



Crafting Experiences Built for Business

## LINKS CREATIVE ALLIANCE DOSSIER **CORE CAPABILITIES**

## **Our starting point is your end result.**

At Links Creative Alliance, we start with your desired outcome in mind. Everything we do is focused on meeting—and potentially exceeding—your end goal. Our innovative solutions help our clients make meaningful connections with their customers—the types of connections that lead to engagement and, ultimately, the result you were after.

Founded in 2005, Links is a certified woman-owned business comprised of a multi-disciplined team. Each team member is classically-trained in their respective discipline and has nearly 20 years of experience. That experience bridges industries, from for-profit product and service companies to non-profit government, sports and arts organizations. We leverage the art of collaboration and the science of strategy to produce unique brand experiences that engage, inspire and transform today's competitive marketplaces.



- Links Creative Alliance (Links) is a virtual agency, headquartered in Speedway, IN, with a distributed team across the United States.
- Our team members have experience in a wide variety of industries—including security hardware, healthcare, consumer electronics, non-profit and sports—and across an array of platforms: online media, tradeshow, product packaging, retail displays, marketing collateral, employee communications and more.
- Links often becomes an extension of our clients' marketing organization because we openly collaborate across disciplines, departments and divisions.
- Our virtual agency model is the truth behind minimizing our overhead. Every dollar you spend with us is an investment in strategic and creative solutions, not in extravagant or elaborate operating expenses.



**LORI LONG**  
Founding Principal

Lori has been fortunate to work in some of the most challenging and fast-paced industries and with some of the most gifted people in the world.

At heart, Lori is a problem-solver. Her strength lies in solving business problems with innovative solutions that are meaningful to the target audience.

Most of all, Lori believes in creating something that works as well as it looks. And she does this by striving for balance—in life, in work and on the road!

## MISSION & VALUES

### MISSION

We provide creative, strategic and results-driven solutions to complex business problems.

*We accomplish this mission through these values:*

### FREEDOM

We believe in freedom to work how, when and where we need to in order to deliver the best solution to our clients. After all, we do our best work when we are relaxed, balanced and in the customer's moment of truth. This commitment to freedom allows us to envision solutions without limits.

### RESPECT

Mutual respect is ingrained in everything we do, from our collaboration with teammate and clients, to our pursuit of solutions that honor those we serve.

### FUN

Doing what you love means work shouldn't be hard. That's why we believe work should be a labor of love—experienced in a collaborative environment where ideas abound, enthusiasm flows and smart solutions move from ideas to action.



## THE LINKS TEAM

When you choose Links, you choose experience. Each team member is a seasoned professional with a minimum of 20 years in their respective discipline. Collectively, they bring to Links—and ultimately, our clients—expertise that has been honed in a variety of companies, work environments, industries and positions.

**This results in solutions that are sharp, sound and strategic.**

### PROJECT TEAM + DISCIPLINE

**LORI LONG**

Vision + Strategy / Big Idea Thinking

**THERESA OWENS**

Messaging + Content Generation

**BILL RILEY**

Messaging + Strategy

**STACIE BROOKS**

Graphic Design + Print Production

**ERIN KINGEN**

Graphic Design + Production

**AIMEE HELTON**

Interactive Design + Development

**TRACI NELSON-ALBERTSON**

Advanced Graphic Design

**LAURIE DUGAN**

Advanced Graphic Design

**CHRIS SHEARIN**

Videography + Animation

**ZELDRICK MARTIN**

Digital Advertising

**DR. SCOTT TOUSSAINT**

Operations + Administration

**TERESA O'RILEY**

Administration

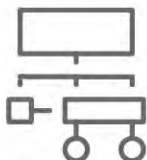
## OUR PROCESS

Based on the team's collective years of experience in the field, Links developed a brand activation process focused on strategy to help define solutions, execute the deliverables and measure the results.

*Key elements of the strategy include:*



**Discovery**



**Strategy**



**Visualization**



**Commercialization**



**Implementation**



**Training**

## OUR CAPABILITIES

Core competencies are one thing. What we do with them is another. When people ask us what we do—the answer is usually “solve problems” which is more than just providing deliverables.

### **Strategy**

competitive market assessment, facilitation of “ideal state” action planning and goal-setting

### **Marketing Communications**

targeted messaging development and communications planning, brand identity development and extension, traditional collateral development and production, advertising and promotion

### **New and Emerging Media**

website and app development, integration of cloud-based solutions, email marketing and lead generation and nurturing, online promotion, social media, video, search engine optimization

### **Consumer Experience**

user interface design, product packaging and user guide development, retail merchandising, product displays, tradeshow presence

### **Comprehensive Communications Consulting**

full marketing campaigns, integration of tactics to provide multiple touchpoints and enhanced impact

# IDENTITY DEVELOPMENT

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# COLLATERAL + IDENTITY

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## WEST LAFAYETTE PARKS & RECREATION REBRAND

Part of the rebranding exercise with WLP&R included exploring how the identity would take shape on signage, vehicles, and branded give-aways so that the steering committee could visualize the implementation and extension.

