

cmr 
ignite



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SAMPLE WORK



WHO WE ARE

ALL ABOUT CMRignite

We are a 65-person, multicultural agency that specializes in social impact and cause marketing.

- Established: 1995
- Annual Revenues: \$40 million
- Focus Sectors: Government, Non-Profit, Private Sector CSR
- 100% Black, Woman-Owned







OUR MISSION

To use our **creativity, culture and capabilities** to catalyze real behavior change in the communities that need it most.

SAMPLING OF CLIENTS



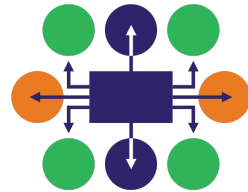


WHAT WE DO

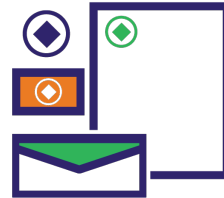
OUR CAPABILITIES



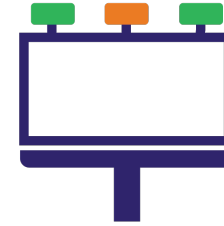
RESEARCH



**STRATEGIC
PLANNING**



**NAMING &
BRANDING**



ADVERTISING



**DIGITAL
FUNDRAISING**



**GRAPHIC
DESIGN**



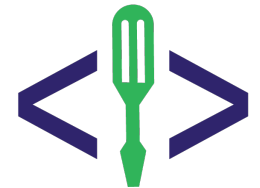
**MEDIA PLANNING
& BUYING**



**SOCIAL MEDIA
& DIGITAL**



**MEDIA &
PUBLIC
RELATIONS**

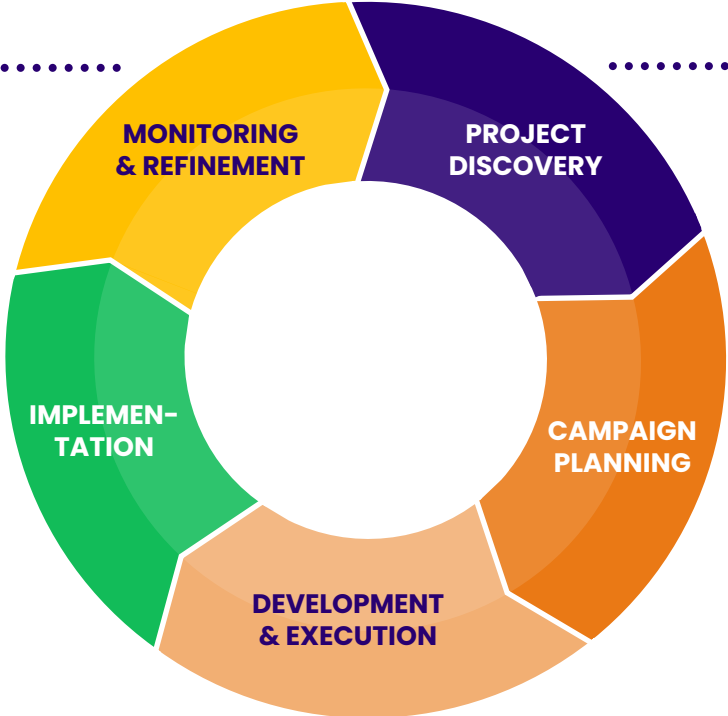


**WEB DESIGN &
DEVELOPMENT**

OUR TESTED APPROACH

5 Continuously monitor and evaluate the success of the campaign, optimizing in real time as necessary

4 Execute the campaign and keep your organization informed every step of the way



1 Gather and review important data and details about domestic violence in North Carolina

2 Identify goals and objectives and develop an integrated statewide domestic violence outreach campaign

3 Develop the materials that support robust engagement and awareness building.



SAMPLE WORK



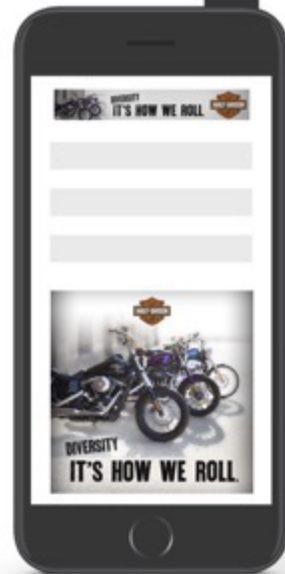
DIVERSITY IT'S HOW WE ROLL.

The road is a lot smoother with diversity. The sky's a little bluer. There's a welcoming wind. Diversity is the engine that powers our success, providing a wealth of talent, experience and perspective that enriches everything we do. From our workforce, to our supply base, to our legions of loyal riders, diversity takes us to the next horizon.

