

## Velocity7: Sierra Nevada Conservancy Case Study

### Logo Competition Concept Design Competition:

#### Project Overview

Velocity7 designed and managed a 22-county logo design competition for the State of California's newest agency—the Sierra Nevada Conservancy. Over \$20,000 in prizes were raised from a wide range of distinguished sponsors including Pixar Animation Studios. The website provided the primary implementation tool: SierraLogo.org informs, instructs, and provides lots of cool automated features like polling and People's Choice Awards. Students pick up the resource documents they need to design a logo, enter, and upload files and vote for their favorite logo designs. Instructors can find video clips, reference materials and classroom activities. Public relations and community outreach included dozens of local and regional media outlets and hundreds of thousands of page views.

#### Project Highlights:

##### Strategic Planning

Velocity7 developed a complete strategic plan for the logo competition, rules, and public relations management. This plan took into consideration the Sierra Nevada Conservancy's multiple goals for community outreach, internal projects, and other State projects underway. A significant factor was the development of the rules for a State competition and interface with State legal counsel to ensure accountability and compliance in each aspect of the competition. Further, Velocity7 secured a system for soliciting and awarding contributed prizes as part of the planning process. Additional consideration was given to building database records for future use as well as a lessons- learned review.

**Benefits of coordinating online and offline approaches to marketing and outreach programs.** Velocity7 approached this project by taking what might have been a traditional competition and transformed it into an online learning resource with many interactive features designed to make the process fun for students and provide curriculum support for instructors.

**Strategies to expand programs and lower costs through an integrated approach.** The online web-based competition platform provided an easy means for integrating public relations, news, and other organization activities as related aspects and links to the website. Not only did this create supporting content and unified organization goals, but cost savings were provided through the elimination of redundant efforts.

**Creating new methods for incorporating the Internet into communication and marketing programs.** The Internet became a pivotal tool in communicating the competition immediately to all key audiences, saving time and valuable resources. The use of the Internet as the central communication vehicle reduced the paper products required for a traditional competition by more than 50%. Fun, interactive features made the site friendly and established viral marketing as a grass-roots outreach component. Finally, the online nature of the competition built concrete participation and website traffic records. Benchmarks could easily be measured with extensive data captured from web use and download statistics.