



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

Since 2016, A.wordsmith has partnered with IDL as its strategic communications partner. The focus of the program is 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 the last two years, 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