

## LABOR

### MEMBER ENGAGEMENT

### TRUTH-CENTERED COMMUNICATION

### SOCIAL MEDIA

### WEBSITE DESIGN

### CULTURALLY RELEVANT MESSAGING

### EXPERIENCE RESEARCH

### GRAPHIC DESIGN

### EVENTS | VIDEOS

### STAKEHOLDER ENGAGEMENT

### COMMUNITY OUTREACH

### ADVERTISING

### INTERNAL COMMUNICATION

### PUBLIC RELATIONS

### BRANDING CAMPAIGNS

### CRISIS COMMUNICATION

### MARKET RESEARCH

### MEDIA BUYING



## IMPACT CONSULTING ENTERPRISES

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## WHY IMPACT

Impact Consulting Enterprises isn't just another marketing or PR agency. We're a team of award-winning journalists and experience-research designers who uncover truths others miss. We immerse ourselves in communities to understand what drives beliefs, behaviors, barriers, and motivation for change. We help organizations, brands, and communities see each other clearly — and connect with purpose. Our work goes beyond messaging. We specialize in connecting invisible clients with invisible communities.

These groups aren't unseen because of identity or status; they're "invisible" because they don't yet understand why the other exists. We close that gap with inclusive research, lived experience, and truth-centered communication. With Impact, audiences feel seen, respected, and inspired to act. We also decode what matters using advanced tools like machine learning and generative AI, then we design communications that:

- Strengthen member connection
- Support organizational goals
- Build lasting trust



## CHERYL McCANTS

Founder & CEO

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## WE COMMUNICATE TO ILLUMINATE

- **Illuminate Your Impact:** Boost awareness and understanding of your brand through culturally fluent, truth-centered communication.
- **End Marketing Misfires:** Replace ineffective campaigns with data-driven, award-winning strategies that deliver measurable results.
- **Revitalize Digital Engagement:** Transform underperforming websites and online channels into powerful platforms that attract and convert audiences.

## CORE VALUES

Put Clients and Communities First  
Act with Purpose and Passion  
Deliver Smart Solutions  
Lead with Bold, Culturally Fluent Ideas  
Do the Right Thing  
Give Back

## DIFFERENTIATORS

- **We Make the Invisible Visible®:** Bridge gaps between brands and communities through research, cultural fluency, and authentic storytelling.
- **Immersive, Human-Centered Research:** We go beyond data - immersing in communities to uncover cultural truths that drive real engagement.
- **Award-Winning Strategic Communication:** Deliver integrated campaigns that resonate across industries, cultures, and languages with measurable impact.
- **Culturally Fluent, Multilingual Expertise:** Craft inclusive, relevant messaging that builds trust and strengthens brand connections worldwide.
- **Proven Impact Across Sectors:** Drive results for global corporations, health systems, government agencies, and nonprofits for over 35 years.
- **Insight-Driven Creativity:** Combine research, lived experience, and design thinking to create campaigns that inspire action and loyalty.
- **Commitment to Truth and Transparency:** Tackle tough topics with clarity, empathy, and cultural intelligence to foster trust and alignment.

## Strengthened Engagement Across a National Member and Client Base

### BACKGROUND

A national business leadership conference was designed to engage and support a membership base of approximately 1,500 U.S.-based corporations while also attracting and serving approximately 17,000 business-owner clients. The organization needed to elevate the value of the week-long programming, generate buzz, and strengthen engagement among both corporate members and business clients within a compressed timeline.

### APPROACH

Impact provided strategic event, marketing, and media support for Leadership Week and its awards program. Our team developed and executed a national outreach effort designed to strengthen visibility, expand awareness, and position the convening as a high-value platform for engagement, development, recognition, and opportunity.

### IMPACT

Delivered within 90 days, the campaign reached more than 34.5 million people, generated more than \$600,000 in publicity value, and achieved an 871% ROI. The work helped transform the convening into a national visibility engine.



## Elevated the Value of Investing in Our Youth

### BACKGROUND

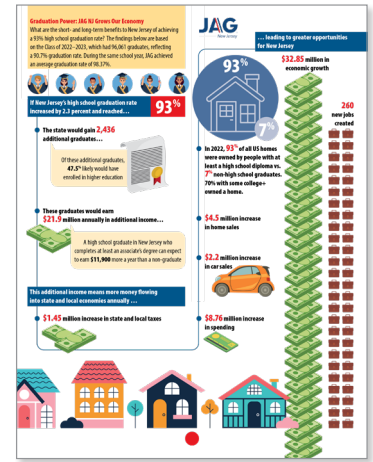
Jobs for America's Graduates New Jersey, a statewide youth-serving organization, delivered a 93%–100% graduation rate and contributed \$32.85 million to New Jersey's economy. Yet its value was not fully visible to legislators and other key stakeholders. The organization needed stronger messaging to support funding, advocacy, and long-term growth.

### APPROACH

Impact assessed and calculated JAG-NJ's remarkable 7,000% return on investment and built a stronger public and legislative narrative around student outcomes, workforce readiness, and economic value. Following a detailed SWOT analysis, our team developed legislative leave-behinds, infographics, and promotional materials tailored to legislators, donors, corporate partners, and school leaders.

### IMPACT

The work helped advance the organization's goal of regaining state funding while sharply increasing visibility and engagement. Facebook impressions rose 374% for page and profile activity and nearly 3,000% for posts. Instagram impressions increased 121% for page and profile activity and 2,100% for posts. LinkedIn impressions rose 8,300% for page and profile activity and more than 1,000% for posts, while engagement increased 16.09%.



## Expanded the Pipeline for Maritime Leadership

### BACKGROUND

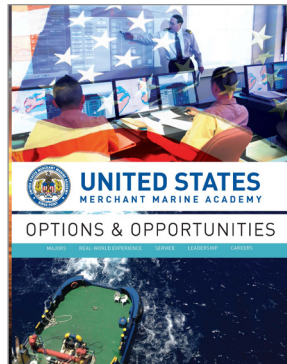
A U.S. federal service academy aimed to increase applications from students of color and women to address diversity gaps in the maritime industry and military. The Academy needed culturally relevant and engaging recruitment materials for diverse high school students and their parents.

### APPROACH

Impact conducted focus groups and interviews to inform a comprehensive admissions package. Our team developed a new brand image along with creative print, video, and digital materials. Deliverables included a new campus map, three admissions brochures, and six recruitment videos.

### IMPACT

The recruitment videos received tens of thousands of views and showcased the Academy's strengths through the perspectives of female and minority cadets. Female plebes increased by 9.7% in the first year of material production.



## Turned Resistance into Trust, Alignment, and Action

### BACKGROUND

A major utility company serving New Jersey and Long Island, New York needed to construct a switching station in a large low-to-moderate-income neighborhood. Community leaders, elected officials, and residents strongly opposed the project. Protests, injunctions, and infighting significantly delayed approval. The company needed communication materials that clearly explained how its targeted initiatives would improve local and regional quality of life.

### APPROACH

Impact worked with city officials, utility leadership, and community leaders to transform the development of a prison-looking switching station into the creation of an Art Wall that enveloped the site. Through coordinated feedback sessions, relevant storytelling, and strategic and tactical planning, our team helped bridge the gap between the utility's needs and residents' concerns and secure buy-in across stakeholders.

### IMPACT

Crisis communication challenges were averted, consumer loyalty was reinforced, and key stakeholders became advocates. Impact's work helped retain nearly 13% of the utility's 2.2 million customers and secure a customer base worth \$327 million in annual revenue.



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