The mark is a true representation of the parks system in West Lafayette and was adopted and rolled out with ease during the COVID pandemic.

### West Lafayette Parks & Recreation Rebranding *Parks Interpretive + Entrance Signs*



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### West Lafayette Parks & Recreation Rebranding

*Wellness & Aquatics Center Signage*

- building
- monument "frame"



**wellness and  
aquatics center**





**West Lafayette Parks & Recreation Rebranding**  
*Parks Fleet/Maintenance Vehicle*

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### West Lafayette Parks & Recreation Rebranding *Retail / Branded Items*



Reusable Metal Waterbottle w/Carabiner  
2-color silkscreen



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Ventilated Runner's Cap  
2-color embroidery



## SPEEDWAY TRAILS IDENTITY UPDATE

Updating the Speedway Trails identity package focused on the non-profit organization claiming its rails-to-trails heritage, while also cementing fundraising efforts to identify matching funds for the first large grant for trails in the State of Indiana.

The mark is dynamic, meaning that it changes based on how its used. A super effective and intentional roll-out during COVID spurred a complementary update to the Town of Speedway so that the identities nest well together for the benefit of the public sector.





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## TOWN OF SPEEDWAY

A new town hall, on top of the unveiling of a dynamic new Speedway Trails identity package laid ground work for a steering committee to endeavor to create a visual identity for the Town of Speedway.

Of the many identity programs produced by Links, this one exhibits the most symbology and reference to an icon in Motor Sports, that is the cornerstone of this progressive community.



## TOWN OF SPEEDWAY COLLATERAL SYSTEM

To support an upcoming press conference, the Town of Speedway, Indiana, asked Links to develop a take-away that would provide consistent messaging across multiple media platforms. Unknowingly, this work would lay the groundwork for the exploration of an updated identity.

The community overview leave-behind highlights what makes Speedway a great place to live and work. Links also developed a quick reference pocket card to call attention to public parking options along Speedway's evolving Main Street corridor.

### RESULTS

- Provided framework for speaking cohesively about town and its offerings
- Laid groundwork for future brand development
- Used by local, regional and national media, with mention during the 101<sup>st</sup> running of the Indianapolis 500

#### AT-A-GLANCE

together an economy rooted in racing, advanced and hometown hospitality.

#### offerings along Main

Karting & 1911 Grill

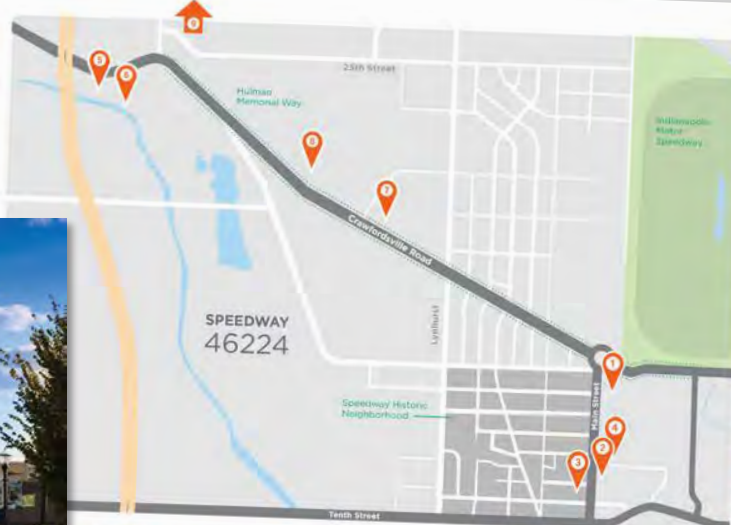
History

ence

by Pro Store

tal Engineering

- Speedway's hometown hospitality is second to none. Take a stroll down Main Street and visit our locally owned businesses:**
- O'Reilly's Irish Bar & Restaurant
  - The Famous Soda & Candy Company
  - Tacos and Tequila on Main
  - Barbecue and Bourbon
  - Dawson's on Main
  - Charlie Brown's Pancake and Steak House
  - Yogi's
  - Peace Through Yoga
  - Big Woods Securities



#### CRAWFORDSVILLE ROAD CORRIDOR

On the east side of Speedway, the Crawfordsville Road corridor is a new investment, blending seamlessly with longtime businesses.

Emerging corridor?

by Marriott's

at Indy is a

operated by

we promote

ists, poets

Pub offers a

landmark.

Pub is steep

erly live long

Speed 2018

#### DOWNTOWN SPEEDWAY Public Parking



PUBLIC  
PARKING



PUBLIC  
PARKING



PUBLIC  
PARKING

PUBLIC  
PARKING

PUBLIC  
PARKING

PUBLIC  
PARKING

PUBLIC  
PARKING

More parking options are

now available right off of

Main Street in Speedway.

GET THERE FOR FREE!

