



CLIENT:

IDL

IDL selected A.wordsmith to launch a strategic PR program designed to broaden its thought leadership on a local and national scale.

Client Description

IDL is a global expert in experiential marketing. Established as a small sign maker shop, it found its footing making screen print red crosses on first aid kits and labeling military rations in Pennsylvania in 1943. The company has blossomed into a global entity that services world-class brands like Nike, Coca-Cola, Starbucks, BP and Sephora to create elevated, enriching experiences for consumers in 31 countries and four continents.

Project Description

A.wordsmith partnered with IDL as its strategic communications partner. The focus of the program was to broaden IDL's thought leadership on a local and national scale and bolster its reputation in the design and creative community. As a result, A.wordsmith implemented a diverse and proactive media relations campaign that consisted of vertical and business media relations, speaking engagements and award opportunities.

Key Results

Over a two-year period, A.wordsmith successfully garnered valuable media coverage in the form of both feature and contributed content that supports IDL's thought leadership.

Feature: [A Guide to the 10 Next Hot Jobs in Digital Marketing, and for Several Years to Come](#) – Adweek

Contributed: [3 Ways Retail Brands Can Break Through the Traditional Mold With Experiences](#) – Adweek

Broadcast: [Check Your Swoosh Art Show](#) – KATU

Feature: [A Portland firm succeeds in making retail memorable](#) – Portland Business Journal

Feature: Buying the World a Coke – design:retail

Contributed: [The New Branding: Five Tips for Creating Shareable Brand Experiences](#) – MarketingProfs

Contributed: [Retail is not dead: Storytelling through the physical environment](#) – Apparel Magazine

Contributed: [Why retail is the ultimate social platform](#) – Retail Customer Experience

Contributed: [The 4 Part Evolution Happening in Retail](#) – Total Retail