SEMI-ANNUAL REPORT

FALL 2023

inigo communications

CHICAGO'S FIRST AND ONLY STUDENT-RUN COMMUNICATIONS AGENCY

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FALL 2023 STAFF

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Serena Thakkar, *Copywriting Director*
Elizabeth Landt, *Creative Director*
Madeline Ganoe, *Public Relations Director*

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Bella Dinga, *Recruitment Coordinator*
Emily Hahne, *Recruitment Coordinator*
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Kelly Grannis, *Hero Digital Account Coordinator*
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Bella Hansen, *Public Relations Coordinator*
Lily Niziolek, *Public Relations Coordinator*

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Dr. Pam Morris, *Faculty Advisor*
Sarah Barbour, *Teaching Assistant*

LETTER FROM OUR FIRM DIRECTOR

I am humbled and honored to have served as the firm director of Inigo Communications for the Fall 2023 semester. This semester the agency tackled new challenges while producing quality work for our three clients and growing as individual aspiring professionals.

Both United Airlines and the Chicagoland Chamber of Commerce returned as clients this semester and continued to provide Inigo the opportunity to push boundaries outside the classroom and within each project. And our longest standing client, Avionos, also returned amid being acquired by Hero Digital. The work we did for all three clients helped us put our skills to the test and push our own boundaries on exciting projects.

In addition to our three existing clients, we put an increased focus on new business efforts this semester, collecting multiple leads and pitching prospective clients for the Spring semester. The new business search was enabled by the great work of our Corporate Communications team, who ensured Inigo remains strong for the future. Inigo's digital brand grew through the work of our promotions team, while the recruitment team attracted a diverse pool of applicants to form a strong staff for the upcoming semester.

Outside of putting communications skills to the test in the real-world, Inigo also provides students the opportunity to develop as aspiring professionals. This semester saw our agency visit three agencies in-person, along with hosting various professionals in our classroom to help Inigoans prepare for a professional career after graduation.

While all these aspects of Inigo worked together in harmony to create success, I am most proud of the agency culture this semester. Prior to the term, our student leadership team set the goal of creating a welcoming, friendly environment for all members. Simple things like Flacos Nights, a bowling night and weekly IniGOATs to recognize outstanding work, brought the agency together in a meaningful way.



I am grateful for this semester's staff supporting me as I grew and learned in the role of firm director. Inigo's support developed me as an agency member, leader and person. I am beyond excited for our next firm director, Casey Rolfes, to take over the reins and continue leading Inigo down this path of excellence! This agency is only just getting started.

Salvatore Carcagno, Firm Director

LETTER FROM OUR FACULTY ADVISOR

Inigo Communications, Chicago's first and only student-run communications agency, offers students real-world experience in the field and fosters vital industry skills. As a client service business, the main objective is to not only satisfy our clients' requests, but to provide the 'so what' behind each strategic decision. I am grateful for the opportunity to work alongside fellow faculty advisor, Dr. Pam Morris, and continuously learn from her guidance and wisdom. Inigoans dedication, talent, professionalism and maturity are all driving factors behind the success of the agency and the satisfaction of the clients this semester.

For the Chicagoland Chamber of Commerce, students attended two large networking events and supported the creation of memes for the organization's Instagram account. The team attended the Chamber's monthly Business After Business event to gather testimonials about members' experiences and attended the annual Daniel H. Burnham Award Dinner to capture a highlight reel of the evening as a promotional tool. The creation of memes for the Chamber's social media accounts offered an opportunity for the team to strengthen their creative capabilities in regard to mainstream content.

Avionos, a long-standing client of Inigo, was acquired at the beginning of the semester by Hero Digital, granting our staff the experience of navigating client needs through the world of mergers and acquisitions. This semester, the team conducted bi-weekly competitive analysis reports to help Hero Digital understand landscape news and industry trends. I enjoyed teaching the team how to utilize current industry tools to guide in-depth research.

I want to thank our mentors at Golin for their continuous support of this program and providing students with feedback, guidance and support for client deliverables and professional development. It is your industry background and desire to aid the next generation of professionals that helps our agency grow and prosper.



