

CLIENT: Promotion Marketing Association	SERVICES: • Brand Strategy • Promotions • Identity Development • Offline Collateral	• Recruiting • Animation • Advertising
PROJECT: Event Marketing * Membership Rebranding		
DIVISION: Enterprise-wide Initiative		



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Increasing an Association's Membership by Invigorating Their Brand

The forward momentum of revitalizing the PMA's brand has had positive impact on all aspects of the organization. Membership is on the rise for the first time in years. Event attendance has increased by orders of magnitude. And corporate sponsorships and guest speakers are coming from recognized industry leaders.

NEW CONFERENCE IDENTITY & BRANDING



>> The Promotion Marketing Association felt the impact of changes in the business economy over the past five years. Membership had begun to decline, as their audience of marketing professionals opted to attend events sponsored by competing organizations or, worse, refrain from involving themselves in professional networking altogether.

But all of that changed when they came to Mutant Media to invigorate their brand and increase their perceived value. Eye-catching promotions with a balance of old-school professionalism and dynamic, forward-thinking aesthetics appeal to a broad audience. These substantial audiences in turn invite a high caliber of speakers and participants. And that momentum translates into a growing, dedicated base of members.



NEW MEMBERSHIP & CERTIFICATION KITS



RoI The PMA's organization has benefited by Mutant Media's strategic design in many ways:

- New membership is **up 220%** from last year
- Existing members have **increased their involvement** within the organization.
- Traffic to the website has **increased 30%**
- The PMA booth is one of the **busiest** in Marketing Industry Tradeshows
- 2 Newly Branded Conferences have **sold out** (first time since 1996)



SUMMARY STATEMENT:

Bolstering Event Attendance & Membership by Increasing Perceived Value.