

## Helping to Reinvent the Korean Women's Association

### **Need:**

Established more than 30 years ago, the Korean Women's Association was a highly successful, statewide organization providing high-quality social services to people in need. However, relatively few—including many in its target market—knew the company even existed.

Among other things, the organization needed a new brand identity, while simultaneously maintaining and strengthening relationships with existing clients. Its brochures and other promotional materials were out of date and not effectively reaching the organization's target audience.

### **Development:**

The organization re-branded itself as KWA and adopted a new logo. MediaLab designers, photographers, videographers and writers worked extensively with KWA to brainstorm new concepts, acquire new images through multiple photo shoots, design entirely new layouts and create copy that resonates with clients. These changes helped build a consistent brand identity for KWA successfully differentiating it in the marketplace.

### **Product:**

KWA's new home-care brochure has been so popular that despite a first run of more than 25,000 copies, the company is ordering another set.