As the semester concludes, I reflect on the growth of Inigo over the past few months and look forward to what we'll accomplish next. To the students concluding their time at the agency, I want to say this – figure out what you're passionate about and go for it. Take the skills you have learned at the agency and go find your dream job. For students remaining and incoming, I look ahead to next semester optimistic about new opportunities for the agency in our ever-evolving industry.

Haley Carroll, Faculty Advisor

LETTER FROM OUR FACULTY ADVISOR

Throughout my first semester as a faculty advisor, I've had the opportunity to guide students as they build on our agency's legacy of hands-on learning. The Fall 2023 Inigo team travelled across the city and country to work on media campaigns, develop strategies and build connections with our clients: United Airlines, The Chicagoland Chamber of Commerce and Hero Digital, which acquired our long-standing client, Avionos. Even when adversity stood in their way, this semester's agency worked diligently and embraced each challenge as an opportunity for growth.

United Airlines confided in our team to develop initiatives for their employee safety programs. Members of our agency flew to Houston, Texas to capture content, allowing Inigoans to take their creative design and interview skills straight to the tarmac.

We are grateful to United Airlines, The Chicagoland Chamber of Commerce and Hero Digital for providing hands-on experiences that fostered our staff's professional and personal growth. Thank you to our Golin mentors for using their industry background and guidance to enhance our deliverables.

Thank you to the Loyola School of Communication for their commitment to our agency's growth. Without your support, Inigo would not be where it is today.

Last, but certainly not least, special thanks to Haley Carroll for collaborating with me as a faculty advisor. As it was both our first experiences advising the agency, her unwavering support and industry knowledge was vital to the growth of Inigo.

We are grateful to our clients for giving these young professionals outlets to use their abilities as they aim for growth in their skills and confidence. Inigo will continue to lay the foundation for the future of our agency and build on its legacy as Chicago's first and only student-run agency.



Dr. Pam Morris, Faculty Advisor

ABOUT INIGO

Since 2017 Inigo Communications has operated as Chicago's first and only student-run communications agency. Over the past five years, Inigo has worked with 21 different clients from diverse industries, creating value through a variety of different projects that have taken staff across Chicago and the country and put their skills to the test.

The structure of Inigo as an agency is constantly evolving, both to best serve clients and give students new and exciting opportunities. This semester saw the return of an assigned new business position: New Business Director. Adding this position re-dedicated Inigo to expanding the number and type of clients served in the future.

Inigo is built with the clients at the center. This semester, the Chicagoland Chamber of Commerce, Hero Digital (formerly Avionos) and United Airlines returned to working with Inigo. All three clients provided this semester's staff with the opportunity to develop new industry skills, work on outside-the-box projects and create meaningful work.

In addition to rewarding client relationships, Inigo also maintains a strong mentor relationship with Golin. This global public relations agency, and the individual mentors who work with Inigo, add value not only in advising client work but in developing Inigo members as aspiring professionals.

Each semester of Inigo is built on the success of the preceding staff. This staff helped grow Inigo based on the foundation laid in the spring and has created an environment for the upcoming spring staff to flourish. Through igniting conversations and sparking results, each member of Inigo contributes to the present and future success of the agency.



OUR CLIENTS

United Airlines is a premier airline company headquartered in Chicago serving millions of passengers domestically and internationally. A returning client to Inigo, we work directly with the internal safety department. Our goal is to help communicate effective safety practices to employees, such as creating a safe work environment and properly following uniform guidelines.

Natalie Collison, United Airlines Account Coordinator
"As an account coordinator for United Airlines this semester, I have gained invaluable experience in client relations and corporate communications. My favorite part of working with United was the day trip to Houston, Texas, where we had the opportunity to film content for their internal safety department at George Bush Intercontinental Airport. It was wonderful to meet the safety advocates and the United team in person; they are an incredible group of people!"

