

## CASE STUDY



## NC Common Agenda

**Client:** Conservation Council of North Carolina

### SUMMARY

In early 2008, The Conservation Council of North Carolina joined forces with five other state and national environmental and conservation organizations to address four issues of common concern. Their goal was to educate the public and influence the N.C. Legislators to pass legislation during the 2008 short session.

### ASSIGNMENT

- Create an identity and brand the progressive nature of the cooperative effort.
- Establish the communication platforms that would be used to educate legislators.

### PROGRAM ELEMENTS

- Identity
- Web site
- Member Newsletter
- Media Relations

### RESULTS

The legislature took action passing critical legislation concerning North Carolina beaches and waterways. The NC Common Adenda has added five new priorities in 2009 and has continued to grow.

