

Outreach Strategists

PORTFOLIO 2022

What We Do



**Communications
& Public Relations**



**Research &
Advisory Services**



Public Affairs



**Digital Media &
Marketing**



Creative Services



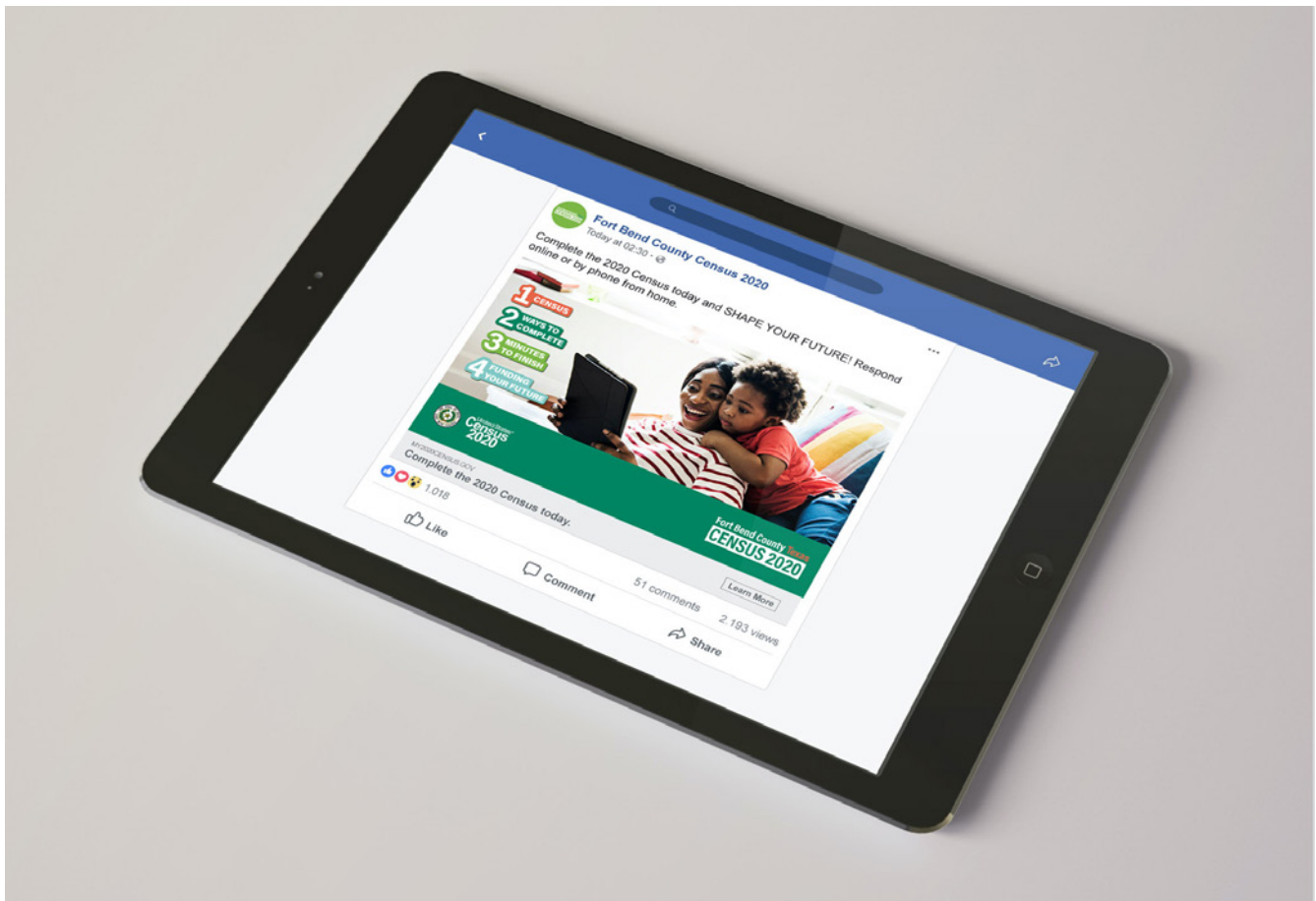
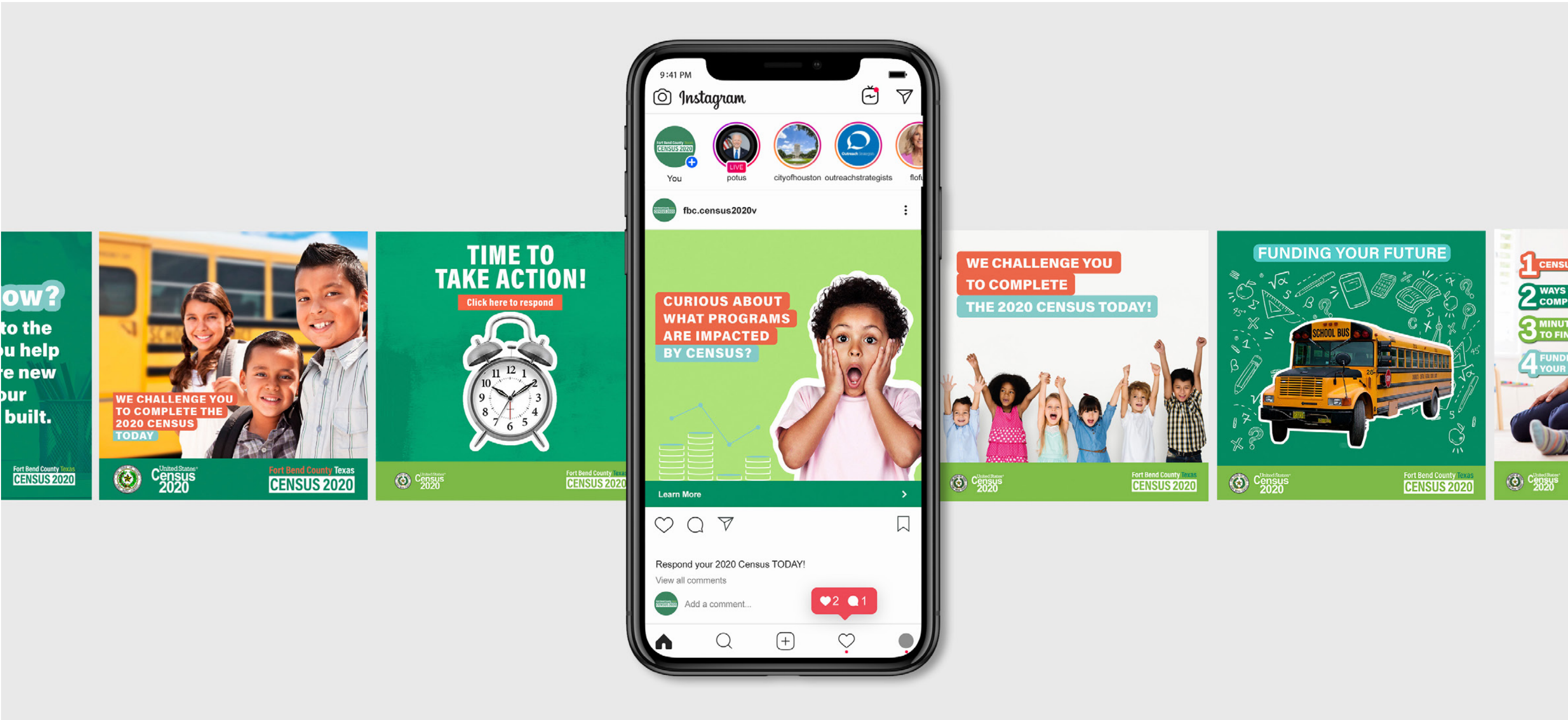
OS Studio

