

Zweig Group 2017 Marketing Awards

HOLIDAY

2016 Holiday Greeting Card

May 1, 2017



I

Describe the marketing piece/campaign.

A holiday greeting card designed by EAPCers and their family members that was distributed to more than 1,500 clients and acquaintances of EAPC during the month of December 2016.

How is it unique?

This piece was developed through a design contest. The final design is 100% original and unique. The card includes three pieces of original artwork created by EAPCers and their family members. Additionally, the inside of the card, background, backside, and envelope were also designed by EAPC's marketing and graphic design team. All EAPCers and their family members were invited to submit artwork according to the following criteria:

- Artwork can be hand-drawn using mediums such as marker, crayon, pencil, paint, mixed media, etc. or designed electronically
- Any number of colors may be used
- Artwork should fit proportionately within 5"x7"
- Content should be winter or holiday themed
- Design must include EAPC logo or the letters EAPC, but this need not conform to corporate standards

Submissions were placed into one of three categories:

- Ages 12 and under
- Ages 13-17
- Ages 18+

Contestants were given 27 days to submit their artwork. Submissions had to include the artist's name and age. All entries were voted on by EAPC employees via an online survey. One People's Choice winner was chosen in each category. The design with the most votes in each category was used on the company holiday greeting card, crediting the designer. Each winner also received a \$100 gift card of their choice.



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2016 Holiday Greeting Card

A type of holiday card, e-card or holiday greeting.

May 1, 2017

What planning/research was conducted before its development?

EAPC has used original artwork created by EAPCers and their families on our company holiday card for three years, since 2014. Because our staff is made up of architects, engineers, and other creative types, we thought it would be fun to design a card utilizing internal talent to reflect what we do as designers. We formed plans to solicit artwork from staff and their families and decided what incentives we could offer to participants. Since 2014, we have enjoyed positive responses from our clients regarding the holiday card design as well as numerous submissions from EAPCers and their families. We have also seen that a majority of the firm’s staff participates in the online survey. As a result, we decided to continue using this method to create the design for our company holiday greeting card.

The Engineered Snowflake design created by Joe Sando, Senior Architect at EAPC, was also methodically planned. Joe wanted to create something that appealed to the engineering side of EAPC’s soul, and one image that came to mind was R. Buckminster Fuller’s geodesic dome. The dome is made of interlocking pentagons and hexagons. Hexagons remind Joe of snowflakes. Although some may believe the creative process is difficult or complicated, sometimes it is as simple as that, according to Joe.

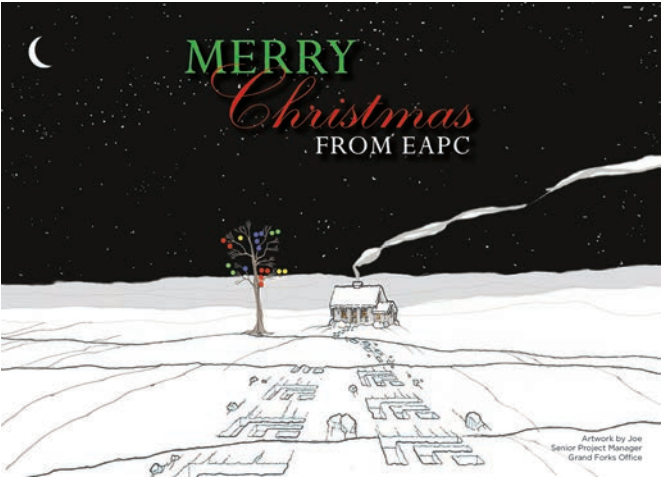
Joe enjoys researching his work whether it’s architecture, engineering, or designing a holiday card. Although he did not invent anything on the card, it all came from research. Therefore, to give credit where credit is due, from Kodiak, Alaska, Marion Owen’s Anatomy of a Snowflake diagram visually inspired the “anchor” and “duck feet” in Joe’s design. Professor J. V. Ortiz, PhD, Auburn University College of Sciences and Mathematics, Department of Chemistry & Biochemistry, provided the science to support the design of The Engineered Snowflake and reviewed the final copy.



