

Eight Triad United Ways Marketing Together

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FOR THE FIRST TIME IN NORTH CAROLINA HISTORY: EIGHT TRIAD UNITED WAYS UNITE TO BUILD COMMUNITY SUPPORT

Groundbreaking marketing campaign, 'Together, We Do What Matters' reflects the ongoing impact of the contribution of any one person

GREENSBORO, N.C. (June 9, 2005) - The eight United Ways of the Triad are joining forces and launching the new 2005 "Together, We Do What Matters" marketing campaign to raise awareness of the overall efforts and success of United Way. The campaign is the creative work of advertising agency CoyneBeahmShouse, which helped orchestrate the joint marketing efforts of last year's campaign for United Ways of Forsyth County, Greater Greensboro and Greater High Point. The successful 2004 partnership prompted United Ways of Alamance, Davidson, Davie, Randolph and Rockingham Counties to join 2005's collaborative campaign. A press conference to unveil the new marketing materials was held today in CoyneBeahmShouse's Greensboro, N.C., office.

Advertising and publicity materials for the new campaign, including posters, radio spots, television commercials and billboards have been created for the 2005 "Together, We Do What Matters" marketing campaign. Brochures for the campaign have been produced in both English and Spanish in order to leverage the unified United Ways' message within the Hispanic community. Today's press conference featured an elaborate demonstration of toppling dominoes arranged in the form of the United Way logo, mimicking the visuals in the television public service announcements (PSA).

Through the use of uniform marketing materials across all eight areas within the Triad, the United Ways are able to reach commuters with the same theme and information, regardless of where they are at any given time.

"The materials for this year's campaign were designed to reach a broader audience," says Roger Beahm, chairman and CEO of CoyneBeahmShouse. "We know a sizable percentage of residents in

the Triad live in one community, but work in another. With this as our motivation, we designed a campaign template that would be specific for each United Way, but still deliver the same overall message to people regardless of where they work or live."

The 2005 group marketing efforts are considered groundbreaking because the unification of separate United Ways is the first of its kind in North Carolina. The rare, yet successful, partnership of last year's campaign prompted the other five United Ways within the Triad area to join the 2005 "Together, We Do What Matters" campaign. The consistent message of the eight Triad United Ways is beneficial to the region on several levels, including reduced costs for materials and expanded community outreach with greater support from local media outlets.

About CoyneBeahmShouse

Founded in 1988, CoyneBeahmShouse has become one of the Southeast's leading creative agencies. CoyneBeahmShouse is a creativity company that utilizes a unique approach to build their clients' brands and bottom lines. CoyneBeahmShouse employs Creative Brand Building from the Inside Out™, their proprietary tool for targeting brand "insiders" and building programs that deliver results. CoyneBeahmShouse utilizes this method for clients such as Lowe's Home Improvement Warehouse, RJR's Doral, Thomasville Furniture, Victory Junction Gang Camp, and many others.