Find location for the new drive-thru

location. Openings for the new drive-thru

location are available. Openings for the new drive-thru

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#### HOWARD J. LACY II SPEEDWAY HIGH SCHOOL

Speedway schools have the lowest school property taxes in Indiana

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Speedway is the site of Arlon Bayliss' first Seeds of Light public art

Speedway, Indiana

A COMMUNITY ON THE MOVE



## DEVELOP INDY COLLATERAL SYSTEM

As the city's economic development arm, Develop Indy sought to better communicate its value proposition across various industry segments, including technology, manufacturing and research and development. Links created an identity and an integrated set of marketing tools for each of the city's targeted industries. This collateral showcased Indianapolis' breadth in the segment, specifically addressing elements that site selectors use as part of their evaluation.

### RESULTS

- Created identity and messaging set for specific economic development segments
- Created branding set for the organization



Indianapolis, Indiana, USA  
A Community of Progress



There are many reasons why Indianapolis is a place where your company can progress to the next level.

#### COST OF DOING BUSINESS

The affordable cost of living and doing business in Indianapolis has made it a prime location for many companies to start roots. As one of the least expensive large cities in the U.S., Indianapolis provides a favorable climate in which to establish and grow a business.

**Tax Structure:** The lowest sales and use tax in the Midwest.

**Real Estate:** One of the most competitive real estate markets in the country.

**Utilities:** Energy and communication utilities with competitive rates and state-of-the-art technologies.

#### LABOR AND WORKFORCE

In several strongly developed industry sectors, Indianapolis has an available, well-trained workforce in the areas of science, information technology, precision manufacturing, logistics, biotechnology and clean technology. Growing hybrid, renewable batteries and solar electricity production.

#### LOCATION / TRANSPORTATION INFRASTRUCTURE

Indianapolis is a large city—with a small town, welcoming feel. Our location in the state and country make it easier than ever to get around and connect with other parts of the world. Indianapolis is bikeable, walkable and overall transit-friendly with our strategically designed downtown business community and growing greenway system.

#### CULTURE AND LIFESTYLE

Indianapolis is the perfect balance of cosmopolitan style and small-town charm. And we consistently rank at the top of the list of the most affordable housing markets in the U.S.

**Education:** More than 300 primary and secondary schools, including public, private and charter schools.

**Sports:** Top sports city in the nation with several pro and amateur teams and many sport-related associations.

**Arts & Culture:** Thriving arts, theatre and music scene.



Access to investment capital resources, and graduates from the world's best engineering, advanced manufacturing programs. Indianapolis is the center of multiple industries.

#### HIGHER EDUCATION

**Indiana University-Purdue University Indianapolis:** Among universities in a number of professional and health-related disciplines.

**Ivy Tech Community College:** Advanced Manufacturing Center manufacturing technologies vital to Central Indiana's economy.

**Butler University:** Nationally ranked pharmacy program.

**The University of Indianapolis:** One of the state's largest producers of doctoral graduates.

**Marian College and Martin University:** Host of business and economics, entrepreneurship, computer technology, science and global studies.

In addition to the strong base of Indianapolis educational institutions benefit from the close proximity of nationally recognized schools, including Indiana University, Purdue University, the University of Notre Dame and Rose-Hulman Institute of Technology.

# **BRAND DEVELOPMENT + MANAGEMENT**

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## CITY OF AUBURN CORPORATE & DEPARTMENT BRANDING

While the City of Auburn had a logo, its visual presence was inconsistent across departments. Links refreshed the city brand and created sub-brands for each department. In particular, public-facing departments—like the Auburn Police Department and the Parks & Rec Department—needed individual recognition while maintaining their relationship to the City of Auburn.

To preserve the integrity of the new brand, ensure consistency and enhance its recognition, Links developed a brand playbook. This playbook provides a framework for how the brand should be executed across a variety of mediums. In particular, the playbook outlined how to use the corporate brand and department brands so they don't compete with each other, but rather promote connection and consistent voice and tone.

[VIEW GUIDELINES](#)



## FANIMATION CORPORATE BRANDING

Links worked closely with ceiling fan manufacturer Fanimation to reposition its corporate brand, which hadn't been refreshed in more than a decade. With a changing marketplace, there was a need to claim market position and cement a foundation that will support evolving channels of distribution.

To preserve the integrity of the new brand, ensure consistency and enhance its recognition, Links developed a brand playbook. This playbook provides an ongoing framework for how the brand should be executed across a variety of mediums.

To see the brand to its full extent, click here to review the brand guidelines.

[VIEW GUIDELINES](#)



# ONLINE PRESENCE + DIGITAL FOOTPRINT

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# CITY OF AUBURN DIGITAL STRATEGY

Links has been instrumental in developing an online communications strategy that leverages all of the City of Auburn's digital channels. Links first updated the city's website by reorganizing, condensing and customizing content for different audiences. A blog and social media platforms were then added to create more two-way communication and direct people to the website for information on city services. Most recently, a free app was launched to facilitate the distribution of project updates and news—providing yet another way to connect with city departments. Links currently manages editorial development, deployment and maintenance for the following online environments: [City of Auburn website](#), [standalone city app](#), [social media channels](#), [Auburn Essential Services website](#) and [CoGIGIS website](#).

