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Core Competencies

Brand Marketing ... Social Media ... Internal Communication ... Media Relations

- Communication Strategy, Planning and Implementation
- Integrated Marketing, Promotion, Internal Communication and Media Campaigns
- Traditional, Social & Emerging Media
- Design, Develop, Write, Edit and Produce Marketing and Media Materials
- Media Relations Strategy and Support
 - Issues Management and Crisis Communication
- Qualitative and Quantitative Research – with Partners

Differentiators

We specialize in reaching people. We combine experience, up-to-date research and technology to reach and engage multi-generations from Boomers to Generation Z. We are particularly adept at connecting with African-Americans and Latinos, as well as Millennials and Women in those ethnic groups. Whatever their affinity, people respond when you speak their language.

We prove the power of diversity. We believe that powerful communication flows from diverse minds, thought processes and approaches. Because Impact's teams reflect broad and deep diversity, we craft unique and strategically creative solutions for our clients.

We work hard and smart. Our work ethic is driven by the belief that strategic innovation is the only way to stay relevant. Our goal is to provide each agency with environmentally sustainable, effective and efficient programs.

We market with purpose. Our clients recognize the profit in being good social citizens. Our passion is to support innovative initiatives that promote Healthy Communities, fight Homelessness and Invest in Youth – all making a difference in our future.

Company Data

Impact was founded in 1989 and holds the following credentials and certifications:

A+ rated by the Better Business Bureau

U.S. WOSB and SBA 8(a)

WBENC WBE

State of New Jersey DBE, SBE and MWBE

Port Authority of NY&NJ MWBE

State of New York DBE

Major Credit/Purchase Cards Accepted

NAICS: 541613, 541810, 541820, 541611, 611420, 611430, 711510

PSC: R409, R426, R499, R708, R799

CAGE: 6HQG5

DUNS: 620897413





Impact Consulting Enterprises Case Studies

GREAT FOOTBALL SUNDAY™



The homeless veterans, men, women and children in New York City and the State of New Jersey would have overflowed the 82,000-seat capacity of MetLife Stadium, the game venue for Super Bowl XLVIII.[1]

Cheryl McCants, Impact's principal, was well aware of these statistics from volunteer work with her hometown chapter of Family Promise, a national organization working to end homelessness for families with children. She conceived a bold campaign to leverage the media spotlight from the Super Bowl. By mid 2013, she had recruited a team of other women and minority business owners to join Impact in a mission to raise awareness and support for two organizations working successfully to end homelessness in the two-state region – 100,000 Homes and Family Promise of Bergen County.

The 2014 Great Football Sunday Team – led by Impact

Fearless Media	Mahin Impressions	Scarborough &	RocketHub
Focus USA	Marble Hill Media	Tweed	
Hotathon	Newark Bound	The Mixx	

Innovative Model

The Great Football Sunday campaign is a breakthrough approach to capacity building for nonprofit organizations. It does not depend on corporate grants or gifts, but rather invites companies to partner with the public.

Strategy

Leverage the media spotlight and social media buzz from Super Bowl to gain attention and support from corporations, community leaders and football fans in the region.

Branding & Media Campaign

The official campaign ran from August 2013 through Super Bowl Sunday, February 2, 2014. Impact created the brand name, strategic marketing and communication plan, as well as the financial model.

Activation included developing the logo, key messages, a new website, sponsorship pitch materials, the crowdfunding campaign site content, social media content, media releases and video. Scarborough & Tweed designed and produced the branded products offered as rewards for contributors to the crowdfunding campaign.

Outcomes

The Great Football Sunday 2014 campaign was 100% designed, developed and executed by small, local, minority and/or women-owned businesses: Impact, Focus-USA, Fearless Media, Scarborough & Tweed, MarbleHill Media, Hotathon and The Mixx.

Helping to spread the word was a network of supporters dubbed 'Friends of Great Football Sunday' with representation from the business, education and community sectors.

Friends of Great Football Sunday

- Essex County College (Newark, NJ)
- Women Presidents' Educational Organization
- Rutgers University Business School
- Technology Concepts Group, Inc.
- The Little Media Company
- Newark Bound, magazine and online, was a media sponsor



1. According to estimates by the New York City Coalition for the Homeless and CSH, an organization that conducts an annual census of the homeless. *Impact's application with the USPTO for Great Football Sunday trademark is in process.



SAMPLE CASE STUDIES BY INDUSTRY

Consumer



Impact team members have substantive experience in developing and implementing brand, marketing and promotion strategies for household name brands in apparel/footwear, confection, food, healthcare and retail. Additionally, Impact has consulted on research, brand positioning, experiential marketing strategy, media relations and new product development for consumer segments.

Public Affairs

Team Impact developed and executed the New York State communication, media and marketing activities for **One Nation Working Together**. The coalition of more than 310 organizations representing human and civil rights, environmental, ethnic, labor, peace, youth, student and faith-based missions brought hundreds of thousands of people to Washington, D.C. on October 2, 2010. We blogged, tweeted, posted, conducted interviews, etc. and generated at least 3,000 media hits in a 3-week period. Coverage included outlets such as AP, Reuters, *The Washington Post*, *The New York Times*, *USA Today*, *The Nation*, MSNBC, Huffington Post, NY1, CBS Radio, Pacifica Radio, and Politico.



Non-Profit: "Cambia una Vida. Es para Siempre" Campaign

Team Impact helped re-launch the only Congressionally-approved, girl-leadership organization in the U.S. and specifically targeted Latinas to join the organization. Leaders from across the nation participated in the creation of radio, print and digital Public Service Announcements designed to recruit additional volunteers. We designed, developed and produced the strategy, messaging and materials to promote this community-based campaign to "Change a life. It's forever."

Banking



Impact supported an international development bank's Communication Team as they created social media strategies and expanded their current use of social media platforms for member countries. The goal was to better position the bank's brand amongst citizens, constituents and other targeted audiences. Platforms included: Facebook, Twitter, Tumblr, Instagram and Pinterest. Impact partnered with the Communication for Social Change Consortium.

Civil Rights

Impact designed, developed and secured a national advertising campaign to promote the country's more than 100-year-old, historic civil rights organization dedicated to economic empowerment of urban communities. These print, digital and broadcast messages targeted young urban professionals, community leaders and potential corporate partners.

Manufacturing

A glass manufacturer needed a fully integrated strategic communication plan to launch a new product, reach a new audience and rebrand a 100-year-old company. Impact developed and executed the branding strategy and tactical plan that launched a traditional glass fabricator into the world of creative printing on glass for the architectural and design communities. Impact provided marketing, advertising and media relation services, including the design, production and placement of print and digital ads for trade publications, online news outlets, newspapers and magazines.

