

O N E I D E A C A N C H A N G E T H E W O R L D .

## COMPANY CAPABILITIES

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**VENTURES**

UNLIMITED, INC.

# ONE IDEA CAN CHANGE THE WORLD

## BREADTH

Integrated Marketing  
Experience with Multi-  
Cultural Competency

## EXPERTISE AREAS

- Healthcare Quality Initiatives
- Health Equity Outreach Strategies
- Hard-to-Reach Audience Engagement
- Sustainable Community Awareness Campaign Models
- Client Internal Strategic Planning
- Brand Affinity Development

## PAST & CURRENT PARTNER CLIENTS

- Tapestry 360 Health / Heartland Health Centers
- Aetna Better Health of Illinois
- Blue Cross Blue Shield of Illinois
- Harmony/Meridian Health Plan
- IlliniCare Health
- American Bar Association
- City of Chicago OEMC
- Cook County DEM

## OUR IDENTITY

### WE ARE INNOVATIVE SOCIAL ENTREPRENEURS

Ventures Unlimited Inc. is an award-winning City of Chicago MBE/WBE and State of Illinois BEP-certified national integrated marketing communications firm based in Chicago, Illinois. Since we opened our doors in 1999, we have delivered groundbreaking, award-winning marketing and outreach strategies to some of the top Fortune 500 companies, not-for-profit organizations, public sector, and government agencies.

We have developed successful models that surpass expectations with a high return on investments. Simply put, we work to **EMPOWER** people, communities, and businesses. We build mutually beneficial partnerships and successful, sustainable, profitable, and resilient collaborations. A quote from Henry Ford says, "**Coming Together** is the beginning, **Keeping Together** is the progress, **Working Together** is the success."

## THE VENTURES DIFFERENCE

### YOUR PARTNER FOR EXTRAORDINARY RESULTS

Ventures has celebrated experience working across cultural, geographic, and socioeconomic audiences and platforms. One of our recognized areas of expertise is the precise ability to collaborate across our client partners' internal organizations to develop communication and engagement solutions to complex business communication problems.

We have the unique skill to translate and connect complicated messages that bridge gaps and provide education and valuable resources to "whole communities. The result is greater understanding, relatability, inclusion for everyone, and return on investment.

# TELLING YOUR STORY, DRIVING IMPACT

**We believe in the power of IDEAS and its impact on communities and the world.**

## Core Services

- Market Research & Insights
- Marketing & Communication Plans
- Media Planning & Negotiation
- Online & Digital Engagement Campaigns
- Public Relations
- Strategic Alliances/Partner Development
- Brand Enhancement & Creative Design
- HEDIS Care Gap Strategic Planning
- Outreach Engagement Strategy
- CHAPS Research / Staff Training

## SOME OF OUR WORK

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## TAPESTRY 360 HEALTH – (FORMERLY HEARTLAND HEALTH CENTERS)

*"Research as a foundation for an organizational name change"*

**THE STORY:** The Ventures team conducted marketplace Brand Audit Research for FQHC Heartland Health Centers (HHC) in preparation for an organization name change. HHC provides community-based healthcare for diverse and immigrant populations. Ventures collaborated with the HHC board and leadership team to uncover brand perceptions among patients, targeted community members, and HHC staff. Ventures' strategic research, outreach, and analysis included insights from the audience segments to help inform the name transition from Heartland Health Centers to Tapestry 360 Health. The research also guided the brand's creative development, messaging, and renaming campaign launch.



### Goals:

- Understand HHC's brand recognition, awareness of services, name affinity, and existing patient service drivers while identifying motivators driving potential new patient choice

### Approach:

- Developed and implemented quantitative and qualitative research, including:
  - Cross-organizational inter-departmental discovery focus groups
  - Multi-lingual/cultural online surveying
  - Qualitative one-on-one, in-depth interviews
- Data was gathered, segmented, and analyzed across patient demographics, age, culture, etc.