Fort Bend County 2020 Census

Branding / Digital Marketing / Social Media / Printed Collateral

In Fort Bend County, Outreach Strategists developed a layered campaign focused on digital and direct outreach.

Outreach Strategists did this through securing over \$400,000 in funding to support direct mail, peer-to-peer and text messaging, and digital advertising in targeted hard to count communities in Fort Bend County.



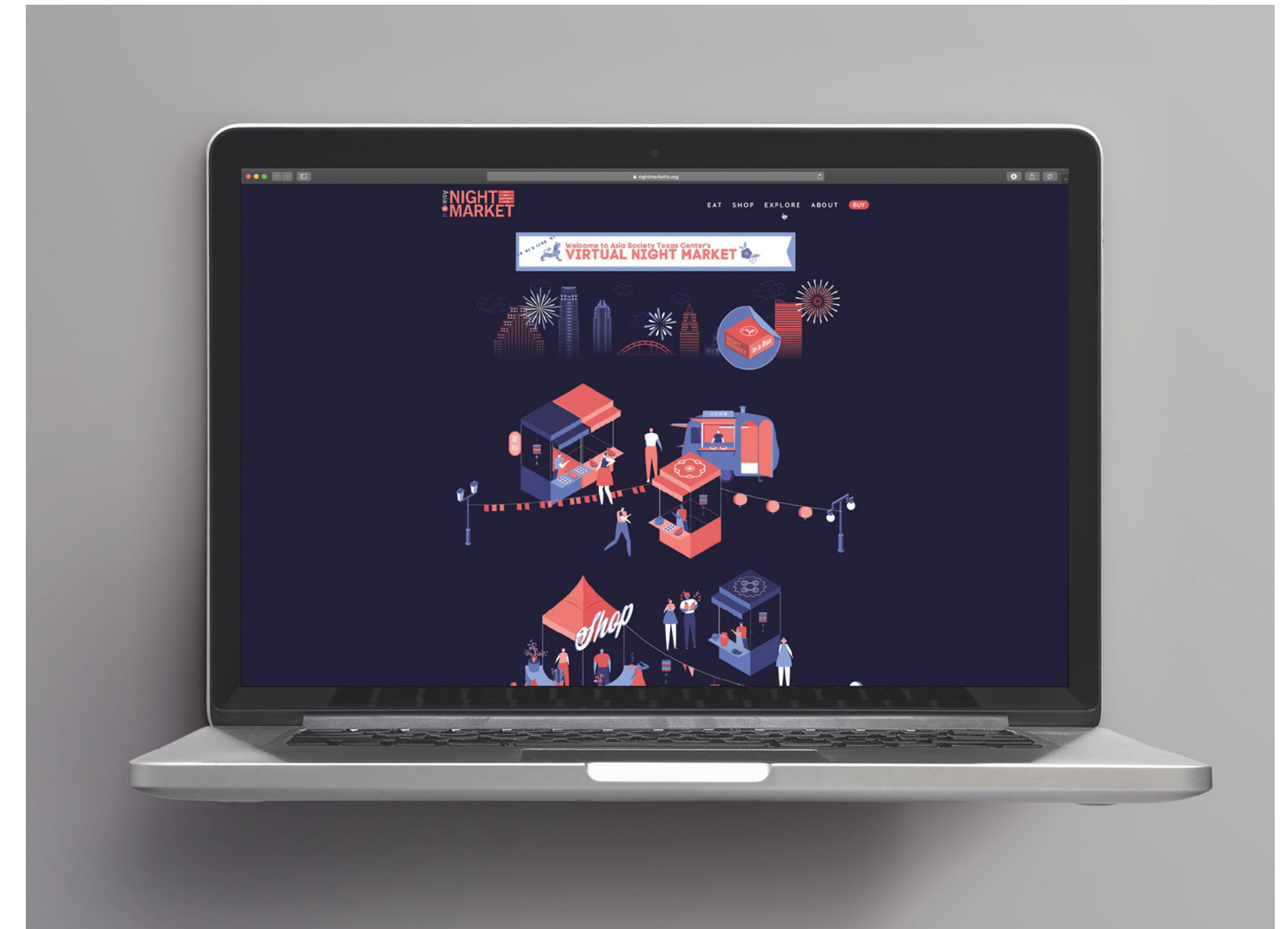
Asia Society Night Market

Link: nightmarkettx.org

Web / Illustration / Postcards