The Chicagoland Chamber of Commerce is an organization dedicated to encouraging a thriving and engaged business community through fulfillment of its three pillars: Networking, Advocacy and Programming. This semester, Inigo worked with the Chamber to breathe new life into its social channels via meme content, as well as highlight member events such as Business After Business and the Daniel H. Burnham Award Dinner.

Casey Rolfes, Chicagoland Chamber of Commerce Account Coordinator
"This semester with the Chicagoland Chamber of Commerce has been nothing short of excellent. It taught me the importance of positive leadership and trusting your team, especially when in a seemingly sticky situation. Working with the Chamber had many highlights, but my favorite was attending the Daniel H. Burnham Award Dinner with our team!"

Hero Digital specializes in providing services related to digital strategy, design and technology. This semester, Inigo's longest standing client Avionos merged with digital consulting company Hero Digital. This company works with businesses to enhance digital presence, improve customer experiences and achieve business goals in the digital realm.

Kelly Grannis, Hero Digital Account Coordinator
"This semester has proven to be an invaluable learning experience for me as an account coordinator for Hero Digital. I learned to adapt quickly and stay flexible, especially in understanding the intricacies of a merger and acquisition. Our deliverables during this semester deviated from the schedule Inigo typically follows. We conducted four bi-weekly competitive analyses using media monitoring tools like Meltwater, which was a first for our agency. The final deliverable involved aligning Aviano's case studies with Hero Digital's new branding. Overall, Hero Digital brought our agency many real-world lessons and I am grateful for the opportunity to learn alongside Inigo!"



UNITED AIRLINES APPROACHED INIGO WITH THESE THREE GOALS:

01 Create football and soccer-themed social media templates for Instagram

02 Design "Safety Dos and Don'ts" informational carousel posts

03 Capture photo content for United's social media platforms and produce employee interviews

SPORTS-THEMED SOCIAL TEMPLATES

This semester, United aimed to boost engagement with ground safety team employees. Inigo's initiative involved creating sports-themed safety templates, making safety content more engaging. Given workers' enthusiasm for soccer and football, we seamlessly integrated relevant sports references and imagery into safety reminders. The versatile templates are suitable for social media and slideshows, enabling easy dissemination on United's exclusive employee Instagram and in on-site break rooms. By infusing sports-related content into routine communications, we helped United effectively convey vital safety information to employees.















SAFETY DOS AND DON'TS

The United Ground Safety Administrative team aimed to ensure that all workers comprehended and adhered to crucial safety procedures. This objective led to our second deliverable, "Safety Dos and Don'ts." United sought content, presented through both Instagram posts and break room slideshows, to highlight essential standards of the safety team. The PR and Copy teams sifted through United Safety information, identifying key standards compiled into a list of Dos and Don'ts. These were then incorporated into creative templates featuring pictures of United workers for a personalized touch. Presenting the material in the Dos and Don'ts format enabled workers not only to recognize correct practices but also to identify potential mistakes.





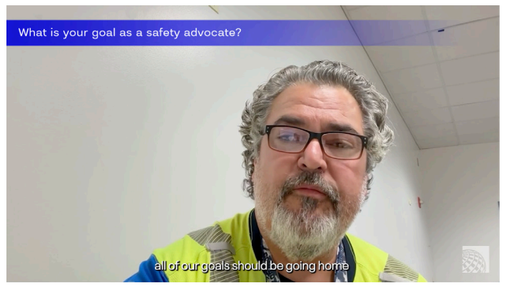


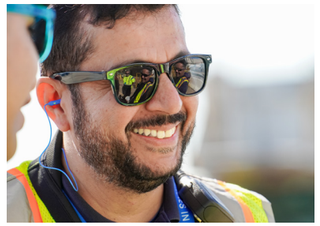


HOUSTON CONTENT TRIP

The team assigned to the third United deliverable had the opportunity to fly to Houston for the day to gather content. Once at the Houston airport, our primary objectives included capturing photos and videos for United's social media and conducting interviews with staff members about their safety experiences. Due to time constraints, the United team couldn't conduct in-person interviews, so the Inigo team adapted by using Zoom. The purpose of these interviews was to underscore the importance of safety regulations and policies through employee testimonials. The valuable insights and personal stories gathered during these interviews were then used to create compelling short form videos. In total, the Inigo team produced two short videos for United's Instagram, aiming to inspire employees to adhere to safety regulations.



