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# CASE STUDY

Cincinnati NAACP

Cincinnati AMA Pinnacle Award Winner  
Best Digital Strategy and Execution

# CINCINNATI NAACP CASE STUDY

See how the redesign of the Cincinnati NAACP website allowed us to take a complex creative challenge and turn it into a successful communication tool fueled by robust strategy, smart consumer insights and a new user-first approach.



## CHALLENGE

The National NAACP completed a comprehensive rebranding effort. In sync with this, the Cincinnati NAACP chapter desired to redesign their existing website to be more aligned with the new modern, edgy and bold design elements introduced by National's makeover.

Additionally, the Cincinnati chapter was managing and maintaining two different and separate websites (the local Chapter and ACT-SO) both of which varied significantly in design, structure and user experience.



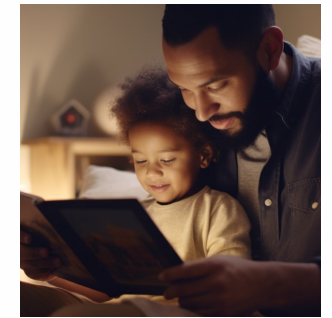
## TARGET AUDIENCE



People who are racially, socially & economically disadvantaged



Members and Sponsors/Donors



People facing structural racism driven by layers of inequity



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## OBJECTIVE

- Clearly communicate/educate on the issues we support
- Drive digital organizing with stakeholder action/advocacy
- Increase membership and donations to support initiatives
- Broaden our reach to engage new audiences



## EXECUTION

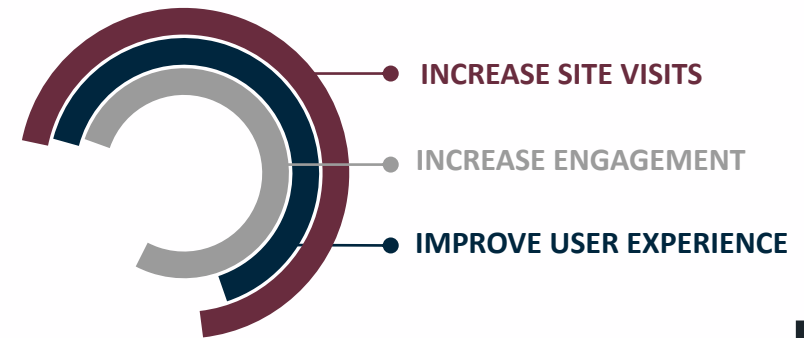
- Research to form primary hypotheses about user experience, validated via stakeholder interview, and to identify core user wants/needs for the current website
- Full audits of both the Cincinnati Chapter and ACT-SO websites as well as competitor/aspirational sites
- Content and Measurement Plan and Search (SEO/SEM) Strategy with Measurement Plan
- Developed wireframes, design and SEO website content



## SUCCESS

### Launch of website:

Execution of a new website that aligned with the bold/modern look of the National's site, was differentiated from its competitors, yet at the same time, improved the user experience, increased site visits and chapter engagement.



# CINCINNATI NAACP RESULTS

In May 2022, the Cincinnati NAACP unveiled the new website. This site not only embraced the bold character of the National brand but also established a unique identity that encapsulates the spirit of the Cincinnati Chapter. We successfully merged two distinctly different sites to create a unified experience enriched with dynamic content and new functionality.