Description/Development



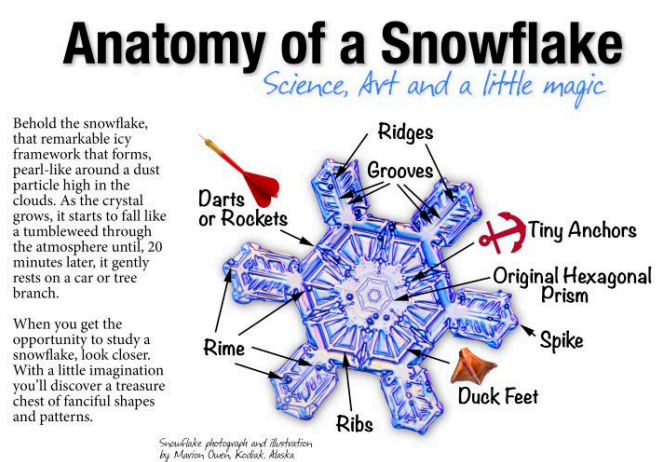
2014



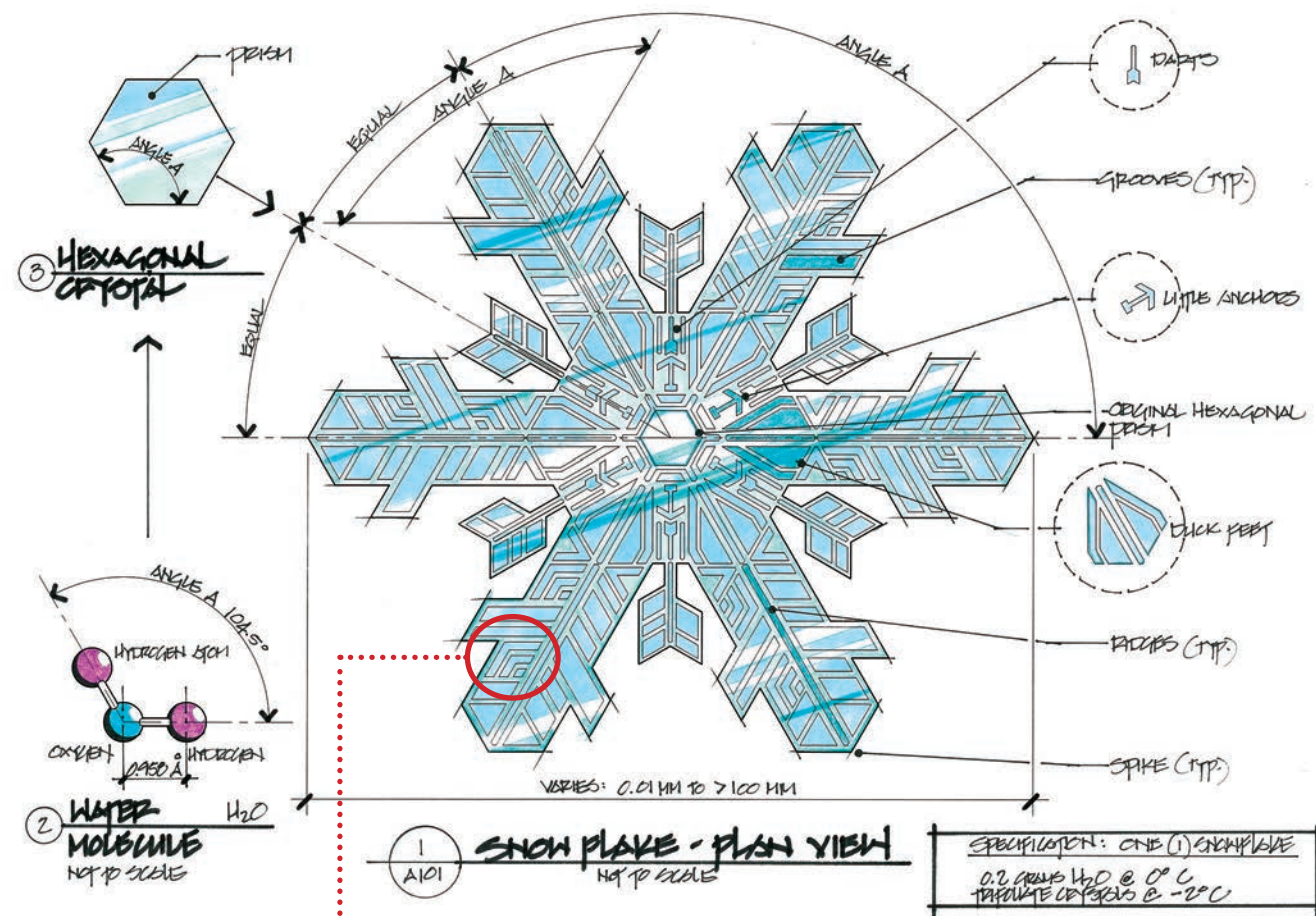
2015



R. Buckminster Fuller’s Geodesic Dome



Anatomy of a snowflake: Science, art and a little magic.
Photo and illustration by Marion Owen



Describe how you determined what kind of marketing communications would best serve your goal and the process of developing this piece.

EAPC has been fortunate to provide design consulting services to its clients for 50 years. For decades, EAPC has appointed the holiday season to say "thank you" to our clients for their trust and partnership with our firm. The EAPC holiday card was determined once again to be our choice of marketing communications for 2016. It best serves our goal of saying "thank you" because it is direct, sincere, and heartfelt. It is not just a card, but rather a token of our appreciation that is unique to what we do at EAPC. The 2016 card expresses this uniqueness like no other.

The overall winner of the 2016 Holiday card best describes the process he used in developing his piece:

Like all successful designers, Joe explains, he shamelessly uses other people's ideas: "I'm sure I'm far from the first to engineer a snowflake, and probably far from being the best. If my effort was successful, it is because I stood on their shoulders and had a great view." Once Joe was confident of his subject, the effort became one of composition. The format was established upfront: holiday greeting card, rectangular geometry, one surface to work with. Joe sketched out all of the things he wanted to say and see, then made a pattern out of them. Pattern-making is something architects do well. He wanted a functional