



# Case Study #517

## The Opportunity/Problem to Solve

Hitchcock Center for Women is a residential treatment center for chemically dependent women. SH provides pro bono advertising, marketing and PR services for this nationally renowned treatment center. SH offered to design its 2004 annual report that is given out at the center's annual meeting. This meeting is for the board and staff to present the state of the agency to donors, city officials, alumnae and interested parties. It is the highlight of the agency's external activities for the year.

## The SH Solution

We joined with photographer, Paul Silla of The Photographic Edge, to conceive a novel approach to this annual report. The direction was to delve into the inner most reaches of selected women who have been helped by the Center. The resulting portraits and stories were both gut wrenching and motivational. The women's stories are in their own words; words that we felt would be the best way to show the incredible miracles that are happening every day at Hitchcock.

## The Best Part – Results

The result was an award-winning annual report. The stereotypical image of the drug-addicted woman was successfully reshaped and the Center's mission reinforced. The annual report continues to stun prospective donors and government agencies with its information and depth of commitment to its public. The advertising community has also acknowledged the quality of this piece by awarding SH a Silver Addy for advertising excellence.



Creative marketing for the real world.

47 North Cleveland-Massillon Road, Akron, Ohio 44333

☎ 330.666.0868 ☎ 330.666.5762

✉ info@smileyhanchulak.com 🌐 www.smileyhanchulak.com