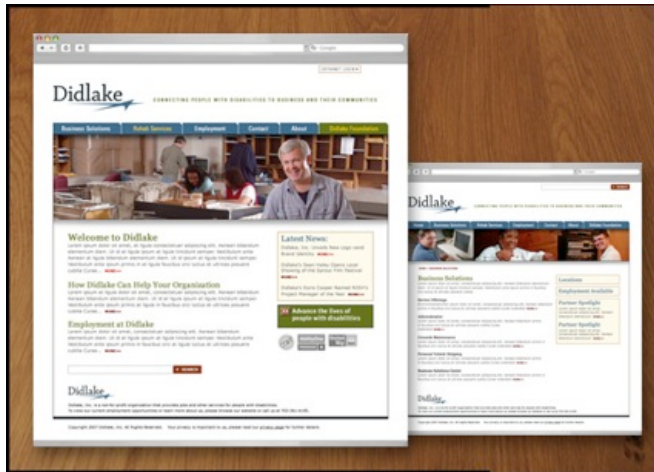


Advocacy Communications International, Inc.

Didlake, Inc.
Branding, New Messaging & Marketing



After decades of operation and a brand that had changed little since its original introduction, Didlake, wanted to reposition itself better for targeted government and corporate business clients. Didlake is a nonprofit enterprise that rehabilitates, trains and/or employs people with severe disabilities to provide services to large client companies and government agencies. After collaborating closely with Didlake to ascertain how the organization wished to be perceived by current and potential new target audiences and stakeholders, the ACII creative team created an extensive “Brand Brief” detailing opportunities and recommendations. Ultimately, we produced a new logo, key messages, Web site, communications style guide and more.

New Messaging

The following is a brief excerpt of key messages ACII developed for Didlake:

Elevator Speech

Didlake is a social enterprise dedicated to enriching the lives of people with disabilities by enabling them to realize their potential. Our support services include training that prepares individuals to enter the workforce while our award-winning contract services for industry and government provide jobs for many of the people we train.

Mission

Didlake creates opportunities that enrich the lives of people with disabilities.

Vision

Didlake envisions communities enriched by the inclusion of people with disabilities in valued social roles.

Support Services

Annually, Didlake enriches the lives of more than 1,400 people with disabilities through job support and training, day support services, stable employment with competitive wages and benefits, and paths for upward mobility.

Didlake is a CARF-accredited organization that has met the rigorous guidelines for service and quality set forth by the Commission on Accreditation of Rehabilitation Facilities.