### Outcomes:

- Body of research and recommendations served as a foundation for a new multi-lingual/cultural strategic marketing and branding initiative
- Key insight uncovered the importance of meeting patients where they are with respect and understanding of their specific needs, including onsite translators, translated materials, and information
- Research provided consideration to the ability of providers and the organization to effectively deliver health care services that meet the social, cultural, and linguistic needs of patients
- Led to the successful renaming and brand awareness campaign launch, resulting in a 2023 Golden Trumpet Award

### Cultural Nuance/Competency:

- Research included the development and implementation of surveys in English, Spanish, Arabic, Burmese, and Vietnamese.
- The chart outlines preferred languages reported by research participants, validating the need for expanded cultural competency, understanding, and support for health centers and providers

**Patient and Community Preferred Languages**

English	Ebgu	Arabic	Hindi	Tagalog
Vietnamese	Urdu	French	Nepali	Asian
Filipino	Korean	Bagnoli	Burmese	
Spanish	Polish	Yoruba	Swahili	

## HARMONY/MERIDIAN HEALTH PLAN IL, A WELLCARE COMPANY

*"A new approach to customer attraction and retention."*

**THE STORY:** Harmony Health Plan (currently MeridianHealth) is a State of Illinois licensed managed care health organization. Harmony needed a new vision and strategic plan to support and enhance market brand awareness and a more robust engagement model to attract new and retain existing members.



### ACCOMPLISHMENTS:

- **ASSESSED** existing internal marketing plans and strategies
- **RESEARCHED** top opportunity zip codes, marketplace needs, and opportunities
- **BUILT** a new internal and external strategic marketing plan
- **CREATED** new local market culturally relevant branding
- **CO-COLLABORATED** with corporate strategies to achieve local marketing goals
- **REDESIGNED – EXECUTED – TESTED** a Quality centered community outreach model
- **LAUNCHED** Harmony's first Medicaid and HIV/AIDS ad and community outreach campaign



### Partner Engagement

- **SECURED** partnership network of over 100 HIV/AIDS partners through STEP UP. GET TESTED partnership for HIV/AIDS and Hep C testing



### IMPACT:

- **RECEIVED** recognition and presented to WellCare board of director (Harmony's parent company), for consideration in the development of a national model
- **40+** community/statewide partner expansion
- **5000+** HIV/AIDS and Hep C community screenings with links to care during AFC partnership



## Harmony/MeridianHealth Pan (Continued)

### EmPowerHer. EmPowerMe. EmPowerUs. Community Health Initiative (2016, 2017, 2018)

**THE STORY:** In collaboration with the Harmony IL team, Ventures created and implemented **EmPowerHer. EmPowerMe. EmPowerUs.** It is Harmony's first Quality focused community health outreach initiative designed to engage women, men, and their families by providing education and resources to help them take action for better, healthier lives.

#### ACCOMPLISHMENTS:

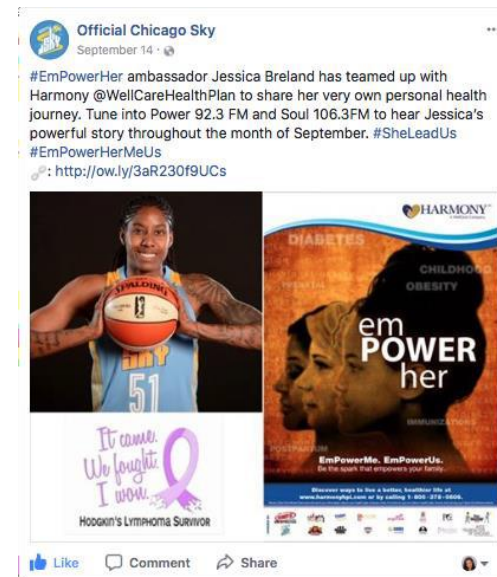
- **EXECUTED** 30+ community events, seven signature outreach events, social, paid and earned media, out of home advertising, partners as message amplifiers, radio, community media (newspapers, blogs, newsletters, etc.)
- **CREATED** bi-lingual multi-segment audience creative campaign and messaging to target the health needs to of various target demographics
- **GENERATED** Harmony's first EmPowerHer Magazine, which serves as a toolkit and resource for health information. Community partner organizations are featured throughout

