VALLEY COMMUNITY FOUNDATION

CHALLENGE

- Develop a concept and marketing campaign for the 50th Anniversary
- Increase LVCF name recognition and presence in the Lehigh Valley
- Increase holdings from approximately \$40 million to \$50 million

THE CAMPAIGN

Campaign theme: Be the Spark! Be a spark of awareness, a spark of connection, and a spark of change. The campaign centered on community engagement and awareness building. We chose six “Spark Issues” on which to focus a total of \$300,000 of LVCF discretionary grant dollars. These issues addressed a wide range of needs that many Lehigh Valley residents did not even know were regional issues. Spark Issues: Mental & Behavioral Health; Cultural Enrichment; Food & Housing Access; Environment & Sustainability; Human Trafficking; and Veterans Affairs. We implement a video contest, measured in part by public voting on social media.



IMAGEVOLUTION

Be the Spark

CAMPAIGN DELIVERABLES

- Anniversary logo
- 3 campaign concepts
- Development of Tagline and campaign: Be the Spark
- High-level strategic marketing plan including detailed marketing tactics and PR initiatives geared towards gaining public visibility, support and involvement

CAMPAIGN RESULTS

- LVCF surpassed \$50 Million in assets within a year from campaign implementation
- Hundreds of applications
- 120,000 video campaign views
- 75,000 total votes
- \$300,000 distributed in spark grants
- 29 programs funded

During the year, these Spark issues and the resulting Spark Grantees were all over social media; they were the focus of several community discussions and events, and they were discussed with Foundation donors and partners. This awareness building resulted in additional gifts of over \$100,000 from other individuals and organizations that were inspired by the 50th Anniversary to give to LVCF's efforts, the Spark Issues, and the Spark Grantees. As a result of this successful year, the Community Foundation is poised for more growth, more impact, and increased community leadership.



Connecting people who care
to causes that matter



notable work



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