



Client: League of Corporate Foundations

Time Period of Project: May to June 2008

Deliverable: The League of Corporate Foundations Conference 2008 Direct Mailer

Summary/Overview:

The League of Corporate Foundations (LCF) conducts an annual event to promote and improve the practice of Corporate Social Responsibility (CSR) in the Philippines. In 2008, the conference, entitled "CSR is Everyone's Business," aimed to involve the business community by urging top executives and stakeholders to create more sustainable and effective CSR strategies through the CSR Conference 2008. A news conference was organized to generate awareness of the conference and this goal and to serve as the formal launch for the conference proper. To generate publicity for the conference and get support from the CEOs and Executive Directors of the League's members, a press conference and kick-off activity was held a month before the event.

Audience and Attendance:

The determinant of the creative solution's impact is the number of attendees responding. The news conference was attended by 33 members of Philippine media, and 76 confirmed executive directors and chief executive officers from the different member foundations of the league.

TeamAsia's Scope of Work:

TeamAsia was engaged for event management and creative development. A key deliverable was the conceptualization and design of a direct mailer to notify media of the news conference. TeamAsia brainstormed the concept for the conference and developed a puzzle activity that communicated its key messages. From this blanket idea, the direct mailer was developed to symbolize LCF member companies, society, and other entities involved in pursuing CSR initiatives. Each of the stakeholders was represented as a piece of the puzzle.

Milestones:

TeamAsia received an Award of Merit (Other Graphic Design Division) for this innovative direct mailer. Composed of three separate pieces, the direct mailer prompted the recipient to assemble the pieces in order to read the message on the invitation. Each piece of the puzzle highlighted an action area - Challenge, Response, and Impact - that LCF seeks to integrate into successful CSR initiatives. As with the conference logo, the completed puzzle conveyed the effective incorporation of ingredients needed to ensure long-term positive results of CSR strategies. This was used to visually communicate the key components.

Client Testimonials:

The creative development was commended by Pacita Juan, 2008 LCF President: "We have always been impressed with TeamAsia's performance in handling our conferences and events. This year is no exception. TeamAsia's support has always been crucial to the success of our yearly conference. Aside from providing first-rate events management services, TeamAsia also produces high-quality creative deliverables that further enhance our message. We look forward to continuing our relationship with TeamAsia and engaging their services for our future events."