pattern that worked off of the snowflake's hexagonal shape radiating out, while telling a short story in a clockwise fashion. To fulfill the requirement that the EAPC logo or letters appear in the design, Joe took a subtle approach, making it part of the crystalline structure where it appears many times in the snowflake.



Description/Development

Provide a list of the individuals who participated in the process.

In the Ages 12 and Under category, 13 children and grandchildren of EAPC employees submitted artwork. The winning design was submitted by 12-year-old Kajsa, daughter of EAPC Fargo’s Mark Tangquist.

In the Ages 13-17 category, four children and grandchildren of EAPC employees submitted artwork. The winning design was submitted by 15-year-old Hunter, son of EAPC Sioux Falls’ Leap Chear.

In the Ages 18 and Older category, 13 EAPC employees and their family members submitted artwork. The winning design was submitted by EAPC Grand Forks Senior Architect, Joe Sando.

EAPC Bemidji’s Melanie Schmidt inserted the three pieces of winning art along with captions into the 5x7 card design, added a background, and included a message inside the card. The rest of EAPC’s marketing team reviewed and approved the complete card design.

Many EAPCers also participated in hand-signing the finished cards before the cards were stuffed, addressed, and shipped by each EAPC office’s respective administrative support staff or office manager.



Artwork by Kajsa Tangquist, age 12
Daughter of Mark Tangquist,
Construction Specialist, Fargo Office



Artwork by Hunter Chear, age 15
Son of Leap Chear, Senior Architect, Sioux Falls Office



Describe the general purpose of the marketing campaign.