Night Market is an annual festival hosted by Asia Society since 2013 that celebrates Houston's vibrant and diverse Asian American Pacific Islander communities. For its 2020 edition, at OS we created the festival's brand identity, as well as a fully customized website, where the audience could meet and interact with both exhibitors and the community in general.

The integral development of the graphic identity included a series of animated illustrations and several brand applications for promotional materials and social media.



AsiaTown 2021

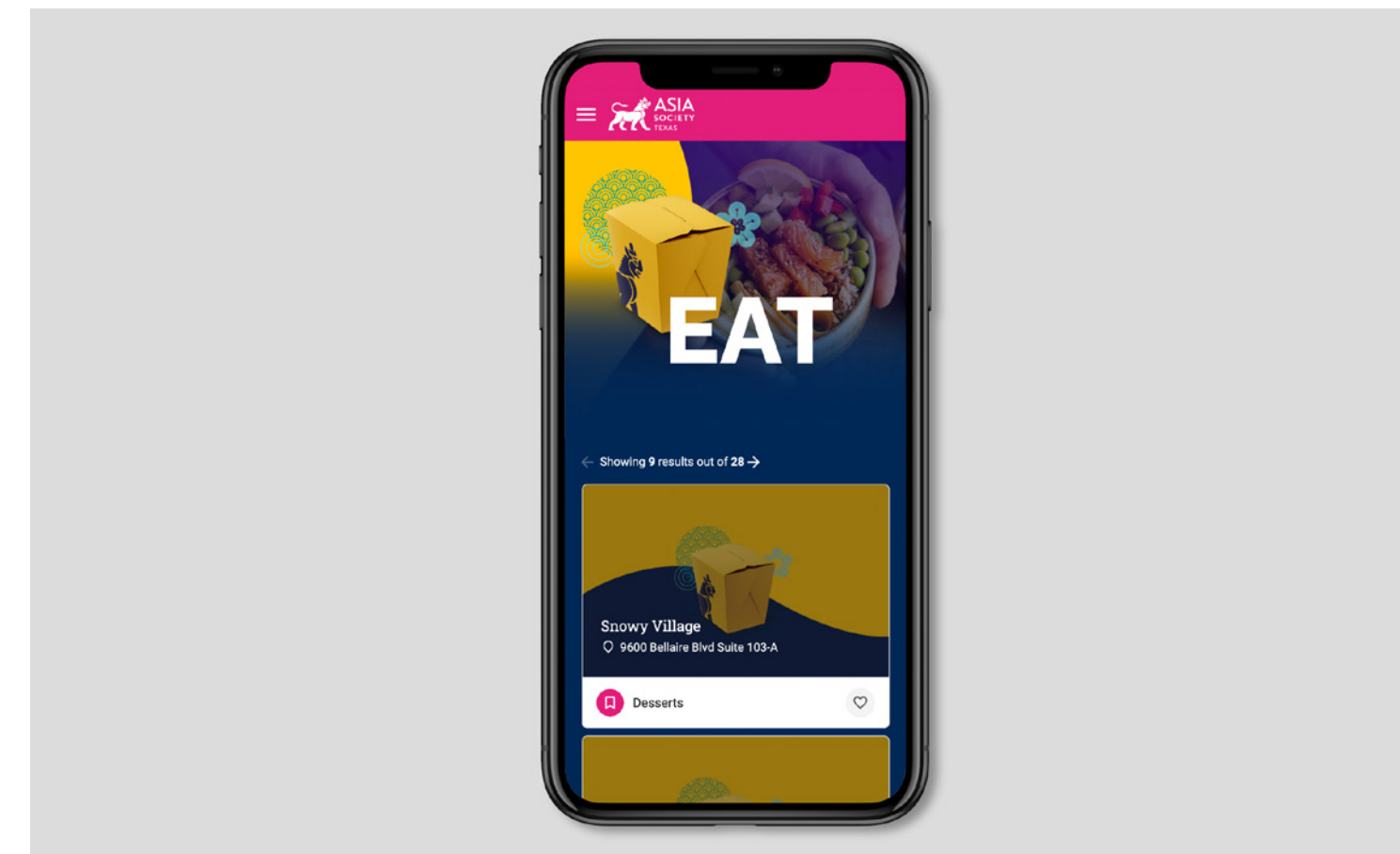
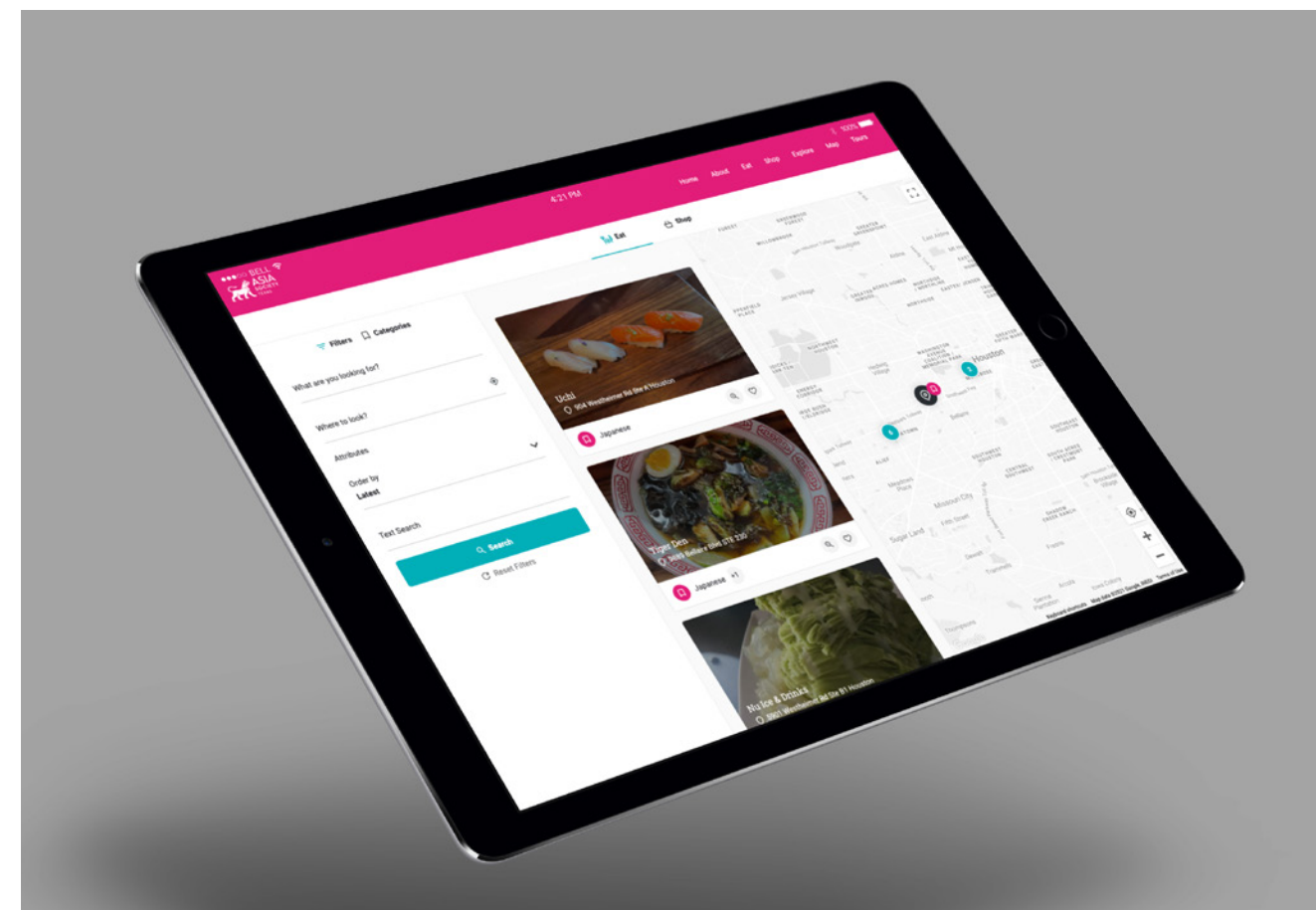
Web