## RESULTS

- Established an engaging and dynamic online presence
- Website visits: Nearly 900 visits per day with average session rate of 1:30
- Social media followers: 5,700+ on FB
- App downloads: Nearly 500 in first three months





# INDIANA WAR MEMORIALS FOUNDATION WEBSITE REDESIGN

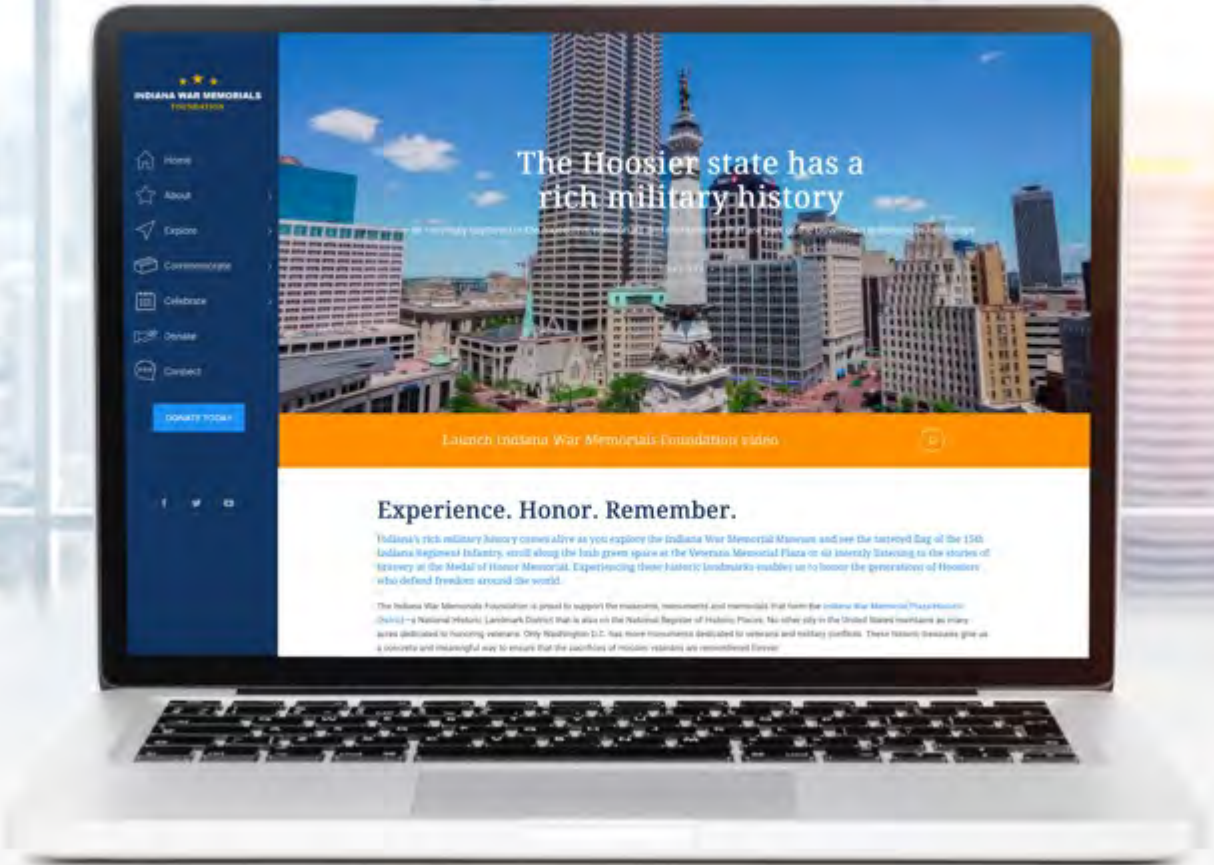
Links was engaged to design and develop a website to support the fundraising and promotional initiatives of the Indiana War Memorials Foundation. The Foundation's mission had become more defined and the previous website needed an update. The Foundation's board needed access to update it more often.

To jumpstart the project and generate immediate funding, Links expedited development on a freestanding site for the Bricks of Honor program to launch on Flag Day. Next, Links completed development of a full website that makes use of a collapsing side navigation and a custom map.

## RESULTS

- Provided IWMF first-time access to analytics
- Integrated with a third-party fundraising platform to track and digitize fundraising
- Allowed IWMF to update the site on its own

