

Case Study

Women's Choice Network

In the fall of 2013, Wood Street Communications took on a project for the Women's Choice Network. The team was asked to create a public relations plan to promote STD testing and treatment. The students developed a plan that involved highlighting the month of April: STD Awareness Month. The client is currently implementing the ideas provided by the students in their marketing and public relations efforts.

"The creativity and breadth of vision was very much outside the box. We took the ideas and fleshed them out with the guidance of the plan," said Amy Scheuring, of the Women's Choice Network.

The goal of this specific project was to increase awareness and traffic for the Women's Choice Network's STD Testing Program. Even though the client has just begun using the ideas provided, they have already noticed measurable impact and traffic due to the usage of the ideas provided to them by the students. Because this plan will continue to be used throughout the month of April, the client will be able to disclose the full impact of the campaign at the end of the month.

Scheuring noted that she was impressed by the ideas of the presentation and the creativity of the students working on this campaign. The ideas presented to her were new and fresh, things her and her team may not have thought of themselves.

"Students were very creative. They researched and found that April was STD awareness month and created a plan for a campaign that month," Scheuring said. "We loved the idea and implemented four of the ideas to ramp up for the current 'Did You Get Lucky' campaign including drink coasters, posters, direct mail and a unique website to tie it all together."

The client added that she would not change anything about this campaign and was extremely satisfied with the work provided. Scheuring recommends this student-run agency to any other nonprofit looking for assistance with their communications and marketing. The client also added that she would consider hiring any of these students herself or recommend them to any other employer.