Asia Society Night Market's most recent edition included the development of a website in which, as a major innovation, an interactive map was integrated. Users who navigate the map will learn about the different alternatives and recommendations for both eating and shopping.

The site is completely self-administered and offers an extensive number of alternatives when it comes to personalizing the information of each of the projects and restaurants profiles.

As a result of basing the design on the recently renewed Asia Society branding the page feels much fresher and more contemporary. In addition, it integrates graphics that were uniquely designed for each of its sections.

Link: asiatownhtx.org



Stone Child College

Brand Audit / Rebranding

Stone Child College (SCC) is a tribally chartered college established to deliver post-secondary educational opportunities through degrees, certificates, and community education. SCC stresses the importance of preserving the Chippewa Cree language, culture, and history. Stone Child College demonstrates its commitment to student learning and achievement by providing quality educational programs and student services that professionally prepare students for the workforce or further education.

As part of the consulting project for SCC, we carried out an audit of the graphic identity based on its various applications, both digital and print, to create a unified and renewed branding in which the values of the institution are highlighted. This will function as the guiding axis to develop graphic applications that may be required in the future.



LULAC House

Branding / Web

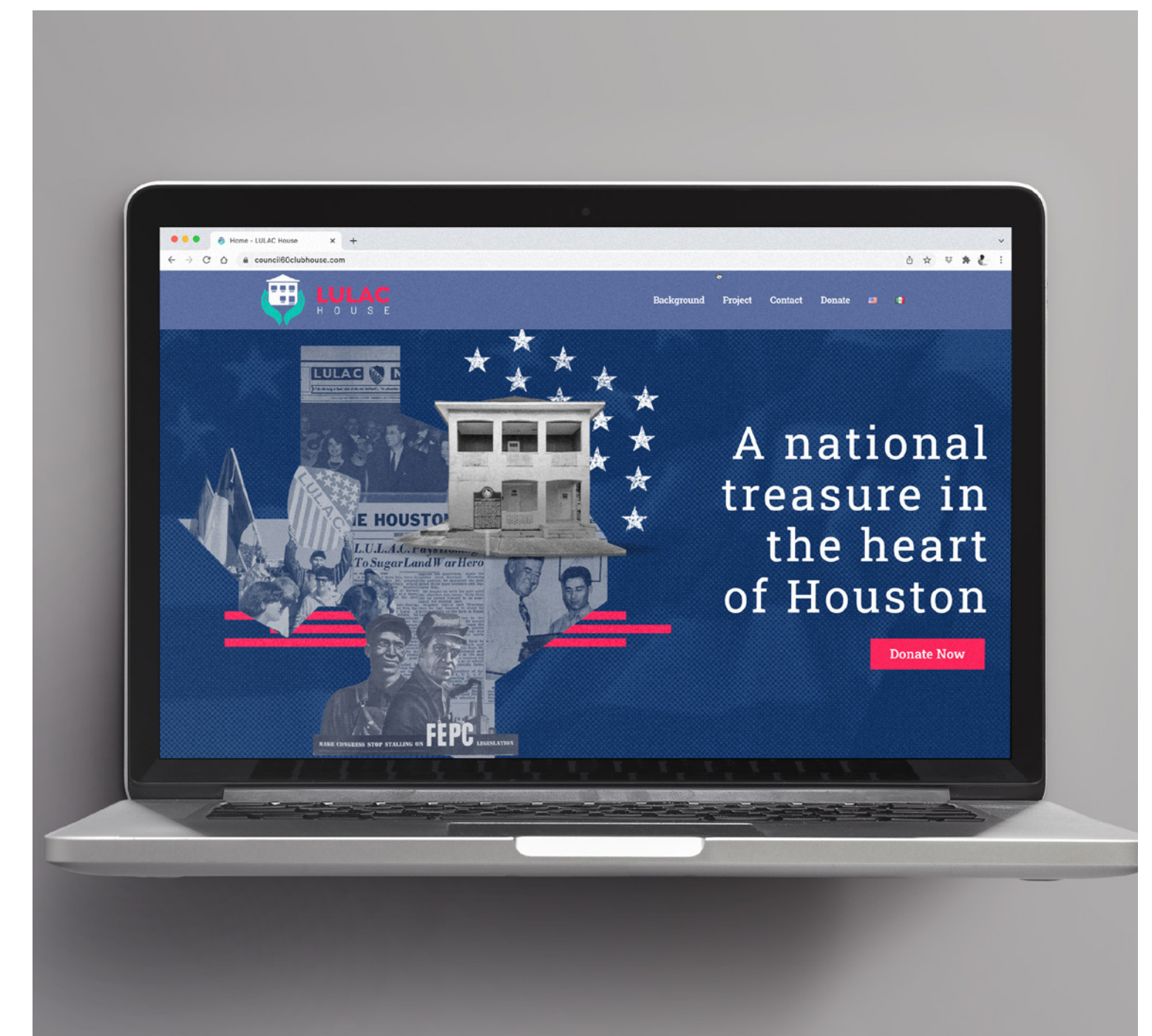
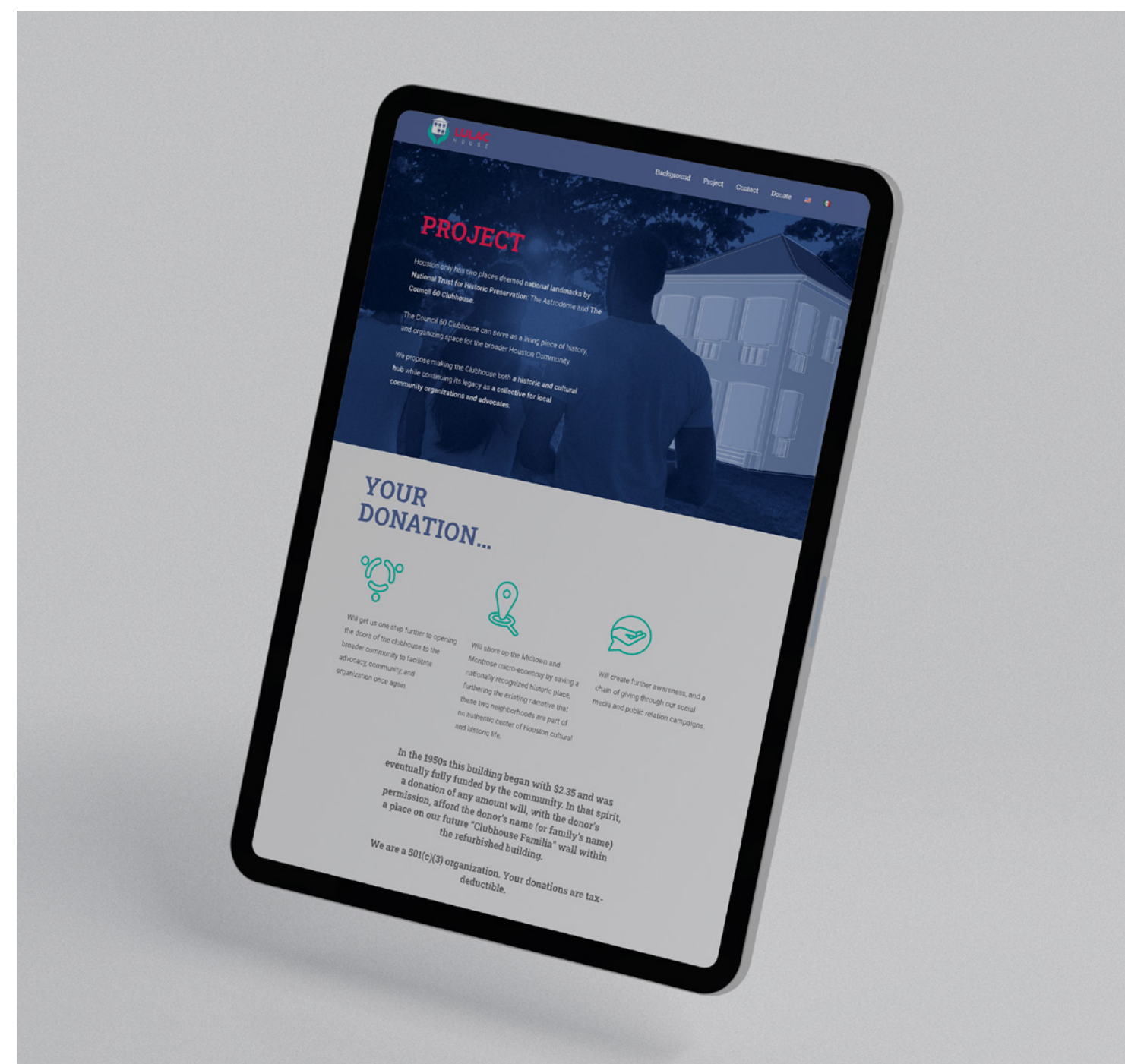
The modest, two-story stucco building that became LULAC Council 60's home was originally built in 1907 and purchased in 1955 for the use of their members. Council 60 was at the center of Mexican American political organizing in Houston during the 1950s and '60s, a formative time in civil rights history. Its Clubhouse served as the de facto national headquarters of LULAC throughout most of the Mexican American Civil Rights Movement. (The organization's national office in Washington, D.C., was not established until 1996.) During those two decades of influential civil rights work, Council 60 created three distinct programs that have helped the Latino community and other Americans from low-income backgrounds flourish today.