#### Partnership and Sponsor Engagement

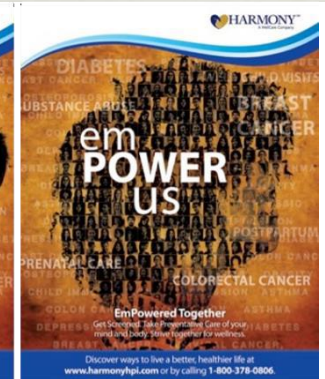
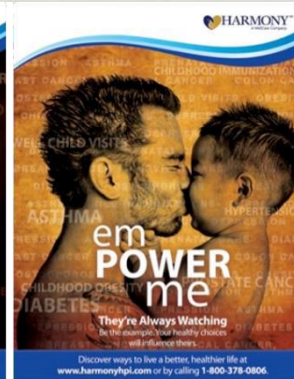
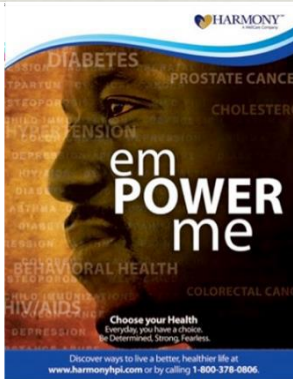
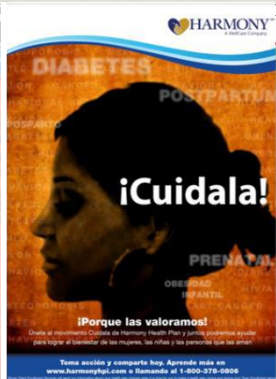
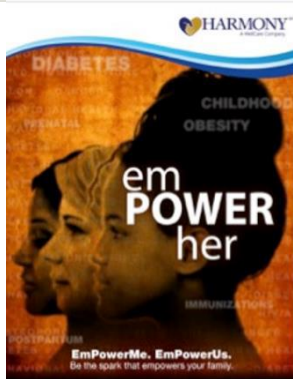
- **IDENTIFIED**, garnered and managed 15 EmPowerHer community, provider and media partners to address (11) critical HEDIS health issues impacting nine targeted Cook County underserved communities
- **INCREASED** campaign visibility with sponsorships including securing Chicago Sky and Jessica Breland as initiative ambassador
- **PUSHED** Monthly health messages via 15 partners at partner sites, online, events, and social media
- **AMPLIFIED** health message through securing ten partner interviews across four stations
- **BOOSTED** campaign visibility by negotiating over \$500,000 of added value media through a strategic partnership with Crawford Broadcast across three radio stations (Power 92, Soul 106.3 FM, Rejoice 102.3 FM) and La Ley 107.9FM
- **NEGOTIATED AND LEVERAGED** six year-round partner sponsorships to support dedicated partner organizations, foster goodwill in communities
- **CREATED unique one-of-a-kind** media and outreach for EmPowerHer.Me.Us awareness

#### IMPACT:

- **GARNERED 10M+ impressions** and Ventures negotiated advertising value over \$672K
- **CONTRIBUTED** to an **85% increase** in Harmony's quality health plan measures (HEDIS) for targeted critical health issues
- **NEGOTIATED AND MANAGED** 15+ community partners and sponsors
- **DEVELOPED AND EXECUTED FIRST** Community Awards and Education Series









## CITY OF CHICAGO/OEMC/FEMA, REGIONAL CATASTROPHIC EMERGENCY PREPAREDNESS PROGRAM

*Gear Up, Get Ready - "No one left behind."*

**THE STORY:** Beyond the aftermath of Hurricane Katrina, the Regional Catastrophic Preparedness grant was created to help assure that all residents, especially those with access and functional needs, had the knowledge and resources to prepare in the event of a catastrophic emergency. The VU team developed the integrated community outreach campaign entitled Gear Up. Get Ready. It can happen!