VIEW WEBSITE



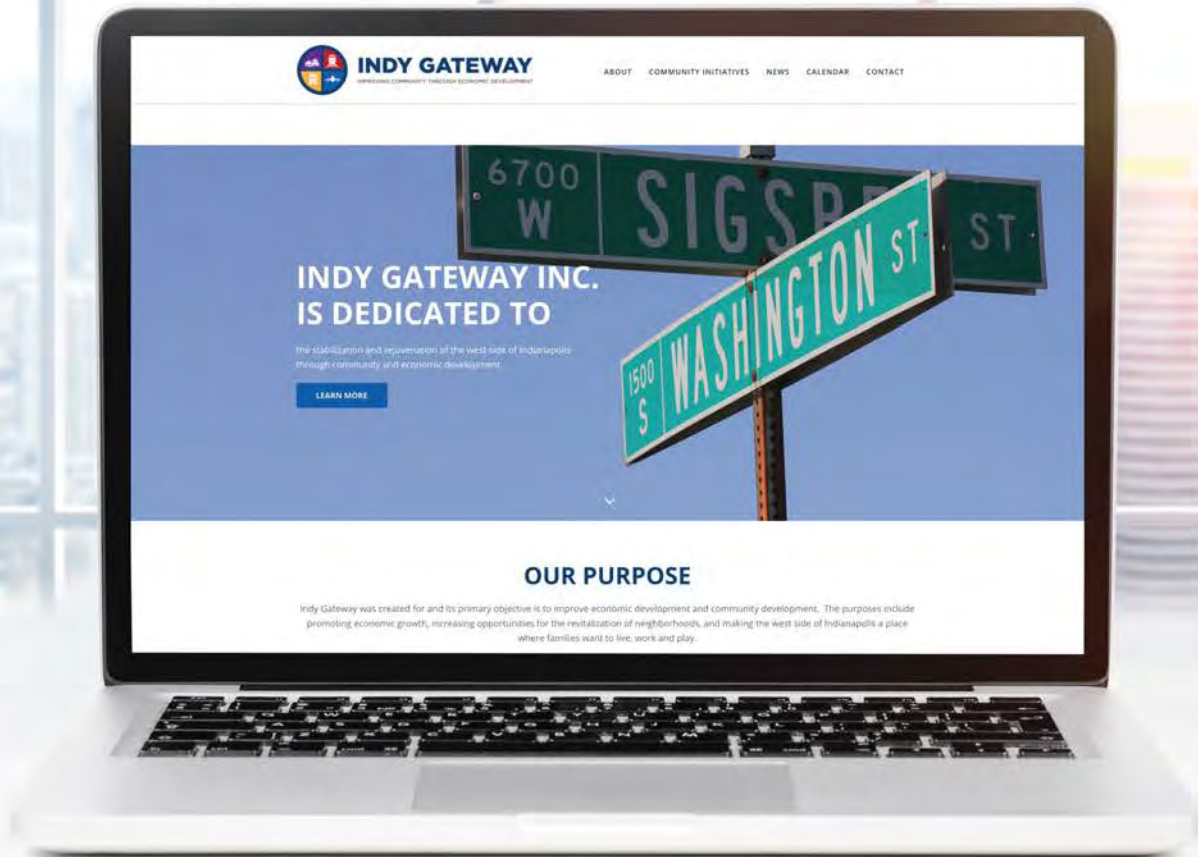
## INDY GATEWAY WEBSITE DESIGN

Indy Gateway approached Links for assistance developing a web presence. With a limited budget courtesy of a small grant, Links created a visually robust presence for the economic development district. In addition to establishing a solid online presence, the website is able to be managed and updated by the Indy Gateway staff.

### RESULTS

- Created a five-page website in just six weeks
- Created a scalable site that could be easily expanded with the launch of new initiatives
- Provided guidance on how to leverage social media to increase awareness

[VIEW WEBSITE](#)