As part of the fundraising project for the restoration of the Clubhouse that served as the headquarters of the League of United Latin American Citizens, a graphic identity design was created, this included a logo and basic guidelines for its use.

In addition, a website which works in both English and Spanish was created to disseminate the project and promote donations. Also, the website launch was coupled with a social media campaign.



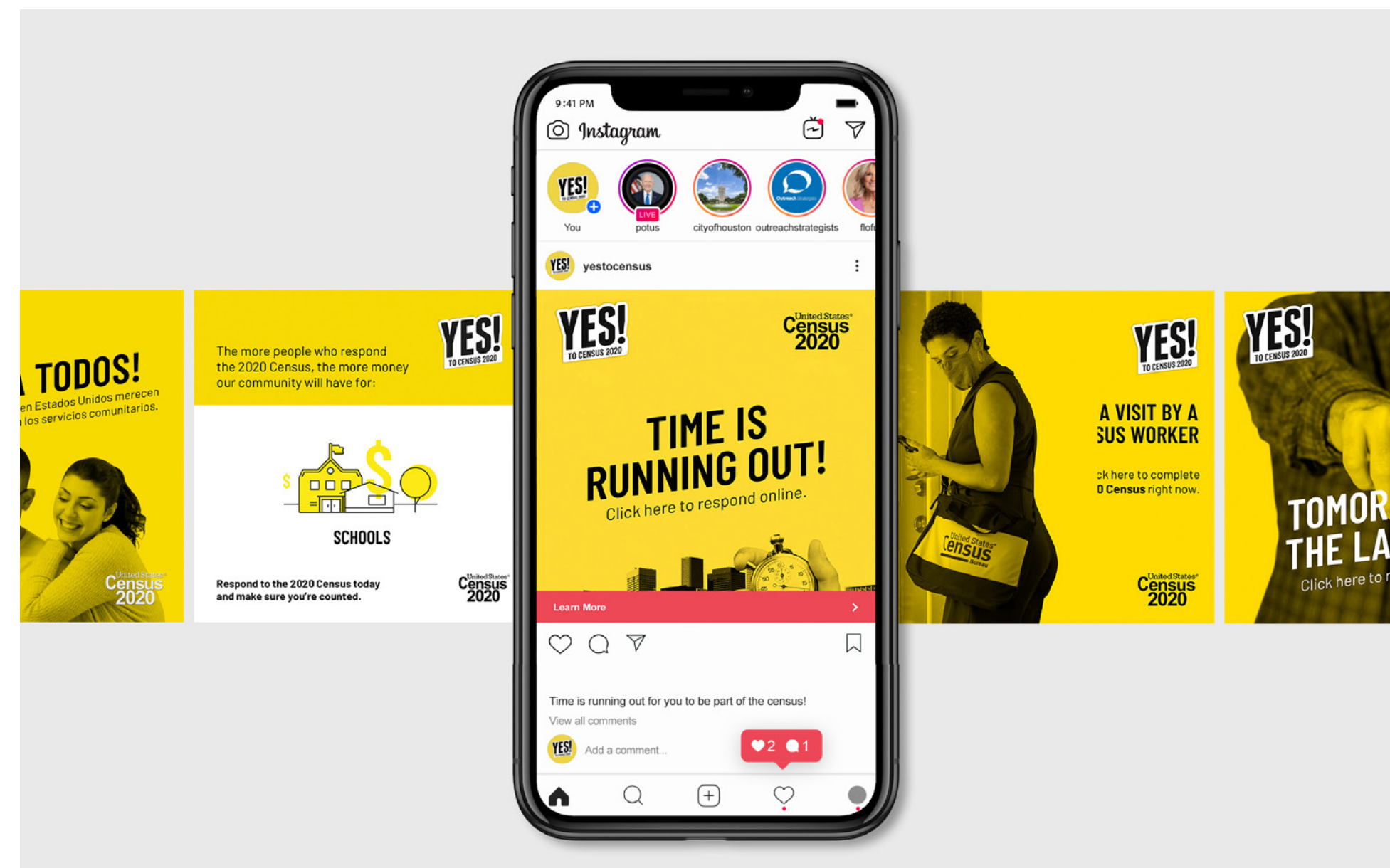
Link: council60clubhouse.com



Harris County County 2020 Census

Digital Marketing / Social Media / Printed Collateral

In Harris County and the City of Houston, Outreach Strategists oversees a \$4 million project consisting of outreach, communications, and data vendors. Our role is to provide strategic guidance in concert with