The purpose of this holiday greeting card was to thank EAPC's clients, consultants, service providers, and acquaintances for their business, their collaboration, their services, and their friendship in the previous year and wish them well in the year to come. In addition, as with any marketing piece we send to our clients and prospects, we wanted to keep our name in front of them and remind them of our positive working relationship together in hopes of continued success in the future.

Describe the specific goals for the piece and the target audience at whom it was aimed, as well as how you planned to reach that specific audience.

There were a number of goals associated with this marketing piece. One was to accomplish the purpose of the card, which was to thank EAPC's clients, consultants, service providers, and acquaintances for their business, their collaboration, their services, and their friendship in the previous year and wish them well in the year to come. Additionally, our goal was to keep our name in front of the card recipients and remind them of our positive working relationship together in hopes of continued success in the future. Another goal was to get EAPCers involved in the card design to promote comradery, engagement, and to give the card a personal flare. We executed our plan by mailing or hand delivering this card to a pre-made list of recipients that is reviewed and edited annually by EAPCers. The card design contest certainly allowed us to achieve our goal of comradery, employee engagement, and a personal touch.

Joe's personal goal for The Engineered Snowflake design backfired on him, he says. Joe also won the card contest in 2015. He confesses, "They are so much fun I just have to enter. But winning is secondary." He first entered a different design called "Mice Before Christmas" and was 'afraid' it would win. So he submitted a second entry, The Engineered Snowflake design, specifically to compete with his first entry and split the vote. Instead, The Engineered Snowflake won and Mice Before Christmas came in second place with half as many votes.



Mice Before Christmas

Who was the intended recipient of the marketing piece/campaign?

EAPC's clients, consultants, service providers, and acquaintances.

How large is this audience and how was it distributed?

The card was sent to more than 1,500 people and businesses.

Grand Forks



625 Cards

Fargo



350 Cards

Bismarck



230 Cards

Minot



150 Cards

Williston



60 Cards

Sioux Falls



125 Cards

Bemidji



85 Cards

St. Paul



75 Cards

Were your established goals achieved? What specific goals did you achieve?

Yes. This card was sent to over 1,500 people and businesses that EAPC has an existing relationship with. 30 designs were submitted as a result of the contest and 111 total votes were collected from the online survey.

How did you measure the level of success (what analytics and/or other objective measures were used)?

Our level of success was measured by positive feedback from the card recipients, contest participants and winners, and EAPC staff.

What an amazing Christmas card that EAPC developed this year. For me, family is at the heart of the holidays. I love how EAPC's card showcased that so well.



Angela Lammers, Executive Director
American Institute of Architects
South Dakota Chapter

Provide any relevant anecdotal measures of success.

One EAPC client prospect said,

"I just received the holiday package from your team, thank you! I have never experienced chocolate covered potato chips and was pleasantly surprised. The holiday card is really impressive and is a great idea as well. I hope the New Year is off to a smooth start and that your entire team is enjoying it."

—Logan Scow, Project Manager, Construction Consultant, Development & Construction, Banner Health

In an email sent to Leap Chear, father of the Ages 13-17 category winner, an acquaintance said,

"What an amazing Christmas card that EAPC developed this year. It was great to see your son's incredible talent. I thought the card was beautifully done and was impressed at the inspired idea to have the art and design elements created by the children and family of members of the EAPC team. For me, family is at the heart of the holidays. I love how EAPC's card showcased that so well."

—Angela Lammers, Executive Director, American Institute of Architects South Dakota Chapter

One EAPCer commented,

"The flake's design embodies what EAPC is all about...designing!"

—Rick Failing, Director of Healthcare Support Services

Did this campaign win any other awards?

No, it has not been submitted for any other awards.

What was the budget for the piece, including both labor and purchased services/supplies?

\$1,300 not including postage.

What was the actual cost (labor and purchased services/supplies)?

Melanie Schmidt contributed six hours of labor for the card and envelope setup and design, scanning and prepping artwork, and creating the online survey through a free Survey Monkey account for a total labor cost of \$390.

Time was not tracked for addressing to recipients, hand signing, stuffing, sealing, and delivering or shipping the cards.

