



## Impact Consulting Enterprises

www.eimpactconsulting.com  
191 Central Avenue  
Newark, NJ 07103

## Cheryl McCants, MS MA

Founder & CEO  
cmccants@eimpactconsulting.com  
973-337-2028 (O); 877-337-2276 (F)



## WHY IMPACT

Impact Consulting Enterprises, a Black woman-owned, award-winning, creative, marketing solution and digital communication agency, specializes in helping clients connect and communicate with diverse audiences both online and offline. Foundations, corporations, and agencies work with us to engage with the community, enhance their diversity, equity, and inclusion practices, increase brand engagement, and achieve revenue and recruitment objectives. Clients choose us because we tell research-based, award-winning stories that inspire smiles, trust, and confidence, while delivering exceptional customer service, and completing projects on time and on budget.

## CORE VALUES

Deliver Solutions

Drive Action with Passion

Put Customers First

Lead with Creative Ideas

Give Back

## DIFFERENTIATORS

- ✓ Certified **Offshore Wind Ready** by the Business Network for Offshore Wind – completed multiple years of industry education.
- ✓ Communicate powerful messages via multiple platforms to educate audiences on key renewable energy opportunities.
- ✓ Strategize, implement, assess, and recalibrate as a dependable and quality-focused extension of your team.
- ✓ Demonstrate leadership grounded in consumer and business insights via an approach steeped in SMARTIE goals and measurable outcomes.
- ✓ Maintain a deep bench of renewable energy experts including engineers with insight into solar technologies, wind energy solutions, and green chemistry.
- ✓ Actively engage and participate in renewable energy industry conferences and community discussions as thought leaders helping businesses and residents achieve net zero emissions.
- ✓ Conduct futurist strategy work, identify customer insights, and position clients as industry leaders in a variety of sectors.



## SELECTED PAST PERFORMANCE

### Philadelphia Energy Authority: Strategic Research



Community Insights, Policy Feedback, Strategic Recommendations, and Programmatic Evaluations

### National Minority Supplier Development Council: Event Support



Visual Identity, Journal Creation, Photography, Video Production, Email Marketing, Public Relations and Social Media Support

### New York & New Jersey Minority Supplier Development Council: Marketing & Communication



Website Design & Development, Public Relations, Email Marketing, Social Media Management, Collateral, Visual Identity

### RWJBarnabas Health System: Diversity & Inclusion: Social Impact, Community Investment



Strategic Advertising, Multicultural Marketing, Media Relations and Website Design

### COVID-19 Vaccine New Jersey: Strategic Multicultural and General Market Communication & Community Outreach



Community Outreach, Public Relations, Social Media Management, Digital Advertising, Collateral and Email Marketing



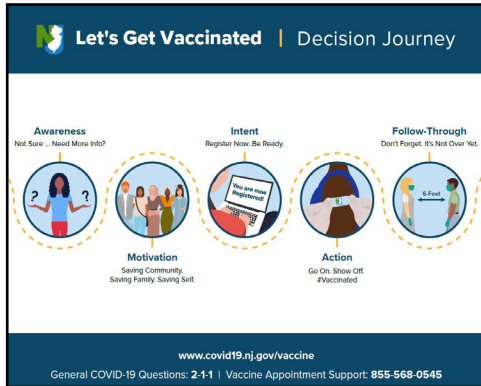
# STRATEGIC PARTNERS



We maintain an exclusive, strategic partnership with iHeartMedia's Unified Partnerships (UP) division. UP sits in the nucleus of the entire iHeart ecosystem. iHeart's UP team leverages their reach, 1st party data, and data suite to maximize media campaigns.



Our sister agency, UniWorld Group (UWG), remains the longest standing, full-service multicultural advertising and marketing agency in the U.S. UWG's international footprint, supported by their comprehensive, consumer data engine, enhances Impact's culture-forward, storytelling capabilities.



Impact was on the frontlines of COVID-19 vaccine outreach in New Jersey, partnering with agencies and organizations across the state and nation. We worked diligently to provide timely, relevant, accurate, and engaging information about the COVID-19 vaccine to communities throughout New Jersey.

We created highlevel communication plans that emphasized connecting with communities of color resistant to receive the vaccine. We also translated culturally relevant and diverse healthcare information into advertising campaigns designed to connect with and educate the community about the vaccine's safety and efficacy. Our toolkits, key messages, rounding kits, digital assets and other efforts helped New Jersey attain its goal of getting 70% of the population to receive at least one dose of the vaccine by July 2021.



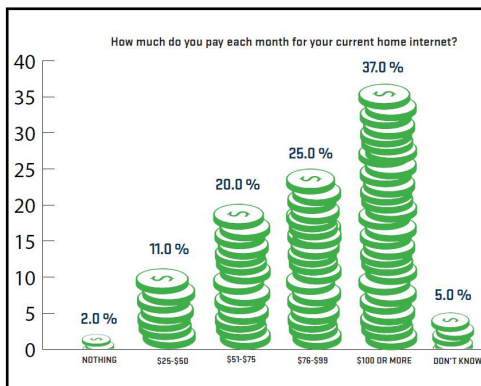
Contracted as Connecticut Public Utilities Regulatory Authority marketing consultants, we worked directly with the two largest electric distribution companies (EDCs) in the state to boost enrollment in energy assistance programs. Successful elements of the engagement included community user analyses, EDC engagement and process analysis, and EDC marketing materials and program analysis. We worked to make the utilities' education and outreach materials more effective and relevant.

Our insights led to the revision of marketing and communication outreach. Recommended policy shifts included a customer service culture and approach that dramatically increased participation in utility late payments, forgiveness, financial assistance, and payment option programs. We provided strategic and tactical recommendations for creative and media planning and placement as well.



The New York & New Jersey Minority Supplier Development Council (The Council) is one of 23 regional affiliates of the National Minority Supplier Development Council, the nation's largest supplier diversity certification and minority business enterprises development organization. The Council needed to secure a reputable, agile, creative, and efficient agency to provide marketing, public relations, communication, and website design, development, and maintenance support.

Impact provided unparalleled marketing communication and public relations support. We also curated and created social media messaging including gifs, micro videos, images and copy, while managing all aspects of the Council's social media channels. Over the course of four years, we organically grew their Facebook, Twitter, and LinkedIn accounts by 13%, 4%, and 79% respectively.



FCC fast, is not fast enough. Without reliable internet access, individuals can easily become disconnected from society and its opportunities. To address this issue, Impact was contracted to discover and recommend ways that ensure Newarkers assume their rightful places as integral participants in our digital society.

We gained reliable insights with 95% confidence and an acceptable margin of error (+/- 5%) into internet usage and access for residents, businesses and cultural infrastructure organizations within the City of Newark, NJ. We conducted interviews, created and distributed trilingual surveys, gathered sentiment, fielded research and secured feedback, as well as assessed and analyzed findings. Our final deliverables included recommended pathways to fill broadband internet gaps that guarantee digital equity for all.