vendors, task management ensuring data-driven implementation sourced from project's data science assets (experiments, surveys, and predictive models), facilitate streamlined communication between vendors, and prevent duplication of efforts with other partners operating in the space such as elected officials, the United States Census Bureau, and other operating entities.

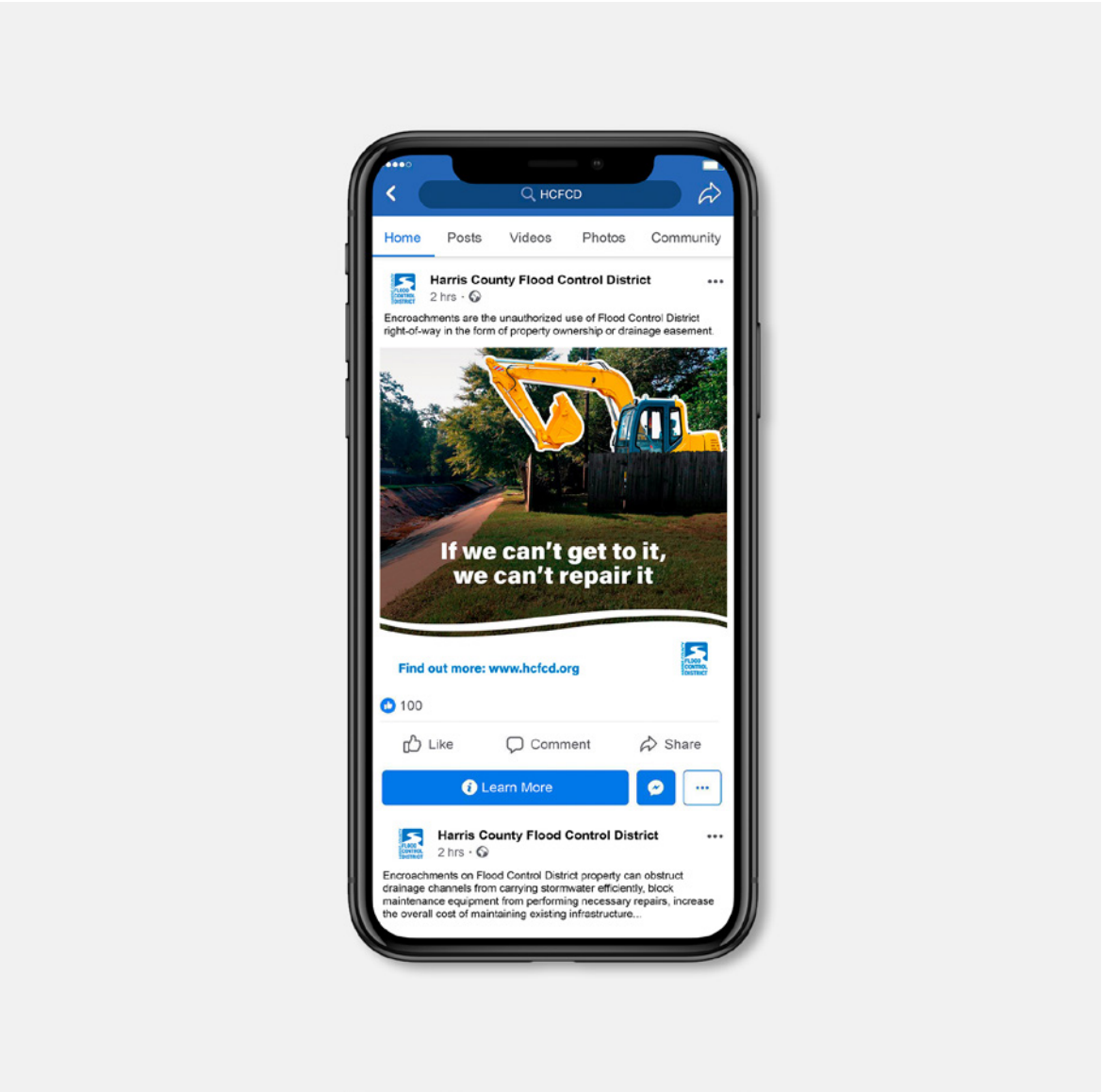


Harris County Flood Control District

Social Media / Printed Collateral

The Harris County Flood Control District selected Outreach Strategists as its contractor to perform community engagement and public outreach services for its newly organized Encroachments Division and for large-scale civil engineering and flood mitigation projects within the White Oak Bayou Watershed in central Harris County.