The total cost of printing for the cards and envelopes through Arrow Printing of Bemidji, MN was \$832.89.

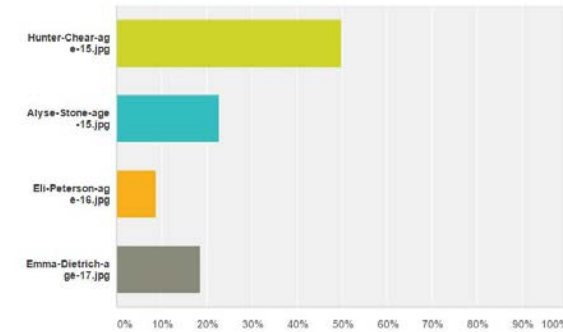
1,700 Cards were printed for a cost of \$559.93.

1,700 Envelopes with Return Addresses were printed for \$272.96.

The total cost of shipping the cards to recipients was not tracked as many of the cards were hand delivered rather than mailed and some cards were shipped along with a gift.

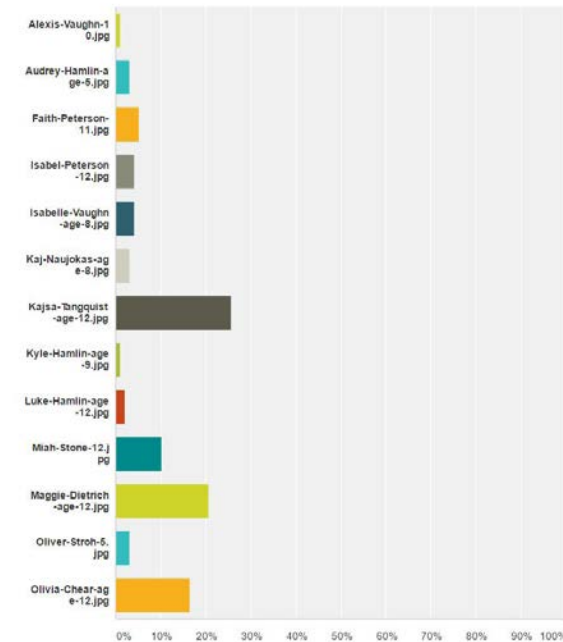
Please Vote for the Age 13 - 17 Category

Answered: 92 Skipped: 8



Please Vote for the Under 12 Category

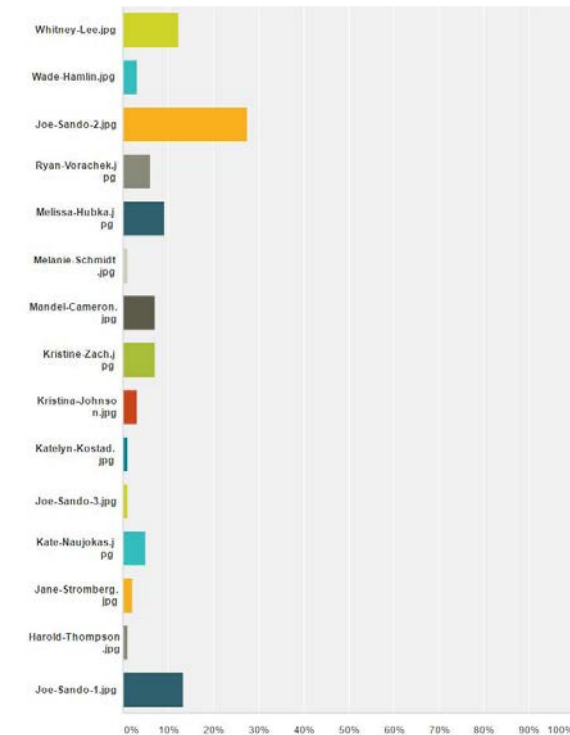
Answered: 97 Skipped: 3



SurveyMonkey®

Please Vote for the 18 and Up Category

Answered: 98 Skipped: 2





1967 {50} 2017

SEMICENTENNIAL