*It can happen!*

### ACCOMPLISHMENTS:

- **RESEARCHED** a community demographics and development comprehensive qualitative and quantitative report that provided segmented resident insights as a foundation for branding, messaging, and outreach efforts
- **CREATED** and executed a three-state – 16 county community-based emergency preparedness outreach pilot campaign
- **BUILT** a bi-lingual brand, message, interactive website, and online toolkit to provide program support and sustainability
- **LAUNCHED** an aggressive PR and media blitz alongside the campaign
- **BROADENED** reach and scope by securing community and strategic partners, alliances, and collaborations
- **BUILT** a sustainable and easy-to-use toolkit and training module for local EM teams
- **ESTABLISHED** a community outreach emergency preparedness model used nationally

### Partnership Engagement

- **COLLABORATED** with a multistate and county regional committee of 18 to create a unified program
- **SERVED** as liaison and coordinator of community, faith-based and emergency managers across three states to execute eight community outreach events
- **DEVELOPED** online partner tool kit and branded template outreach materials for program replication

### IMPACT:

- **5500+** residents reached in 31 days
- **SUSTAINABLE** platform for local, state and national emergency preparedness outreach efforts
- **5M+** earned media impressions from coverage
- **593,000+** campaign vehicle impressions generated





## COOK COUNTY DEPARTMENT OF HOMELAND SECURITY AND EMERGENCY MANAGEMENT

*CERP Project- "Communities standing in the gap for Emergency First Responders."*

**THE STORY:** The Community Emergency Response Program (CERP) was established to equip residents with the ability to plan, train, exercise, and better prepare themselves, their homes, and their communities before a disaster.



### ACCOMPLISHMENTS:

- **CONCEPTED** a multi-pronged strategy to introduce the CERP initiative to Cook County residents
- **CONDUCTED** research to get resident, geographic and partner insight
- **CREATED** CERP "teaser" campaign with preliminary messaging SPEAK UP. CONNECT. GET CERP! to build momentum for the official launch



### Partnership Engagement

- **ENGAGED** Cook County governmental leaders (Alderman, Commissioners, State Representatives, etc.) to provide CERP support to their constituents
- **DEVELOPED** the multi-denominational CERP All-Faith Community Coalition comprised of over 100 faith leaders across Cook County
- **SECURED** surveying and speaking opportunities for DHSEM Executive Director at significant churches and faith organizations



### IMPACT:

- **INITIATED** the CERP All-Faith Coalition garnering the support of approximately **100** faith leaders
- **LAUNCHED** 6 CERP "TEASER" events executed securing **800** CERP surveys in two months
- **NEGOTIATED** print and online media buys and editorial insertions
- **POSITIONED** DHSEM Executive Director throughout targeted communities, with face to face engagement opportunities to raise awareness



## MCDONALD'S USA

*"Creating a New Model and Changing the System"*



**THE STORY:** McDonald's McCafé brand launched in the US after great success in the international market. The organization's focus was based on the business goal of diversification in the fast-food company and providing a more significant, better experience for consumers and franchisees.

In 2010 Ventures began working on the McCafé line to help the organization reach culturally diverse consumers while driving product sales. They said it could not be done, but Ventures developed a unique sampling model that took the beverage machines out of stores and brought them into communities, thus creating the McDonald's McCafé Experience.

### ACCOMPLISHMENTS:

- **DESIGNED** McDonald's FIRST community event model with McCafé products and brand
- **PIONEERED** the FIRST national 38 And subsequent 42-city mobile sampling tour
- **PARTNERED** with independent local market owner-operators to drive traffic to stores
- **LEVERAGED** national ad buy schedule to drive engagement and sales in local markets
- **DEVELOPED** creative tied to national brand Identities launched a 37-foot mobile sampling unit
- **NEGOTIATED** purchase and redesigned of a 37-foot motorcoach for the launch
- **INNOVATED** how McCafé interfaced with consumers where they work, live and play
- **WON** the 2011 Pro Award for Best Multi- Cultural Campaign (Honorable Mention)



### IMPACT:

- Currently still serves as a platform for local and national sampling
- **125M+** tour impressions and over
- **120M+** media impressions
- **15%** sales increase in McCafé sales throughout the mobile tour