

CUSTOMER SUCCESS STORY: GILDA'S CLUB CHICAGO



THE OBJECTIVE

Gilda's Club is a special place where the focus is on living with cancer. But to keep itself financially healthy, the not-for-profit Gilda's Club must consistently reach out to its many benefactors for funding and tell its story to the community at large.

THE SOLUTION

For two years, Brainforest has created unique, deeply personal Annual Reports for Gilda's Club donors. One, entitled The Thread that Joins a Community, was inspired by a hallmark of Gilda's Club – the Living Quilt. These stories of various individuals touched by cancer were sewn together graphically with humanity and a life-affirming voice.

Brainforest is a creative agency rooted in strategy. Your brand has fleeting, valuable opportunities to make a connection with your customers. We call these Access Points, and they can occur virtually anywhere – on the street, at work, on the couch, or walking down the aisle. Through our strategically based AccessPaths™ process, Brainforest creates meaningful, vivid experiences to ensure all points of customer interaction are embraced.

Experience enables relationship. Relationship enables loyalty.

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