To learn more about our Supplier Diversity initiative, visit us at H-DSN.com



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we **Generate** more than **Energy**

we **Power** their **Future.**

www.powerthefuture.com

we energies **we**
today, tomorrow, together.

This advertisement features a young girl in a school uniform smiling on the left. The background is a blurred image of a train or subway car. The text is arranged in a grid-like structure with orange and white colors on a dark background.

we **Generate** more than

we **Power** their **Future.**

www.powerthefuture.com

This advertisement shows two surgeons in blue scrubs and masks, smiling in an operating room. A large surgical light fixture is visible on the right. The background is a clear blue sky. The text is in orange and white on a dark background.

we **Generate** more than

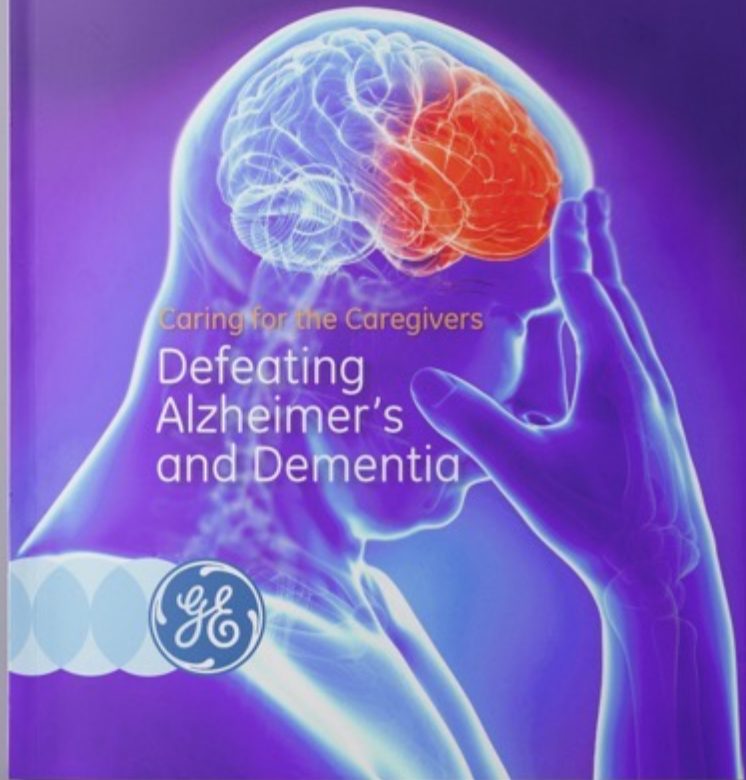
we **Power** their **Future.**

www.powerthefuture.com

This advertisement features three children in school uniforms smiling. The background is a clear blue sky. The text is in orange and white on a dark background.

BrainTrust

GE Working to Advance Neuroscience



Caring for the Caregivers
Defeating
Alzheimer's
and Dementia

Up-Close & Personal

Caring for the Caregivers



Carol Shillinglaw

In her TEDx presentation, "An Impending Crisis - Caregivers in Need of Direction," Carol Shillinglaw chronicles her family's poignant journey as her mother descended into the depths of Alzheimer's disease. An eye-opening experience that led her on her own personal journey: to create awareness for the needs of caregivers and a comprehensive, coordinated support system to meet those needs.

In her 22 years at GE Healthcare, Carol has served in a variety of roles. Today she is Founder and Director of the Growth Incubators Team, Global Design. Fulfilling that mission is one of the prime initiatives of the team.

The Mission

Shillinglaw's mother was diagnosed with Alzheimer's in her seventies. She's now eighty-four and in the advanced stages of the disease. She was a dancer, a nurse. Her husband, a surgeon. She doesn't speak much anymore. She can't feed herself, doesn't recognize her nine children, and is confined to a wheelchair since suffering a stroke. He has recently been diagnosed with colon cancer. Today the brilliant surgeon, now 87, is caring for his most prized patient of all, never leaving her side. And if you play music for her, the dancer in her will still grab your hand and tap her feet.

Up-Close & Personal

Caring for the Caregivers cont.

The difficulties of the caregiving experience motivated Carol to look for ways to make a difference. "I'm seeing my family - what I call my 'small army' of caregivers - trying to get a handle on this illness, its implications and the transitions of care and life we are going to have to face. And I'm thinking, there are nine of us and it's hard for us! What about all the families who don't have that kind of network?"

The "Caregiver Crisis" was coming into focus.

"Family caregivers are the unrecognized stakeholder in the healthcare continuum for people with chronic disease," Carol says, "because the focus is on the patient. But focus on the patient also means communication with caregivers and making sure that they are pulled into the process. The patients typically

can't be the ones to provide the insights needed to make a proper diagnosis, or to take in the information on what is happening to them and how to deal with it. The caregivers make that happen. The caregiver is like a mystery that no one recognized was there, but is such a critical component to the care. Unfortunately, the infrastructures and the resources to support the families are often not there."

