

CLIENT:
W. K. Kellogg Foundation

INDUSTRY:
Nonprofit Foundation

PROJECT:
75th Anniversary



CASE STUDIES

The Anniversary Company
CELEBRATING BUSINESS MILESTONES

OBJECTIVES

A year-long 75th anniversary campaign that would:

- Reaffirm the Foundation's mission of helping people to help themselves.
- Increase awareness of the Kellogg Foundation's positive impact on the local community.
- Enhance the Foundation's reputation as a good neighbor and corporate citizen.
- Build civic pride and create a celebratory atmosphere around Mr. Kellogg's legacy of philanthropy to the world.
- Shine the spotlight on programs and grantees.

SOLUTIONS

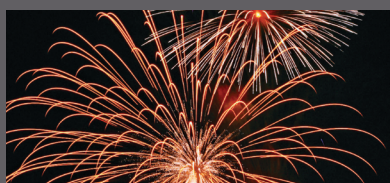
The Anniversary Company was responsible for a two-year planning process and working with WKKF senior management.

- Integrated corporate and event goals and objectives into a single-themed through line and story line "Tribute to Community."
- Developed highly creative, world-class elements for each of three events, a 4,000-person indoor speaker program and concert, a 1,000-person indoor open house and a 5,000-person outdoor concert and fireworks. For the 4,000-person program and concert, The Anniversary Company transformed a municipal arena into an elegant, professional venue suitable for world-class musical performances and presentations by world leaders.
- Events included all Kellogg top management, Greater Battle Creek municipal, community and business leaders, Governor Granholm, Nobel Laureate Archbishop Desmond Tutu of South Africa, The Boys Choir of Harlem, The Battle Creek Symphony, the Brass Band of Battle Creek, entertainers from American Idol, 400 W. K. Kellogg employees and 10,000 of their closest friends.

RESULTS

More than 10,000 people had a positive hands-on experience with the W. K. Kellogg Foundation.

- Thousands more across Michigan likely have a favorable impression of the organization thanks to media coverage and word of mouth.
- All objectives exceeded and all elements within budget



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