

COMMUNITY OUTREACH

SOCIAL MEDIA

WEBSITE DESIGN

CULTURALLY RELEVANT
MESSAGING

EXPERIENCE RESEARCH

GRAPHIC DESIGN

EVENTS | VIDEOS

STAKEHOLDER
ENGAGEMENTMULTICULTURAL
MARKETING

ADVERTISING

INTERNAL COMMUNICATION

PUBLIC RELATIONS

BRANDING CAMPAIGNS

CRISIS COMMUNICATION

MARKET RESEARCH

MEDIA BUYING



IMPACT CONSULTING ENTERPRISES

191 Central Avenue, Newark, NJ 07103
172 S. Clinton Street, East Orange, NJ 07018
www.eimpactconsulting.com

CHERYL MCCANTS

Founder & CEO
973.337.2028; fax 877.337.2276
attract@eimpactconsulting.com



WHY IMPACT

Impact Consulting Enterprises specializes in crafting strategic communication solutions that bridge gaps between organizations and their diverse stakeholders. Leveraging a deep understanding of cultural nuances and industry-specific challenges, this award-winning agency delivers tailored community engagement, marketing, advertising, and PR services that drive meaningful interactions and tangible results. Our approach is characterized by a commitment to inclusivity, innovation, and integrity, ensuring every campaign not only elevates our clients' brands but also contributes to broader societal progress. We focus on developing comprehensive communication strategies that encompass marketing, advertising, website, graphic design, social media, media planning, media buying, and public relations services.



PROBLEMS SOLVED. RESULTS ACHIEVED.

- Elevate public awareness and improve understanding about your programs, products and services.
- Eliminate frustration with ineffective email marketing, social media, branding, or advertising campaigns.
- Re-energize online channels and websites that are not generating desired traffic or response rates.
- Clarify ways to easily connect your offline and online presences to increase revenue or contributions.
- Engage your employees and community to better understand your mission and message.
- Maximize your media budget and execute campaigns that drive results and enhance your brand.

CORE VALUES

Put Clients First
Guide Action with Passion
Deliver Solutions
Lead with Powerful Creative Ideas
Do the Right Thing
Give Back

DIFFERENTIATORS

- Optimized to integrate generative AI and machine learning into all market research activities as an extension of your team.
- Proven track record in strategically connecting with LMI 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 targeted psychographic profiles that help guide marketing communication and advertising decisions.
- Celebrated for delivering multilingual and culturally relevant expertise to elevate branding and communication campaigns.
- Certified Offshore Wind Ready by the Oceanic Network.

Leveraging the Utility of Art

BACKGROUND

One of our nation's largest utility companies needed to construct a switching station in a large low-to-moderate income neighborhood. The community leaders, elected officials, appointed politicians, and residents opposed the project. Protests, injunctions and fighting significantly delayed project approval. Impact was engaged to develop communication materials that explained how the utility's targeted initiatives would help improve the local and regional quality of life.



APPROACH

We worked with city officials, utility company leadership, and community leaders to convert the development of a prison-looking switching station in a marginalized neighborhood into the creation of an "Art Wall" that enveloped the switching station. The Art Wall, designed by renowned architectural firm Adjaye Associates, celebrated for their design of the Smithsonian National Museum of African American History, featured local, national, and international artists. We helped bridge the gap between the utility's needs and the residents' concerns. Through coordinated feedback sessions and relevant storytelling, key stakeholders and local leaders became corporate advocates and helped to tell stories in meaningful ways that resonated with constituents. We worked with board members and foundation leaders to create strategic and tactical plans that had buy-in from all parties. The Art Wall was a celebrated success.

IMPACT

Crisis communication challenges normally associated with misunderstandings were averted, and the plans served as blueprints to address objectionable activities before problems arose. Impact told untold stories that developed and reinforced consumer loyalty. Our event management, public relations efforts, and media relations work promoted the utility's philanthropic activities and directly affected their bottom line by helping to retain nearly 13% of their 2.2 million customers. In the end, we helped secure a customer base worth \$327 million in annual revenue.

Connecting with Communities Around COVID-19

BACKGROUND

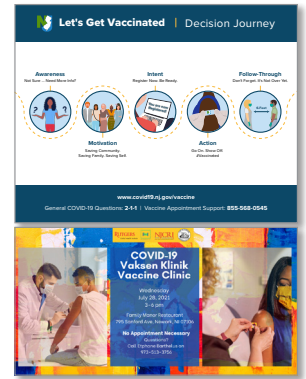
We have been on the frontlines of COVID-19 vaccine outreach from day one, partnering with organizations like Rutgers Global Health Institute, advertising and marketing agencies, the National Action Network, the CDC, and the State of New Jersey Department of Health.

