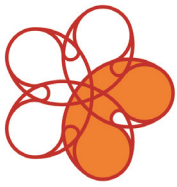


CASE STUDY



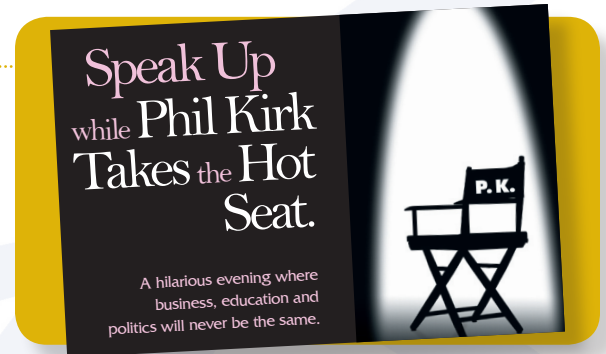
**National
Kidney
Foundation™**
OF NORTH CAROLINA

Speak Up while Phil Kirk Takes the Hot Seat

Client: The National Kidney Foundation
of North Carolina

SUMMARY

The National Kidney Foundation of N.C. is the state's leading voluntary health agency dedicated to the detection, prevention and treatment of kidney diseases. With the need to raise funds for a mobile kidney unit, The National Kidney Foundation of N.C. planned a testimonial dinner to honor Phil Kirk. Held October 18, 2007, the event was labeled a "gentle roast." Though similar events had been held in the Charlotte market, this was the first of its kind in Raleigh.



ASSIGNMENT

With a prestigious lineup of key government and business leaders including: U.S. Sen. James T. Broyhill, Gov. James B. Hunt, Jr., and Gov. James E. Holshouser, Jr., Articulon's assignment was to create a theme and materials that communicated the humor of the event, while appealing to some of North Carolina's most recognized businessmen and women. In addition, as the agency of record for Phil Kirk, Articulon executed a media relations campaign to generate buzz prior to the event and secure media attendance.

PROGRAM ELEMENTS

Developed the event theme "Speak Up while Phil Kirk Takes the Hot Seat" and tagline "A hilarious evening where business, education and politics will never be the same."

Designed theme and tagline through all event collateral materials:

- Save-the-Date Cards
- Invitation
- Event Program

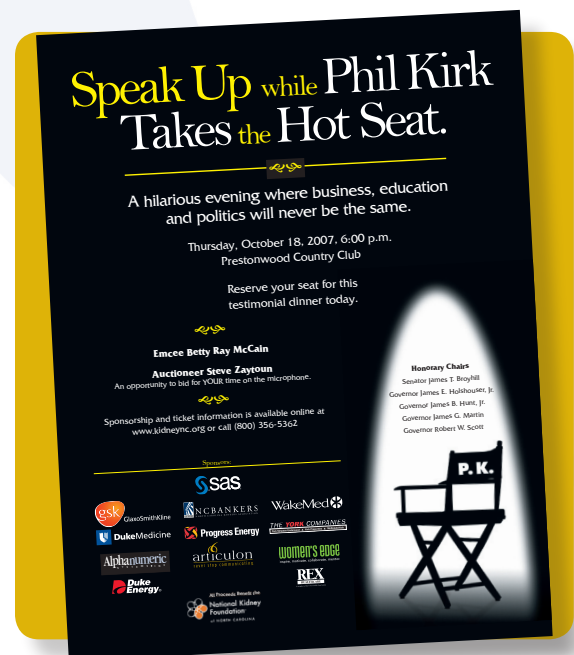
Created a Save-the-Date self-mailer that included a serrated sponsorship card for easy removal and distribution to 1,500

Designed and placed media advertisements in Women's Edge and Metro Magazine

Worked with more than 25 sponsors designing and compiling sponsor ads for event program

Disseminated a series of news releases announcing the event, steering committee, and notable presenters

Continued >>>>



“Many, many thanks to Articulon for all they did to make our event so successful! The entire team worked hard and contributed substantially.

With the help of Articulon, the NKF raised \$85,000.

I hope we get the chance to work together again, soon! I thoroughly enjoyed it.”

— Leanne Skipper, CEO
The National Kidney Foundation of N.C.

Event Steering Committee
Chair Ann Goodnight



Presenter U.S. Senator James Broyhill



Governor James Hunt pokes fun at Phil Kirk's style of hunting.

RESULTS

- Event garnered more than 350 guests; far exceeding expectations
- Event raised approximately \$85,000
- News coverage received from the *Triangle Business Journal*, *News & Observer*, *Metro* magazine, *The Salisbury Post* and *Women's Edge* magazine
- Media coverage had a publicity value of more than \$17,000
- Media coverage created more than 110,000 impressions