Design Portfolio
Summer 2014

design
for change

Metropolitan Group
the power of voice
At Metropolitan group we do two things. We directly impact social change and build the capacity of organizations that drive social change.

About half of our work is designing and implementing campaigns and initiatives that change attitudes, behaviors, practices and policies.

And the other half is helping organizations develop effective strategic plans and powerful brands, raise funds and build cultures that better help them drive social change.
4 INTEGRATED PRACTICE AREAS

Strategic Communication
Public will building, social marketing campaigns and impact branding

Resource Development
Fundraising strategy and partnership development

Organizational Development
Strategic planning, Capacity building, technical assistance

Multicultural Engagement
Engaging communities with our multicultural perspective

4 OFFICES

Chicago Portland San Francisco Washington, D.C.
SELECT CLIENTS

PUBLIC HEALTH

WE ARE DEDICATED TO HELPING PEOPLE LIVE HEALTHIER LIVES AND OUR TEAM OF PUBLIC HEALTH SPECIALISTS BLEND THEIR SKILLS WITH THEIR ABILITIES IN BRANDING, STRATEGY DEVELOPMENT, SOCIAL MARKETING AND DESIGN. WE HAVE WORKED ON PROJECTS TO HELP TEENS ACCESS HEALTH SERVICES, SUPPORT AT-RISK PREGNANT WOMEN, INCREASE HIV TESTING, AND PASS SMOKE-FREE POLICIES.
need
Build awareness, establish trust and motivate enrollment among under served communities in Oregon’s health exchange.

strategy
Engage community partners to create culturally relevant materials and outreach strategy.

outcome
Oregonians learned about Cover Oregon through numerous trusted networks and 350,000 people enrolled.
Establish new community development financial organization focused on healthcare delivery and job creation

Create a brand that showcases their innovative approach and appeals to funders and partners; create a website.

Vital Healthcare Capital is well-positioned for its launch.
need
Increase HIV testing among young African-American men who have sex with men.

strategy
Engage the audience to create a believable and motivating campaign delivered through peer-to-peer outreach.

outcome
Increased testing rates by 300%, built capacity of community organizations to authentically engage with audiences. Campaign was adapted to reach Latino and transgender audiences.
need
Refresh the brand of America’s oldest public health association to create new relevance.

strategy
Engage APHA members and stakeholders to clarify value and unique position. Create a brand to honor public health, inspire a movement, and represent a voice too united to ignore.

outcome
The new brand, logo and tagline resonate with key audiences and inspire action.
WE ARE AT THE INTERSECTION OF THE ENVIRONMENT, PUBLIC HEALTH, AND OUR NATION’S GROWING RACIAL AND ECONOMIC DIVIDES. OUR CLIENTS INCLUDE LEADING PUBLIC HEALTH ORGANIZATIONS THAT STUDY, PRESERVE AND RESTORE LAND; INTERPRET, EDUCATE AND PROMOTE THE CONSERVATION OF LAND; SEEK TO REDUCE ENVIRONMENTAL DEGRADATION; FIGHT FOR ENVIRONMENTAL JUSTICE; AND ENGAGE COMMUNITIES OF COLOR IN CONSERVATION.

ENVIRONMENT AND SUSTAINABILITY
The Forest Service is charged with sustainably managing these lands to serve the broadest and greatest public interest while ensuring that the land remains healthy and productive now and forever.

strategy:
Rediscover the meaning behind Gifford Pinchot’s direction to “find the greatest good.”

outcomes:
Engage the public and employees more fully in pursuit of the agency’s mission.
The world, even the smallest parts of it, is filled with things you don’t know.

— Sherman Alexie, Seattle-based preeminent Native American poet, novelist, performer and filmmaker

Finding the greatest good isn’t easy. And we can’t find it alone. So, we look to what we have learned, engage many different voices and live in communities to find and create answers together, recognizing that the definition of the “greatest good” is complex and always evolving. How will we define it today and tomorrow?
Lookout towers are a creation of the Forest Service and Metropolitan Group. Walk with us, and explore your Forests. Let's roll up our sleeves together. Your Forests are in your hands.

Our resources are abundant, but limited. Generations before us conserved National Forests and Grasslands for everyone in the country. The Forest Service believes that lands should be used, but not degraded. It is our duty and privilege to manage lands and forests so that they can be enjoyed now and forever. To do so, both for today's needs and for tomorrow's children.

We call this "the greatest good." For more than 100 years, the Forest Service has brought diverse communities together to make the greatest good.

What choices must we make today for the good of the land and communities that ensure abundance for generations yet to come?

Balancing many needs and uses. What makes National Forests and Grasslands unique are the broad range of opportunities that provide rich social, economic, and environmental values. Solar panels and wind turbines can co-exist with a diverse assemblage of wildlife. Tourists and hunters are surrounded by natural beauty and unique experiences. Cutting that creates healthier, safer and more productive Forests. The Forest Service is working with the area each year. Forests, the Blue Mountains of eastern Oregon and Washington are prized for their abundant timber. They are connected.