## CHRISTIAN THEOLOGICAL SEMINARY

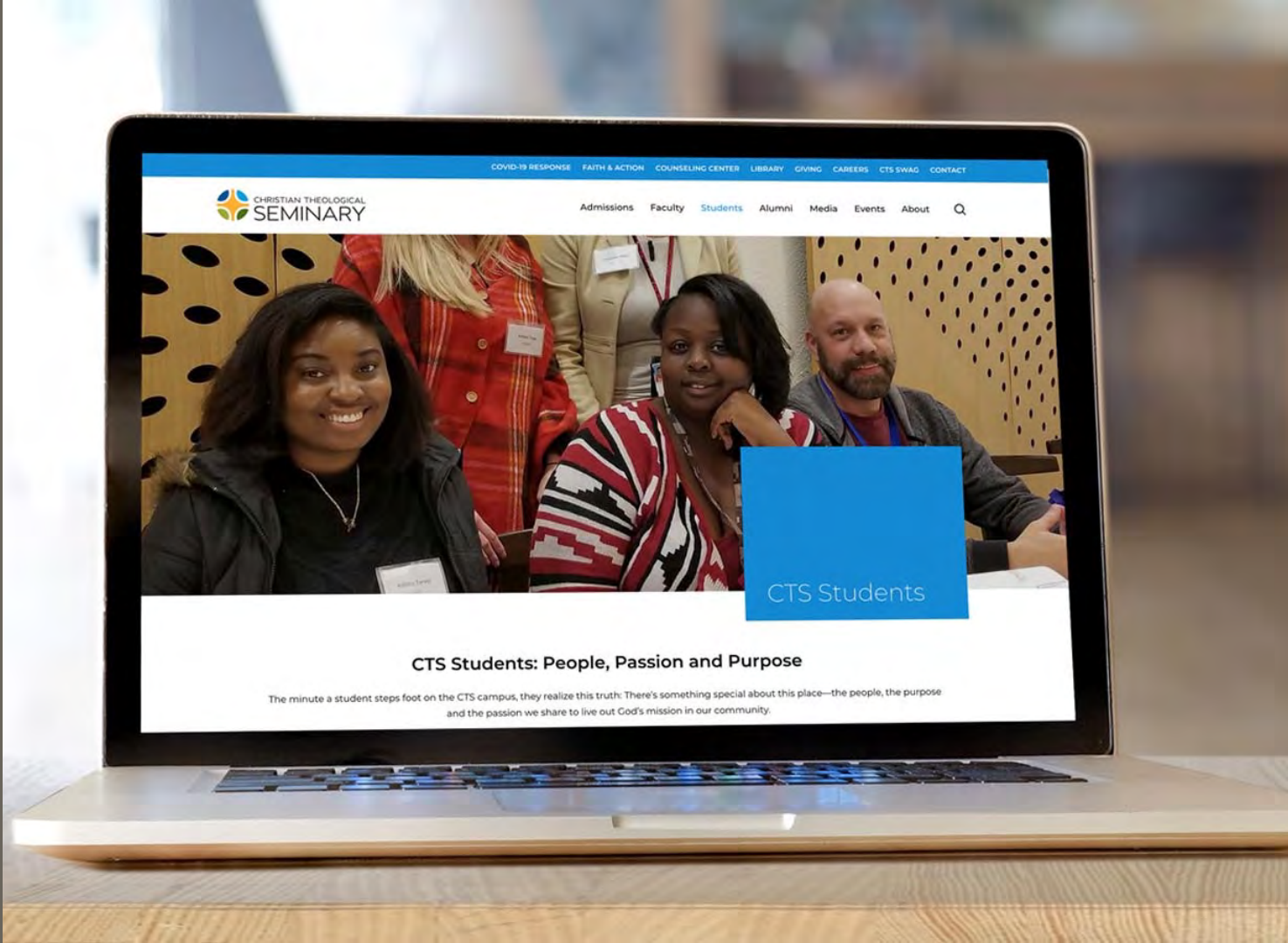
CTS engaged Links Creative Alliance in late 2019 to help them update their Admissions portal after a tough year of recruiting.

Links organized the site and reduced the amount of text information to create a more engaging site that increased application submission 50 percent. As a result, Links collaborated closely with the client to update every other section of the website over the next two years to create an online destination to support all the facets of the seminary, increasing traffic 150%..

### RESULTS

- Inbound traffic increased 150%.
- Applications for admission increased 50% in one year.
- Appointments at the Counseling Center doubled in early 2021.

[VIEW WEBSITE](#)





## THE CABARET

Links was engaged to design and develop a website to celebrate an updated brand and new state-of-the-art location for entertainment. A long-time partner of The Cabaret, the Links team opted to leverage the assets from nationally recognized Broadway artists to create a dramatic and engaging online presence. The site is easy to navigate and even easier to manage.

## RESULTS

- The site boasts two custom fonts and multiple full-screen images or video on every page—and loads in under 1 second.
- This site experiences traffic spikes during season ticket sales eclipsing more than 10,000 visitors per session, with no degradation.
- The client manages all content, including image preparation and swap out, with the help of 4 hours of training from the Links team who developed the site.

[VIEW WEBSITE](#)



## PIANO SOLUTIONS WEBSITE RELAUNCH

Unable to update web content on its own, Piano Solutions regularly faced significant time delays and high costs for minor changes. Additionally, with product inventory constantly changing, the lack of website functionality didn't allow the company to represent its current offering. Links created a new website using an e-commerce compliant content management system that allowed the company to launch its online store and compete with other retailers. In addition to a new website, Links rebranded and simplified their message, helping the specialty store distinguish itself and better communicate its value.

### RESULTS

- Developed website that accurately represents all the brands sold at the store
- Transferred management of website to client after one training session
- Increased showroom traffic because of more professional, up-to-date online presence

[VIEW WEBSITE](#)