This work includes federally- required communications and outreach to the more than 400,000 residents living within the watershed’s boundaries.



Takata Airbag Recall

Printed Collateral

Takata Airbag Recall is the largest automobile safety recall in U.S. history. When deployed, these defective airbags can launch metal shrapnel at the driver and passengers in a vehicle, potentially injuring or even killing them.

The Houston-Harris County region had the largest number of unrepaired airbags in the nation and the federal monitor considered the region to be its top area of concern. The federal monitor tasked Outreach Strategists with developing a plan to build public engagement and awareness of the recall and the life-saving remedies available to vehicle owners.

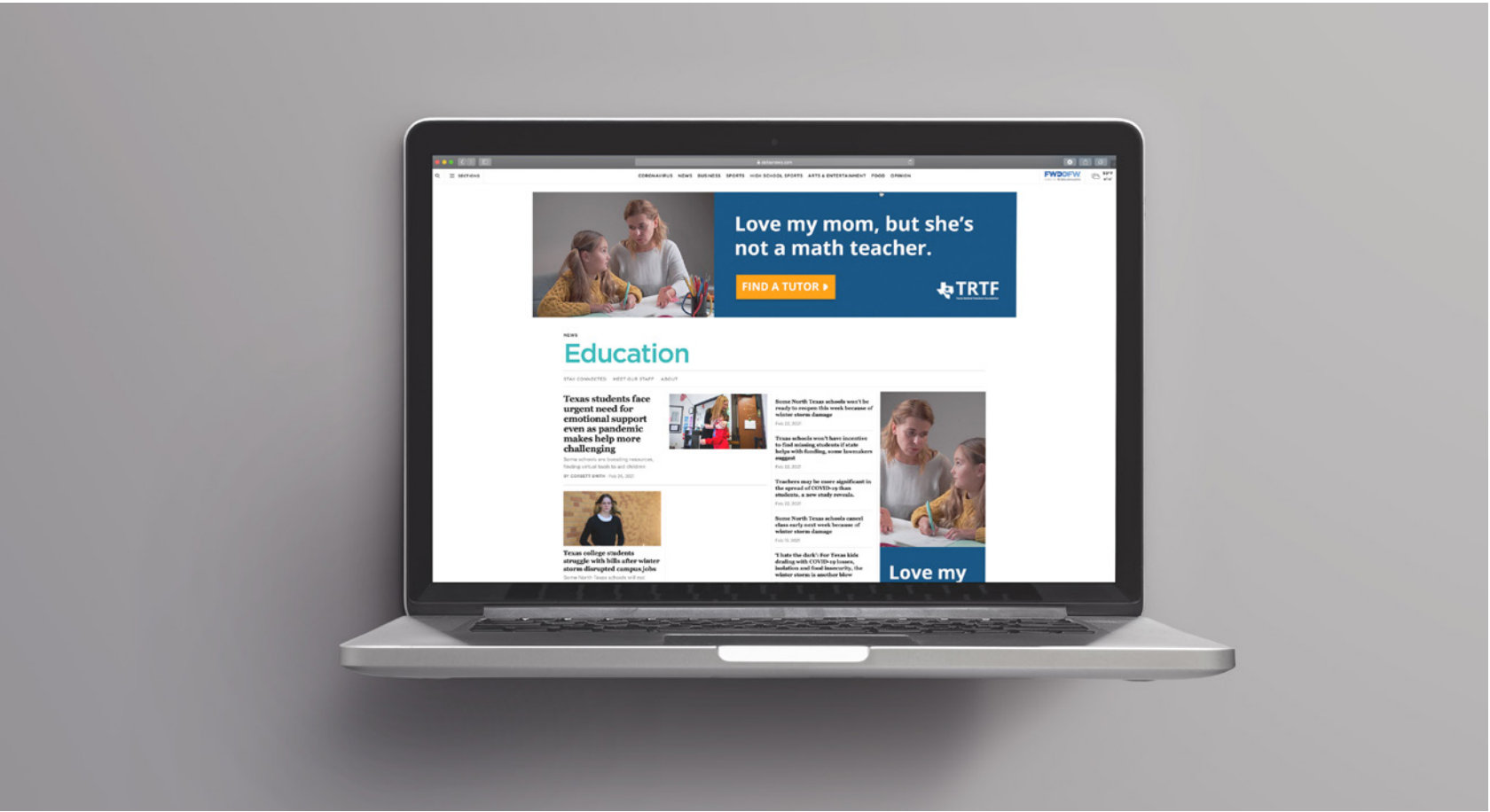


Texas Retired Teachers Asociation

Branding / Digital Marketing / Social Media

Outreach Strategists' goal was to position the Texas Retired Teachers Association as the premiere organization for former educators to have represent them in the public space.

Outreach Strategists did this through conducting a digital advertising campaign to grow of TRTA Membership base, providing creative services for advertisements and collateral items as needed, developing a comprehensive communications plan to position TRTA as the leader in advocating for Texas teachers and retired educators, conducting media outreach to expand name recognition and organic content for TRTA.



Deal Points Newsletter

Editorial Design

At Outreach Strategists we design the Deal Points newsletter, the semi-annual publication for the Mergers and Acquisitions Committee of the American Bar Association, the largest voluntary association of lawyers and legal advisers in the world.

The full development includes editorial layout, custom graphics, charts and illustrations.



Diversity Over Division

Branding / Web / Printed materials

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Get in touch!

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