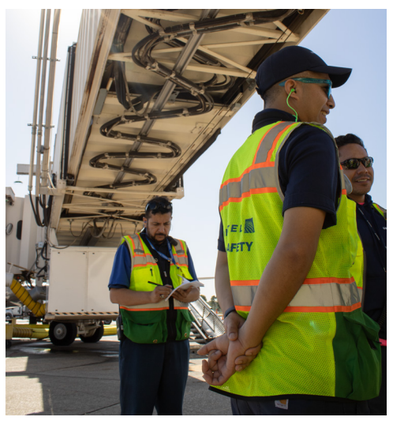












CHICAGOLAND
CHAMBER OF COMMERCE

THE CHICAGOLAND CHAMBER OF COMMERCE APPROACHED INIGO WITH THESE THREE GOALS:

01 Capture interviews at the Business After Business event for Instagram reels to attract new membership

02 Breathe new life into their socials and appeal to a more specifically Gen-Z audience

03 Record footage at the Daniel H. Burnham Award Dinner to produce a promotional video of the event

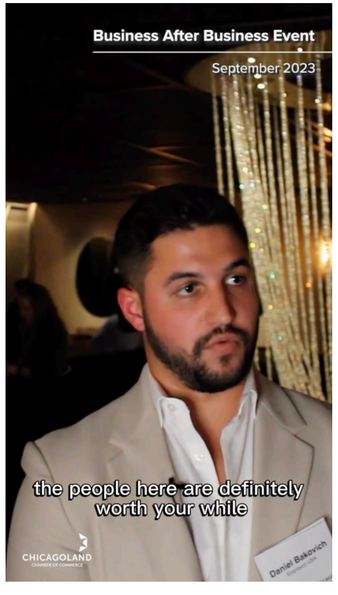
BUSINESS AFTER BUSINESS EVENT

The first deliverable for the Chicagoland Chamber of Commerce aimed to refresh the company's social media platforms, targeting a younger demographic of potential new members. To achieve this, the Inigo team curated impactful testimonials from current members at the Chamber's prestigious Business After Business networking event.

The first step in this deliverable involved thorough research to identify the most effective social media platform and content type for engaging potential new members. After careful consideration, it was determined that leveraging Instagram reels would yield optimal results. Subsequently, we formulated targeted interview questions to guide members in highlighting the Chamber's core initiatives: networking, advocacy and programming.

Attending the event, the Inigo team successfully gained interviews and captured valuable footage. The event, characterized by business professionals socializing in an upscale atmosphere, provided a visually appealing backdrop captured on camera. Despite encountering minor setbacks with equipment, our team overcame obstacles to deliver two impactful reels, expertly distilled insights from the interviews and created captions tailored for the Instagram posts.





NOT YOUR GRANDPA'S CHAMBER

This year, the Chicagoland Chamber of Commerce approached Inigo with the vision of bringing a youthful edge to the Chamber's online presence. This resulted in the creation of "Not Your Grandpa's Chamber." Our task was to develop 10 engaging memes tailored for social media, targeting a younger demographic of business professionals.

The project involved meticulous research by the PR team into 'meme culture,' as well as careful consideration of imaging, text placement and font styles by the creative team. Through this endeavor, we pushed the boundaries of media relations, drawing inspiration from industry leaders and current trends to craft a visually compelling and culturally relevant digital narrative.









BURNHAM AWARD DINNER

For our final deliverable with the Chicagoland Chamber of Commerce, six Inigo team members attended the 32nd Annual Daniel H. Burnham Award Dinner with the goal of capturing content to create a one-to-two-minute promotional video for the event. The award dinner is hosted each year by the Chamber to honor Chicago's leaders for their great work in civic contributions to help make our city a better place to work and live.

