

## CASE STUDY: ECHOES & REFLECTIONS



### Inspiring the human story in a more accessible way.

Echoes & Reflections is a nonprofit organization dedicated to reshaping the way teachers and students understand, process and navigate the world through the events of the Holocaust. Despite being an established and credible source for quality educational content, their growth had plateaued. Echoes was looking for a way to expand their reach and increase their impact among educators.

### Our Solution

Grisko began by conducting audience research to understand educators' Holocaust curriculum needs, desires and opinions. With insights gleaned from the research, Echoes & Reflections embarked on a journey to revamp its brand and business model to connect with educators in a more accessible way — digitally.

We developed a powerful new brand narrative and comprehensive visual brand identity that was fresh, compelling and dynamic. It was rolled out across all collateral brand assets and incorporated into a complete redesign of their website to improve the user experience while providing a total overhaul to the teaching and materials UX.

As Echoes' agency of record over the past two years, we've developed holistic communications plans across owned, earned and paid, including a targeted paid digital advertising campaign — search, social and programmatic display ads — and engaged in the brand's first proactive national public media relations effort by tapping into Grisko's expertise.

### The Impact

Echoes & Reflections' new messaging and brand identity has reinforced the organization's position as a leading provider of Holocaust education.

During our 2018 campaign, we garnered more than 19.5 million online impressions and more than 80,000 clicks to their website — delivering more than double of our established benchmarks. All of which helped Echoes' exceed their 2018 goals — tripling online class registrations, increasing attendance of in-person professional development by 14%, increasing website visits by 139% and increasing engagement across all owned social channels by almost 50%. From op-eds and contributor posts to feature stories, more than half a million impressions were secured in leading education publications including The 74 Million, eSchool News and Education Dive, along with an increase in social media engagement and media placements in local news outlets across the country.



Branding



Website Design



Social Media



Multi-Channel Campaigns



Media Relations



Research

