

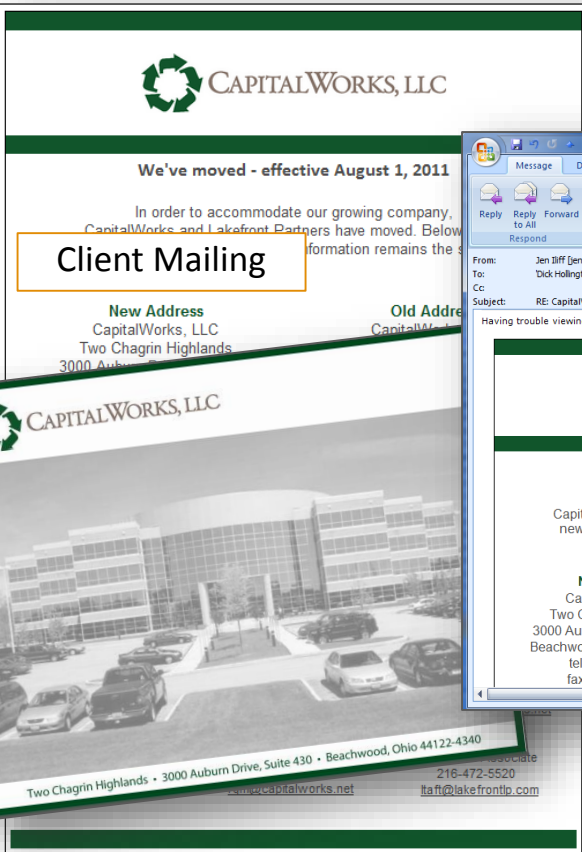
Case Study – Relocation Communication



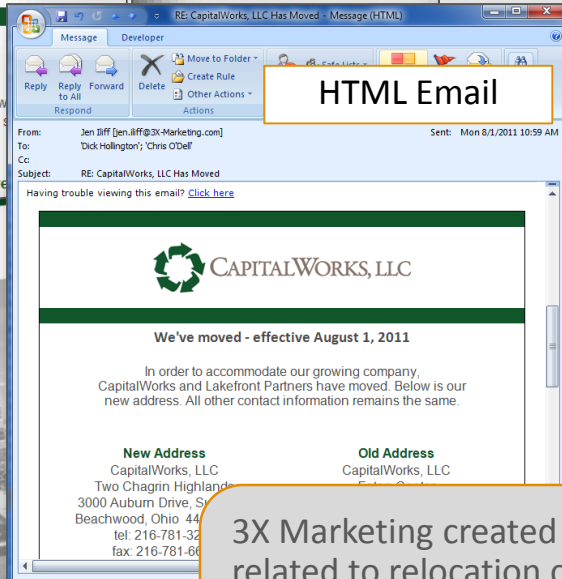
CapitalWorks is a Cleveland-based alternative investment company focused on creating value for investors through private equity and hedge fund investment options. They were seeking a marketing partner to help communicate the relocation of the corporate headquarters.

Item	Owner	Due	Status	Notes
Corporate Stationery				
Letterhead (8.5" x 11" and monarch)	Chris	07/25/11		
Lakefront Partners Electronic 8.5 x 11	Chris	07/25/11		
Envelopes (8.5" x 11" and monarch) - CW only	Chris	07/25/11	Complete	Change of Address
Memo (Electronic)	Chris	07/25/11	Complete	Update Address

Project Plan

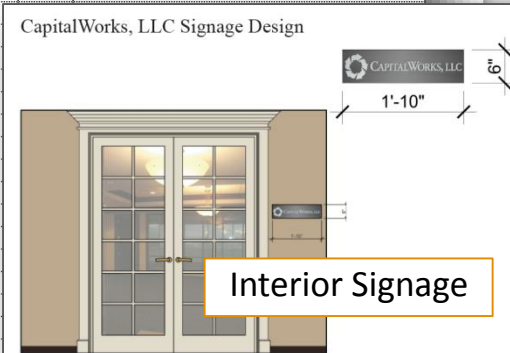


Client Mailing



HTML Email

Item	Owner	Due	Status	Notes
Signage				
CapitalWorks, LLC Signage Design				
Interior Signage				
Stationery				
Letterhead	Chris	07/25/11		
Envelopes	Chris	07/25/11	Complete	Change of Address
Memo	Chris	07/25/11	Complete	Update Address
Other				
Bankers				
Lakefront & Private Equity				
Quarterly Report				
Blog Sends				
Private Equity				
Lakefront Properties	Chris	08/01/11		Change Address & Phone
Binding System	Jen	07/05/11	Complete	Going to use binding system



Interior Signage

3X Marketing created a project plan that included everything related to relocation communication including: website edits, vendor/client communication, collateral updates, directory listings, mail forwarding, etc. We also worked with sign vendors to ensure exterior and interior signage was ready.