The Burnham Award illuminates the importance of civic involvement and is a reminder of how Chicago thrives with a fully engaged business community. On Nov. 14 the award dinner took place at the beautiful Hilton Chicago on Michigan Avenue. It was encapsulated with great food, enlightening discussion and aspiring business professionals. By capturing content at the event and morphing it into a promotional tool, our team effectively accomplished our objective of increasing overall awareness and interest for the Chicagoland Chamber of Commerce.







Hero DIGITAL

HERO DIGITAL APPROACHED US WITH THREE MAIN GOALS:

01 Understand the behind-the-scenes of an acquisition and how it impacts a company

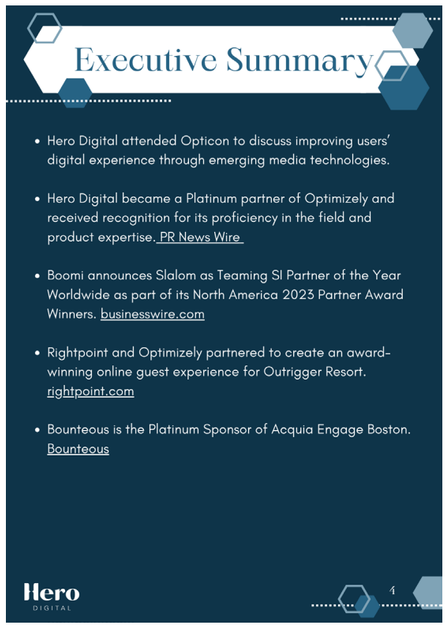
02 Quickly grasp the world of media monitoring through competitive analyses

03 Transition company branding on case studies and research best practices for sharing the content

COMPETITIVE ANALYSES

Leading into this semester, our previous client, Avionos, experienced an acquisition with Hero Digital. Therefore, this semester involved a significant focus on transitioning Avionos materials to align under Hero Digital. For our inaugural deliverable with Hero Digital, our team pioneered the unique deliverable of competitive analyses. Utilizing the software Meltwater, the Inigo team carried out four competitive analyses spanning two months, examining the online presence of both Hero Digital's competitors and partners. Our team evaluated the information through a 'so what' perspective, emphasizing the relevance of industry and company updates to Hero Digital's context. This data was intended to guide Hero Digital's decisions as the staff navigated their new surroundings.



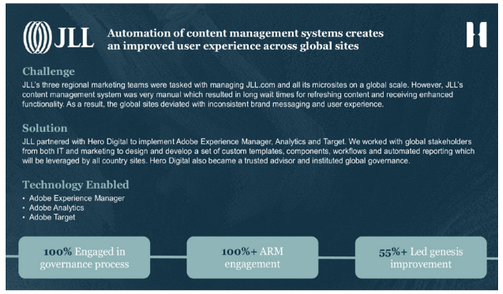




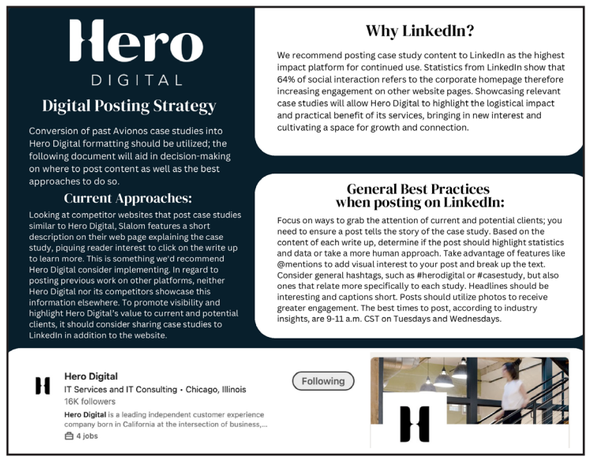
CASE STUDIES

Preceding the merger with Hero Digital, the Avionos team conducted several valuable case studies, which were initially published on its website. However, these could not seamlessly transition to the Hero Digital site due to formatting and style differences. Our Creative Design team redesigned 14 case studies, corresponding to Hero Digital brand guidelines with a refreshed layout.





