



CASE STUDY: STRATEGY & PLANNING

Together Women Rise Brand Launch

CLIENT

Together Women Rise (formerly Dining For Women) is a powerful community of women and allies dedicated to achieving global gender equality. Through hundreds of local chapters across the U.S. members learn about and advocate for gender equality issues, give grants to organizations that empower women and girls in low-income countries, and build communities to forge meaningful connections.

PROJECT

WHIP was brought on to draft, manage and implement a communications strategy for Dining For Women's re-brand to Together Women Rise. To do this, we drafted a launch communications plan that outlined the rollout of name change communications across web, social, and in-person platforms. This plan strategically set expectations and allowed the Together Women Rise team to see how we would share this information with audiences in real time.

RESULTS

Not only did we draft a comprehensive rollout plan, but we also executed it. The WHIP team drafted all social media posts surrounding the re-brand, designed a Facebook profile frame, created Instagram graphics, helped with video editing, and provided overarching communications support and guidance to ensure a streamlined and cohesive brand launch.