# APP + USER INTERFACE

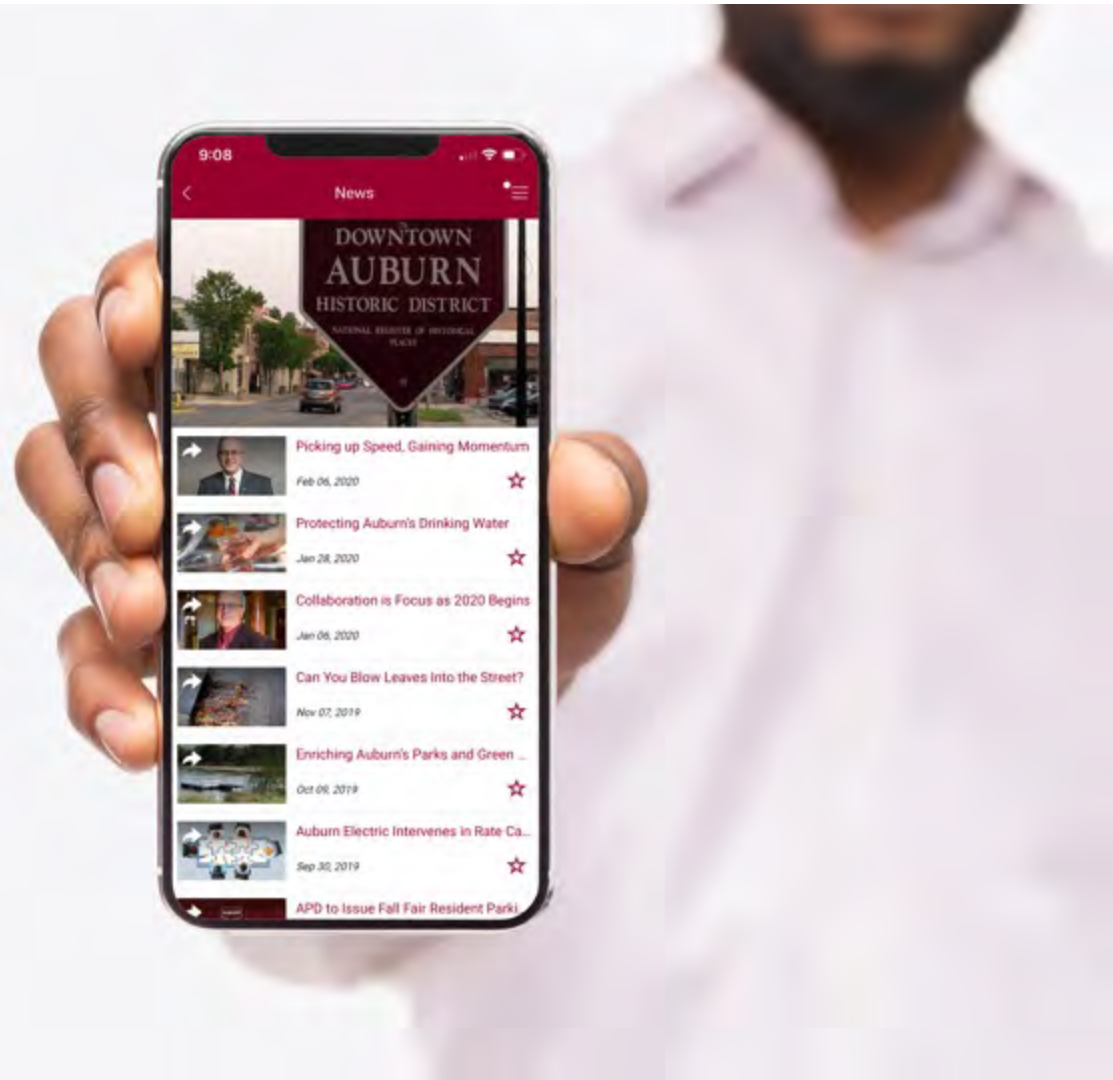
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## CITY OF AUBURN SMARTPHONE APP

The City of Auburn's smartphone app is another tool City departments use to connect with their constituency. It was deployed in the spring of 2016 to engage citizens to determine when and what they would like to hear from the City. It is leveraged by every city department from Utility services (bill pay reminders) to Parks and Recreation (manage immediate schedule changes in their softball leagues) and even the Street Department (alerts about road closures and reminders to put trash at the curb for regularly scheduled pick ups).

### RESULTS

- An open source app platform allowed the City to publish the app for less than \$7K in under 4 weeks. The platform manages compatibility with Android and iOS, allowing the City to focus on what needs to be communicated.
- In the first year of access, there were over 2500 download and more than 250 people had registered for push notifications.



