

case study: Inspiration Corporation

Helping a social services provider convey a friendlier, caring image to donors, volunteers and municipalities.



deliverables

- annual report
- identity refresh
- web design
- advertising and marketing
- donor communications

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individuals who are affected by homelessness and poverty for self-sufficiency. We provide essential social services, voices to create choices and enable our participants to lead.

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upshift

branding
design
advertising**case study: Inspiration Corporation**

challenge

Inspiration Corporation is a non-profit organization serving Chicagoans affected by homelessness and hunger. They provide essential social services, job training and housing to over 2,500 individuals in an effort to end the problem of poverty.

One of Inspiration Corporation's most successful programs is Cafe Too, a 13-week culinary training program in Uptown that provides valuable

job skills in the restaurant industry. At Cafe Too, the public can dine well while doing good—while enjoying contemporary cuisine in a stylish setting.

As with most non-profit organizations, the key business challenge is to meet all the diverse communication needs of a multi-faceted organization, present a professional and polished brand image, and trim unnecessary production costs.

solution

UpShift was selected to work with Inspiration Corporation's to meet the above business challenges and to inject emotional resonance in the work.

A key brand differentiator of Inspiration is the red wagon which the founder used to collect food and clothing for people in need in her neighborhood. This selfless act of care evolved into Inspiration Corporation which now serves over 2,500 people around Chicago.

During the brand identity refresh, we strengthened the presence of this wagon by bringing in the color red to replace the harsh green color that was deemed cold and impersonal. We also increased the presence of the warm, color-saturated photos taken by Steven Gross. By

presenting a warmer personality for Inspiration, we communicate the caring side of the organization to better connect with donors, volunteers and governmental agencies.

Another challenge we met was delivering separate yet related brand identities for Inspiration Corporation and Cafe Too. Research showed us that consumers valued the restaurant on its own merits: delicious food, great service and a hip, relaxing atmosphere. Although diners liked the idea of "doing good", the restaurant had to have its own independent identity to meet the unique challenges of marketing a restaurant to diners saturated with choices.

results

UpShift updated the visual identity and integrated all communications with a simple and friendly brand image. Additionally, we helped Inspiration develop key communications vehicles to help them clarify what they stood for.

As a result, private and public donations have increased dramatically over previous years.

UpShift also created the organization's first media campaign, promoting Cafe Too in various print and online media venues in Chicago. Traffic and profits at the cafe are up—prompting Inspiration to pursue other locations for their culinary training/restaurant endeavor.