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CASE STUDY

THE CALGARY WOMEN'S CENTRE

CIPR was hired to bring the Women's Centre 'Girls Lead' program to life through a colourful and engaging workbook in order to share the program with other organizations.



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The Calgary Women's Centre hired CIPR Communications to bring their Girls Lead program to life with a document that can be shared with other programmers with the same goal – to empower girls to lead, influence and participate in collective action to improve their schools and communities. The workbook will serve as a method for expanding their successful program.

An engaging and youthful approach was taken in designing the Girls Lead workbook. It's goal is to stand out in a sea of other not-for-profit materials and for it's exciting content to be presented visually to serve all users.

“Every great design begins with an even better story.”

- Lorinda Mamo, Designer



CIPR STRATEGIC APPROACH

CIPR started engaging with the client while the workbook content was still in development. This allowed us to be nimble throughout the process, but gave us access to the written work before it was finalized. This approach allowed for an accelerated design process as our creative team was able to strategize before the official project kick-off. Each section of the finalized content was delivered to us as it was completed, which made the editing and approval process seamless as we moved through the sections. Working in tandem with the client as the project developed was helpful to keeping ideas fresh throughout the entire project. Our goal was to deliver a piece that the Women's Centre would be proud to share with other organizations, and more importantly, one that would encourage girls to lead!

CIPR TACTICS

- Development of the Girls Lead visual identity
- Colour scheme development
- Illustration
- Layout of large workbook
- Packaging for print and web

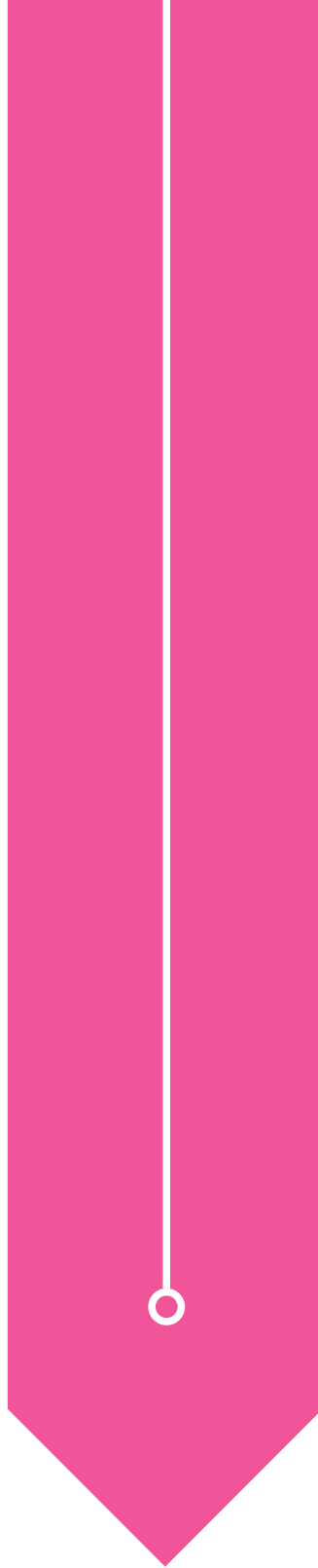
CIPR TACTICAL RESULTS

► Girls Lead Final Package



CIPR RECOMMENDATIONS

Looking forward CIPR would recommend a campaign around the Girls Lead program that highlights the accessibility of the document. The campaign would be executed through networking with other organizations, email blasts, social media and through their website to promote the free download of this amazing workshop booklet.



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