APPROACH

Utilizing data-driven behavioral strategies and tactics, Impact crafted and effectively launched compelling messages, resourceful toolkits, creative campaign components, and engaging social media content that resonated with the intended audiences. We provided culturally relevant communication training to federal communicators and local community leaders. Our digital toolkits saved lives as they provided first responders, community leaders, and healthcare workers with much needed guidance. Because of our tenacity, attention to detail, and strategic relationship-oriented approach, pro-COVID vaccine information was distributed to millions.

IMPACT

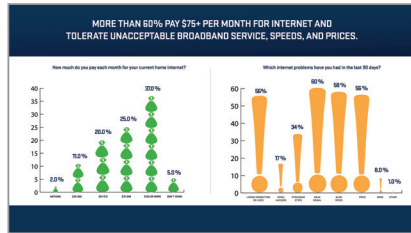
Our strategic key messages, digital assets, landing pages, social media materials, communication toolkits, and other resources helped New Jersey attain its goal of getting 70% of the state's population to take at least one dose of the COVID vaccine within six months of campaign launch – by July of the following year. Our earnest endeavor was driven first by our passion for helping to save lives and then by our desire to demonstrate that with the right strategic, caring, and culturally relevant communication and community outreach, solid strategic planning, strong leadership, and impactful management can encourage people to make a change for the better.



Making the Case: FCC Fast Is Not Fast Enough

BACKGROUND

For a broadband internet feasibility study, we were contracted to discover and recommend ways to ensure Newarkers assume their rightful places as integral participants in our digital society. We were tasked with reaching out to Newark, NJ residents, business owners, workers, employees, cultural infrastructure organizations, and anchor institutions.



APPROACH

We recommended pathways to fill broadband internet gaps that could guarantee digital equity for all by conducting interviews, creating and distributing trilingual surveys, fielding research and collecting feedback, gathering sentiment, and assessing and analyzing findings. We managed street teams who canvassed micro and small businesses throughout all five wards. We conducted interviews with a sampling of the residential, business, and organizational community and launched trilingual surveys (English, Spanish and Portuguese) for residents. Anchor institutions and cultural infrastructure organizations shared the surveys with their workforce. We worked with the City to promote the initiative on social media channels and connected with thousands via robocalls recorded by the Mayor. We created and distributed all content, including images, scripts and talking points to encourage participation.

IMPACT

In the end, we determined that FCC fast, was not fast enough. Our findings were used by the city, county, and state to apply for federal funding to improve the infrastructure and provide affordable high-speed broadband internet access across persistent poverty areas.

Sparking National Conversations to Save Black Moms and Babies

BACKGROUND

With the U.S. Congress and several local and state government agencies declaring racism a public health crisis, a communication strategy that removed the blame and responsibility of maternal and infant deaths in the Black community from the mothers, victims, and patients was needed.



APPROACH

Sharing and declaring that the healthcare system was responsible for the death of Black mothers and Black babies was a bold move that disrupted the entire infant and maternal healthcare ecosystem. This approach emboldened the country and the Health Resources and Services Administration (HSPA) to embrace change, freeing mothers to celebrate themselves and their lives. We developed a communication strategy that supported the launch and announcement of Nurture NJ. Nurture NJ is an innovative initiative dedicated to addressing the inequities in healthcare, as well as the systemic and structural barriers that prevent Black women from receiving the quality pre-, natal-, and post-natal care needed to ensure healthy births and healthy babies. We set out to make New Jersey the safest and most equitable place in the nation for Black mothers to deliver and raise a baby by reducing infant and maternal morbidity and mortality. We also created an educational website for various stakeholder groups. It can be found here: <https://nurturenj.nj.gov/>

IMPACT

Our conversations, messages, and clearly understandable framework guided development of the White House's blueprint for maternal health. Our efforts helped to encourage the community, cabinet officials, healthcare leaders, healthcare systems, and policy makers to address the alarming death rates of Black mothers and their babies. The Black Maternal Health Momnibus of 2023 legislation includes 13 bills aimed to address the maternal health crisis facing the United States.



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WE TELL YOUR STORIES.