STRATEGIC RECOMMENDATIONS



After redesigning the case studies to conform to Hero Digital brand guidelines, our team was tasked with providing recommendations on where to present this material. The Public Relations team conducted research on best posting practices as well as analyzed the strategies of competitors. Using this content, our Creative Design team created an infographic that laid out how to post this information on LinkedIn, as well as the Hero digital website, in order to reap the greatest benefits.

CORPORATE COMMUNICATIONS

At Inigo, our Corporate Communications team operates with an intrinsic commitment, treating Inigo itself as a valued client. This dedicated team actively champions internal successes, utilizing an array of social media and email platforms to broadcast our continued growth and innovation. Our team meticulously crafted proposals outlining our objectives for the semester, inviting feedback from the entire Inigo staff. Collaborating closely with the chief of staff to establish goals and deliverables, the coordinators set themselves up for a successful semester.

One of our largest objectives for this semester was to focus on Inigo's workplace culture. From team bonding at Flaco's Tacos to visiting agencies around Chicago, we aimed to ensure that Inigo's culture was inclusive, productive and fun. The agency grew closer than ever this semester, fostering a tone that will persist for semesters to come.

Drawing from our commitment to excellence, we've consistently treated Inigo as the focus of our endeavors. Our strategic efforts spanned various channels, promoting Inigo's work and actively cultivating a brand image that accurately reflects our vibrant culture. Through innovative recruitment strategies and dynamic promotional content, we engaged with students across diverse majors, leveraging social media, classroom visits and promotional events to bolster our reach.

Bringing back the new business director position for the first time in several semesters allowed Inigo to reflect not only on our current client roster, but also on how we envision our agency's future client rosters. We bolstered our knowledge in new business prospecting and learned how to pitch our agency to clients in a variety of business sectors ranging from consumer to nonprofit. As a result of this hard work, Inigo is leaving the Fall 2023 semester with several prospective new clients, ensuring our commitment to the growth of Inigo and the diverse businesses we serve.

Looking forward to Spring 2024, our proactive and creative planning efforts embody our commitment to sustained progress. Reflecting on our achievements this semester, we've strategically amplified our recruitment efforts, engaging with a broader spectrum of students and experiencing a significant uptick in applications and successful onboarding.

As we set our sights on the future, our Corporate Communications team remains steadfast in fostering engagement, envisioning a future where Inigo continues to flourish through collaborative efforts and a shared dedication to excellence.

RECRUITMENT

This semester has come with great strides for the recruitment team! We built this semester's work off of the strong foundation from previous semesters to reach even greater heights. We were able to recruit a new range of students with various majors, interests and backgrounds for the upcoming semester by constructing a new class visit list, leading Inigoans to conduct presentations in classes that Inigo has never previously connected with before. Our members conducted a total of 26 class visits across both of Loyola's campuses, visiting classes in the School of Communication, Quinlan School of Business and the College of Arts and Sciences, and allowing us to introduce Inigo to a diverse group of students with varying skill sets.



We collaborated with the promotions team to do a countdown to the Inigo membership application close date, which built excitement around the application and kept Inigo on the forefront of the minds of potential new members. Along with this, our team drove the ideation of the "A Day in the Life of an Inigoan" Instagram story, which was a fun way to give our community a behind-the-scenes peak into the life of an Inigo staff member.



To follow our goal of recruiting new members from a variety of majors, we crafted a new application question to give prospective members a chance to highlight their unique skills, even if they are not directly related to the advertising and PR fields. This question helped us place new members into the teams where they best fit, as well as allowed students to highlight areas of their expertise that may not be featured on their resume.



This semester, the corporate communications team worked closely together to encourage the highest number of applications and interest possible. Through the efforts of both the recruitment and promotions teams, we drew a total of 32 applicants. After conducting interviews, we offered 17 new students a position in the agency and are excited to welcome them to the Spring 2024 staff!

