

University Northside Partnership

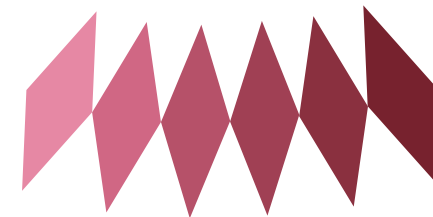
Client: The University of Minnesota is in the process of building a 35 million Learning Center in North Minneapolis – called the University Northside Partnership (UNP) – to help the disadvantaged community with business, child rearing, and health education skills. The project was initially met with skepticism and anger from the community as a result of false rumors and racial tensions.

Goal: *Affinity Marketing* was hired to plan and execute town hall meetings to educate the community on the benefits of the UNP and to change the negative perceptions that existed.

Specifics: In addition to planning the events, *Affinity Marketing* executed the following marketing tactics to secure attendance and provide take-away material for the community residents and businesses:

- Brand pyramid, tag line, and logo
- Website
- Print ads
- Radio spot
- Direct mail postcards
- Brochure

Results: After holding meetings we garnered a greater understanding of the mixed emotions that the project represented. Using the brochures and website we were able to respond to their concerns, allowing the University of Minnesota to open a dialogue with the community and respond to the sensitive issues. The negative news reports in the North Minneapolis community newspaper reports have stopped as the local media embraced the opportunity.



university northside partnership

building healthier families and stronger communities together