It's a problem that extends beyond the personal perspective. Because those resources are not available, caregiving exacts a toll not only on the caregiver, but also on employers, the economy and the healthcare providers themselves. "The stress is so high, there is a higher rate of cardiovascular disease, depression and other illnesses," says Shillinglaw. "Medical care

costs for someone caring for a chronically ill patient are 8 to 10 percent higher than the costs of someone who does not. Further, in the U.S. alone, employers lose up to \$33 billion a year in lost productivity for people trying to work and care for a loved one. This number factors in things like absenteeism, employees dropping to part-time, the cost of replacing employees - that's not personal, that's an impact on the entire system."

Unlike most caregivers, Carol Shillinglaw was in a position to do something about it. "I had an opportunity. I'm working in this incredible company. Solving problems is what we do. How can I tap into that? What's the role I could play? I knew that this was one of the areas in which I had to become involved, whether it was tied directly to my job or not."



The surgeon and the baller dancer

"Family caregivers are the unrecognized stakeholder in the healthcare continuum for people with chronic disease."

Carol Shillinglaw



Brought to you by the
U.S. Department of Health
and Human Services.

**Because Dr. Henry
Louis Gates, Jr. has
more stories to tell.**



**WE
CAN
DO
THIS**

Get vaccinated when it's your turn.

Overcoming obstacles isn't just part of our history, it's our heritage. It's why the story of COVID vaccines has Black doctors and scientists at its center. And one of the reasons Dr. Gates didn't wait to get his vaccine.

Learn more at cdc.gov/coronavirus



Brought to you by the
U.S. Department of Health
and Human Services.

**'Essential' takes on a whole
new meaning with COVID.**



**WE
CAN
DO
THIS**

**Get vaccinated when
it's your turn.**

I'm an essential worker, because everyone needs food. You know what's essential for me? Not getting COVID. And it's a virus that keeps changing. Vaccines are here. But until enough of us are vaccinated, we still need to mask up, stay 6 feet apart, and avoid crowds. Whenever I see that, there's a smile behind my mask.

Learn more at cdc.gov/coronavirus

**WE
CAN
DO
THIS**



**You can
distance and
still be social.**

**Get vaccinated when
it's your turn.**

COVID can't keep us from connecting. Vaccines are here. But until enough of us are vaccinated, we still need to mask up, keep 6 feet apart, and avoid crowds and indoor gatherings. We can stay close - even when we're miles apart.

Learn more at cdc.gov/coronavirus



Brought to you by the U.S. Department
of Health and Human Services.

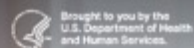
**THE FIRST
PERSON I VISIT
AFTER I'M
VACCINATED.**

**Get vaccinated when
it's your turn.**

Won't be long before Nana gets to give him some sugar. FDA-authorized COVID vaccines are here, and she's gotten hers. That's how we'll all get back to putting our arms around everything we hold dear.

Learn more at cdc.gov/coronavirus

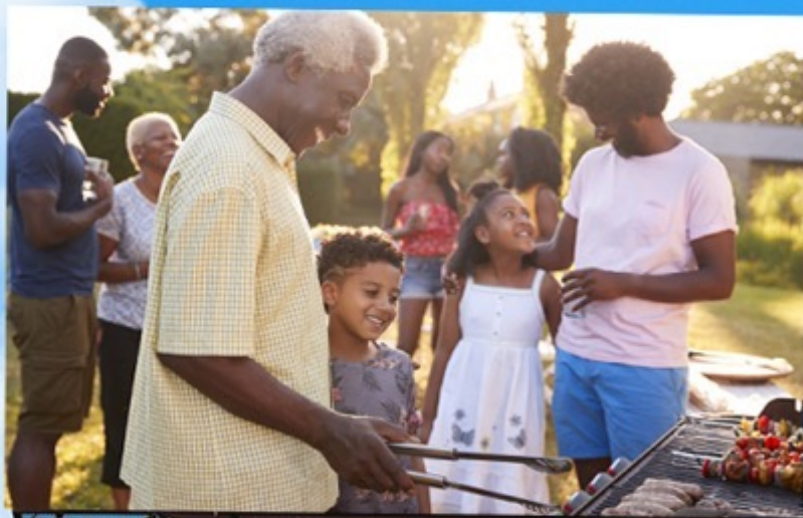
**WE
CAN
DO
THIS**



Brought to you by the
U.S. Department of Health
and Human Services.







Saving your legacy shouldn't cost a thing.

Get the COVID vaccine at no cost to you.

Visit HealthyMKE.com

Froedtert & MEDICAL COLLEGE of WISCONSIN



THANK YOU!

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