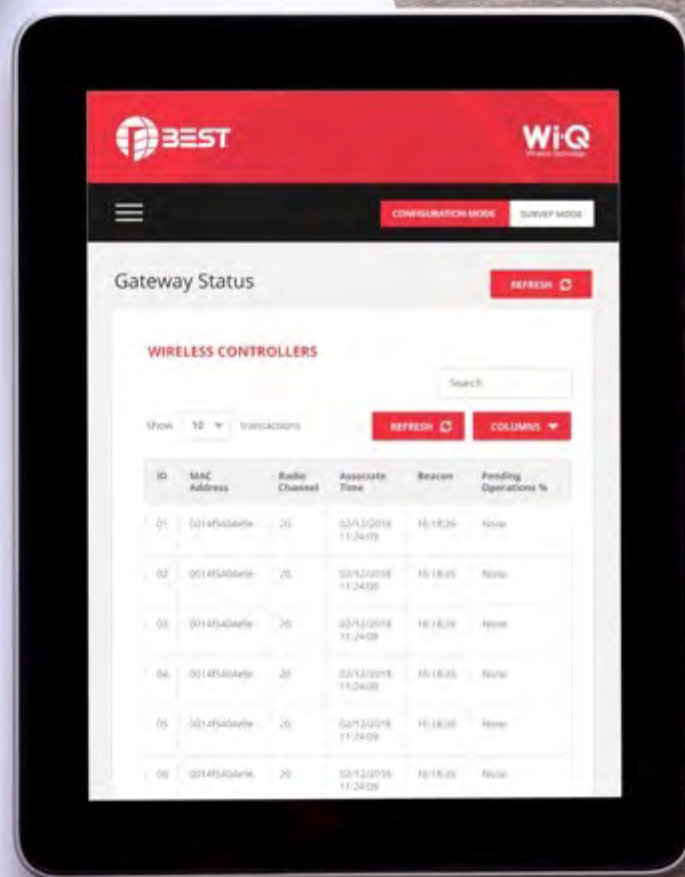


## BEST WI-Q USER INTERFACE

Transitioning a decade-old application to work on the web and reflect updated brand standards was the goal with this UI project from Best Access. Links took an engineering specification, knowledge of the industry this app would serve, and visual cues from an existing app to recommend a branded suite of browser served applications that was streamlined and easy to use.

## RESULTS

- Links' understanding of web-based browsing and custom HTML went a long way to streamline the app's user experience and extension of existing visual language.
- Assets were supplied to Best's developer in a raw format which made development simple and streamlined.
- Adoption of the application standard was seamless and increased by 25 percent.

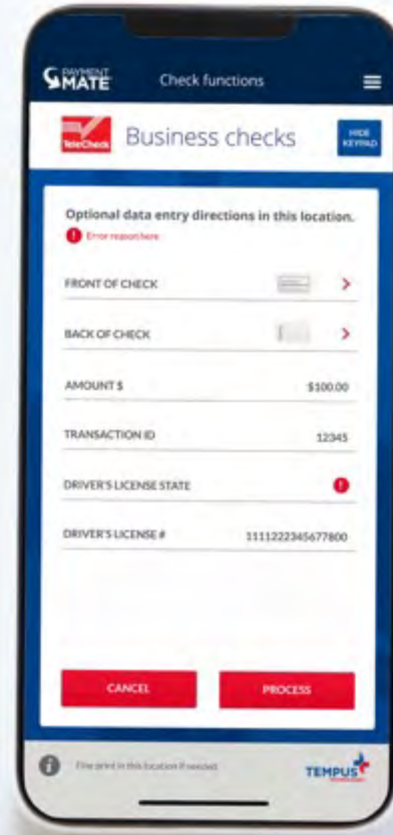




## TEMPUS TECHNOLOGIES PAYMENT MATE USER INTERFACE

Developing a custom user interface that can be utilized for payment gateways and services was the goal of this project . Our client, Tempus Technologies are experts in tokenization and decryption and were looking for a partner who could understand what they were developing and would be up to the task of transitioning the activity to a mobile environment.

The Payment Mate app is Tempus Technologies version of a similar app for processing payments that is also offered through two national banking institutions with a logo change and an update to CSS to streamline the development cycle.



# ADVERTISING + PROMOTION

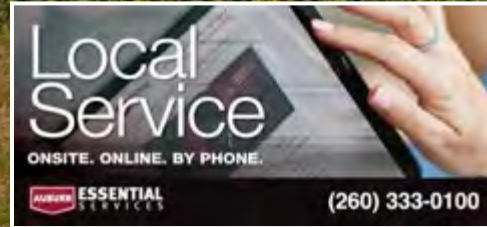
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## AUBURN ESSENTIAL SERVICES OUTDOOR ADVERTISING

To generate goodwill and remind citizens of the alternative of a locally-based provider, Links developed a billboard campaign. With rotating billboard, the campaign focused on AES' unique selling points.

### RESULTS

- Kept the brand visible in the community
- Generates over 150,000 monthly impressions
- Spurred continual growth



## JONATHAN BYRD'S OUTDOOR ADVERTISING

With a declining brand that was primarily engaging by an aging population, Jonathan Byrd's wanted to reinvigorate its brand and appeal to a younger demographic, primarily busy families. Links modernized the brand with a campaign that added personality and caused people to rethink how they viewed Jonathan Byrd's.

### RESULTS

- Introduced a fun, memorable campaign
- Dramatically impacted traffic to the restaurant
- Garnered enough traffic to sustain the business for three years, which enabled them to transition to more economically viable location



# REFERENCES

Crafting Experiences Built for Business

## REFERENCES

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# Thanks

Thanks for allowing us to share the work of Links Creative Alliance. At Links, we take great pride in developing strategic solutions for all of our clients—solutions that reflect our client's business and what's going on in their industry. Proposals are initial thoughts and they will be fortified with input from you—our client. We look forward to that discovery process with you and your team.

As a result, initial estimates always require some conversation and clarification to become very precise. Our intent is to provide several solutions—when implemented in tandem, as part of an active strategy—creating optimized returns with acceptable levels of investment over time.

**Again, thanks for considering Links Creative Alliance.**

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