



Impact Consulting Enterprises

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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

Do the Right Thing

Give Back



DIFFERENTIATORS

- ✓ Optimized to strategize, implement, assess, and recalibrate as a dependable and quality-focused extension of your team.
- ✓ Experienced in strategically connecting with diverse and hard-to-reach audiences through human-centered solutions.
- ✓ Committed to reducing expenses and implementing data-driven strategic plans that tell your untold stories.
- ✓ Focused on identifying psychographic profiles that guide marketing, public relations, media buying and advertising decisions.
- ✓ Celebrated for delivering multilingual and culturally competent expertise to elevate branding and communication campaigns.

SELECTED PAST PERFORMANCE

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



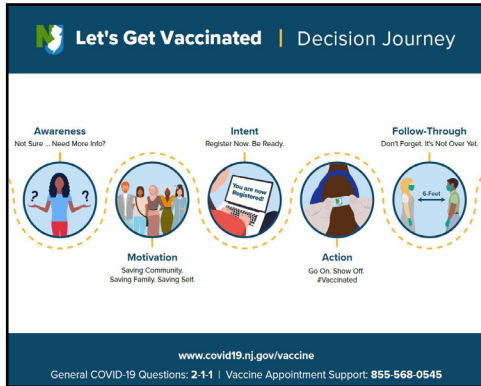
STRATEGIC PARTNERSHIPS



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.



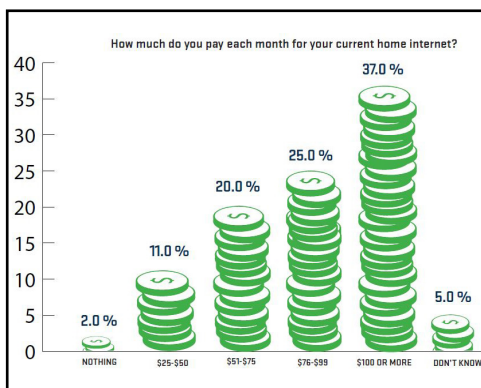
Contracted as Connecticut Public Utilities Regulatory Authority marketing consultants, we worked directly with the two largest electric distribution companies (EDCs) in the state to boost enrollment in energy assistance programs. Successful elements of the engagement included community user analyses, 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 for 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.