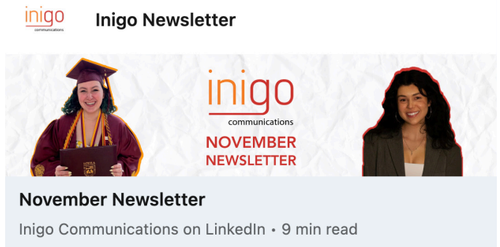
PROMOTIONS

The Inigo Communications promotions team is where strategy meets style, putting Loyola's brightest to work for clients across Chicago. Our team has been working hard to expand awareness of our greatest asset: the dynamic perspectives of the new PR generation. In increasing brand awareness from our campus to the greater Chicago community, our network and deliverable capabilities expand to recruit and reach the best and brightest of prospective students. We've curated a narrative on who Inigo is, displaying our fresh creative perspective and unique development opportunities.



This semester, we expanded our promotions team to two new roles: copywriter and designer. The newly designated positions allowed for razor-sharp focus on their copy and design skills. The coordinators brought their individual talents to collaborate on curating engaging content. With their expertise in their respective areas, our two coordinators collaborated to showcase the highlights of Inigo through their creative narrative and design.

The promotional copywriter's goal was to captivate our target audience with professional yet understandable language that represents Inigo's corporate culture. Whether it was shared as a post on Instagram or a newsletter on LinkedIn, our coordinator created proficient copy that put the agency at the forefront. The copywriter highlighted the team's abilities and skills with team introductions, created awareness for special events, featured alumni and more! These monthly short stories offered valuable insights while remaining readable for our professional audience. The copywriter made our talented staff the focal point of the work created, further demonstrating who we are as Inigo.



The promotional designer was responsible for creating all forward-facing material representing Inigo. From an editorial Instagram re-design to print advertisements, the role focused on refining the agency's brand identity and showing off life as an Inigoan! Along with designing new content, the designer managed the direction of recruitment material and general social media presence.



This included organizing previous content and pairing strong visuals with newsletter content. The designer acted as the photographer and videographer for the staff and worked alongside all teams to best capture their deliverable process!

The promotions team created a variety of projects for Inigo, working as Inigo's own in-house PR team. The team displayed the pride we have in our staff and highlighted the learning value of a student agency. As the gatekeepers of the Inigo brand, they are looking forward to seeing what Inigo will continue to do this Spring!

NEW BUSINESS

This semester, Inigo put a narrowed focus on new business development. For the first time in recent history, the agency added a new role within corporate communications: new business director. Third-semester Inigo member Isabella Yarbrough took on the position and under the guidance of leadership and mentors, brought growth to the agency.

To establish this new role, our new business director met with chief of staff, Anna Hietpas, faculty advisors, Dr. Pam Morris and Haley Caroll, and the vice president of growth at Golin Health, Lexi Smith. Together, they set goals and developed an action plan to bring on two new clients for the Spring 2024 semester and bring new mentorship into the agency.

Bringing on new clientele meant learning, understanding and executing the prospecting process. Our director worked with our faculty advisors to do just that. Developing and researching a list of over 40 prospective clients across various business sectors, including consumer, health and corporate, we then reached out to 15 prospects via email, pitching a partnership with Inigo. We met with multiple via Zoom, where she presented Inigo's core competencies developed in collaboration with Creative Design Director Elizabeth Landt. We are excited to continue working with new prospects for the Spring 2024 semester!

In addition to bringing in new clientele, our new business director worked with Firm Director Salvatore Carcagno, to plan the agency's professional development night. Industry professionals from Golin, Phaedon, FCB, the university and a freelancer visited the agency for an evening of one-on-one mock interviews, resume workshops and group panels focusing on public relations, copywriting, account work and creative design in the communications realm. After both individual and group workshops, our coordinators are ready as ever to jump into the industry.

With flexibility, patience and excitement, the admin team and Ms. Yarbrough brought the new business director role to life. The agency looks forward to the upcoming semester and further developing our newfound connections.

THANK YOU,
FALL 2023 STAFF



Thank you to the Inigo Communications Fall 2023 staff for another great semester!

inigo
communications

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