Here in the Pacific Northwest, people and places benefit most when we work together to find the greatest good. It's time to make this possible. People and places benefit most when we work together to find the greatest good.

The Forest Service is here for you:

- Forests provide endless opportunities for fun. From a drop in the forest to the drip of clean water originates in National Forests.
- Eighty percent of our fresh water for our families and our souls. Their vision and the beauty of our region's wood combine to feed artists.
- Where a single tree produces 1.5 cubic meters of oxygen per day, by furniture makers, carpenters, boat builders, bike makers Lathe. Mallet. Sandpaper. Wood plane. Nature provides in unbelievable ways. compound for taxol, which was found by wildlife viewers and hunters in Oregon and Washington are prized.
- Portland, Roseburg, Pendleton, Portland, Olympia, Bend, Colville. The Pacific Northwest contains 17 National Forests, more. Across the Northwest, cities and towns big and small rely on National Forests for clean air and water, jobs, human health and well-being. And nature provides us with so much more.
- Our forests benefit us all. From a drop in the forest to the drip of clean water originates in National Forests.
- Grasslands for everyone in this country. Generations before us conserved National Forests and Grasslands for everyone in the country.

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Here in the Pacific Northwest, people and places benefit most when we work together to find the greatest good. It's time to make this possible.

The Forest Service is here for you:

- Firefighters and emergency responders help keep our communities safe.
- State and private forestry experts share what we've learned with nearby landowners.
- Researchers generate scientific discoveries that create new medical treatments and help endangered species recover.
- Foresters keep your Forests healthy and productive, both for today's needs and for your children and grandchildren.
- Rangers can guide you along a scenic trail, point you to your favorite campground and tell you about nature.
- Forests keep your forests healthy and productive, your water clean and your air fresh.
- Forests, the Blue Mountains, all within the two National Volcanic Monuments, all within the National Scenic Area, a National Grassland, and a National Forest. The Pacific Northwest contains 17 National Forests, more. Across the Northwest, cities and towns big and small rely on National Forests for clean air and water, jobs, human health and well-being. And nature provides us with so much more.
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need
Branding and implementation plan for a new event series focused on engaging the public in discussions around waste management.

strategy
Open the conversation up to include a diverse group of voices to raise awareness of our trash habits; raise issues around garbage as a resource; and public discussion about managing garbage in the future.

outcome
Creative and educational community events that engage dialog in some unconventional arenas: theater, dump crawl, talks and short film series on garbage.
need
Respond to Congressional and the Senate Finance Committee investigation into land trust business practices, incentives for donating land and approve conservation projects before they could happen. As the national association for land conservation organizations, they lead the communication campaign to respond to this crisis.

strategy
Articulate and communicate all the benefits private land conservation brings to local communities, as well as a reasoned response to legitimate concerns raised about land trust business practices.

outcome
Within two years, Congress reversed course of their actions and enacted the largest expansion of tax incentives for conservation in over two decades and embraced private regulation of the land trust movement through a new Land Trust Accreditation Commission that Metropolitan Group also branded.
SOCIAL RESPONSIBILITY IN BUSINESS OPERATIONS IS BECOMING AN EXPECTATION OF THE MARKETPLACE. ORGANIZATIONS THAT FOCUS ON THE TRIPLE-BOTTOM LINE—ECONOMIC, ENVIRONMENTAL, SOCIAL—ARE IDEALLY POSITIONED TO SEIZE THIS OPPORTUNITY. MG WAS NAMED A 2014 “BEST FOR THE WORLD” HONOREE BY B LAB.
Tell the story of New Seasons Market’s longstanding community commitment and engage audiences in creating collective social change.

Create the “In it for Good,” brand and storytelling platform and develop awareness campaigns around several key initiatives.

Key audiences had more nuanced awareness of the ways New Seasons Market focused on community benefit.

Also connected viewers to issues to have active participation in creating solutions.
WE RECOGNIZE THAT LIBRARIES ARE AT THE HEART OF ROBUST AND VITAL COMMUNITIES, PLAYING A CRITICAL ROLE AS EDUCATIONAL INSTITUTIONS FOR PEOPLE OF ALL AGES. WE’VE WORKED WITH LIBRARIES TO RAISE MILLIONS OF DOLLARS, BUILD AND REMODEL FACILITIES, AND PROMOTE USAGE AND PROGRAMS.
Families with children in King County without access to out-of-school opportunities come back to school having fallen behind (the “summer learning slide”).

**Strategy**
Build awareness programs that close the learning achievement gap by creating a brand and materials that imbued the sense of fun and excitement for learning in all STREAM areas.

**Outcome**
The campaign will engage more children and youth in interactive activities that help prevent summer learning loss and promote skill development that lasts year-round.
Metropolitan Group crafts strategic and creative services that empower social purpose organizations to build a just and sustainable world.

metgroup.com

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