



SEMI-ANNUAL REPORT.

inigo
communications

MEMBERS AND APPRENTICES

DIRECTORS

Eliana Jacobson, Firm Director
Mandy Lucci, Corporate Logistics Coordinator
Kendall Fahey, Account Director
Mia LoPresti, PR/Media Director
Maura Graham, Creative Director
David Hart, Corporate Promotions Coordinator

ACCOUNT TEAM

Frances Aufderheide, Chicagoland Chamber of Commerce Account Coordinator
Lilyt Nersesyan, Avionos Account Coordinator
Stella Moore, United Airlines Account Coordinator

PR/MEDIA TEAM

Ava LaRue, PR/Media Coordinator
Silvia Gonzalez, PR/Media Coordinator
Allison Lyon, PR/Media Coordinator
Sofia Vilchynska, PR/Media Coordinator
Abigail Wilm, PR/Media Coordinator
Alexander Sullivan, PR/Media Apprentice

CREATIVE TEAM

Claire Durkin, Creative Coordinator
Gabriel Paredes Reyes, Creative Coordinator
Leo Malkin, Creative Coordinator
Lucy Harmon, Creative Coordinator

CORPORATE COMMUNICATIONS TEAM

Sarah Barbour, Corporate Communications Apprentice
Zoya Boskovic, Corporate Communications Apprentice

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THANK YOU

LETTER FROM OUR FIRM DIRECTOR

For the first time since the beginning of the pandemic, Inigo Communications opened its office doors. Operating much like the rest of the working world, our members adapted to a hybrid environment. We joined each other for client work, strategy sessions and late night projects over Zoom and in-person, some of us meeting face-to-face for the very first time. Or mask-to-mask I suppose.

Given our smaller agency size, this semester we decided to revamp the recruitment process in addition to focusing on our top tier clients, United Airlines, Avionos, Chicagoland Chamber of Commerce and one of Loyola's own alumni projects. Due to the hard work of the corporate communications team, we doubled our applicant pool, drawing from a diverse set of backgrounds and talents. Next semester we plan to expand to an agency of 34, the largest Inigo member class to date. This step will allow us to double our client roster and continue to provide quality communications services.

I'm so proud of what our team has been able to accomplish over the last semester given the unique challenge of returning to campus and in-person classes once again. However, if Inigo is anything, it is resilient. Looking forward, I am excited by the opportunities that are in store for our growing agency. Whether that be over Zoom, in the office or in our temporary home of the School of Communications basement classroom, Inigo will continue to overcome the challenges thrown its way. Good luck to Spring 2022.

Eliana Jacobson



LETTER FROM OUR FACULTY ADVISOR

People often marvel at how well Inigo operates and how much Inigo students accomplish. Is it smooth and easy? No way. It's a crazy laboratory filled with learners experimenting, sometimes making mistakes and sometimes excelling, all while pushing boundaries and gaining confidence.

If you joined us on a Thursday night this fall... well, first you'd have to find us as we were temporarily and suddenly displaced from our Lewis Towers space thanks to some HVAC construction. Once you made it to our back corner of the School of Communication basement, you'd trip over half us and boxes and boxes of our office supplies and items. The other half of us would be on the Zoom screen at the end of the room. Mandy Lucci, our corporate communications logistics director, would be at the main console, directing the sound volumes and screens like NASA control or a Broadway conductor to keep everyone seeing and hearing the action.

It's abuzz. Mentors, guests, speakers and alumni pop by regularly. We break into groups by function. We reconvene. We break into groups by client. We reconvene. We have agendas and check ins. Proofreads and approvals. It all happens in the service of our clients.

Our clients challenge us to be our best. We love it when they treat us like professionals who have sound advice and opinions to share. We cheer when they react positively to the deliverables we create for them. We appreciate – even though we don't love it – when they give us candid, critical feedback. What you see on these pages is the fall 2021 Inigo staff's final, polished work, made great by the talent of our members combined with the investment and feedback, sometimes even pushback, of our clients.

Thank you, fall 2021 staff, for your energy and passion. Thank you, clients, for trusting us with your brands and for giving us experience and the opportunity to test ourselves.

Cheryl McPhilimy



Inigo began as an idea. Our faculty advisor, Cheryl McPhilimy, sat down with Loyola's School of Communication and discussed what no one in Chicago had done before: starting a student-run communications agency. An official course was created, and Inigo grew into a reality. Cheryl and a group of eager communication students began laying the foundations of the agency in Spring 2017. They established the agency's identity, its mission, internal structures and new business initiatives.

By the Fall of 2017, our first three clients were signed on. Since the foundations were laid in 2017, Inigo's structure and development have progressed. All of Inigo's members have carefully molded the agency into an environment that consistently sparks learning, growth and progress. The agency has redeveloped its structure, taken on 18 different clients and produced outstanding work, including social media content calendars and internal video campaigns. We've also earned mentor relationships with Chicago agencies, Golin and Edelman, won the Future Founder Start-Up of the Year Award in 2018 and landed client mentions in Forbes and the New York Times.

Inigo has been in business for eight semesters, and students from various schools, majors and experience levels within Loyola are behind its success. We are some of Loyola's best and brightest, pushing ourselves to take on new challenges in both our education and our careers. We are the fresh faces of the communications industry—the up-and-coming business brains, strategists, creatives and relationship builders. As Inigo continues to evolve, we know that we have a bright future ahead of us. The caliber of our work and clients have proven that we are more than just a student-run agency — we're rising to the forefront of the communications landscape.



The Chicagoland Chamber of Commerce is Chicagoland's most influential business organization, with more than 1,000 members representing every major industry. The Chamber provides members with tools, resources and connections to grow their businesses.



Avionos is a B2B e-commerce marketing firm that implements digital strategies to optimize business' performance.



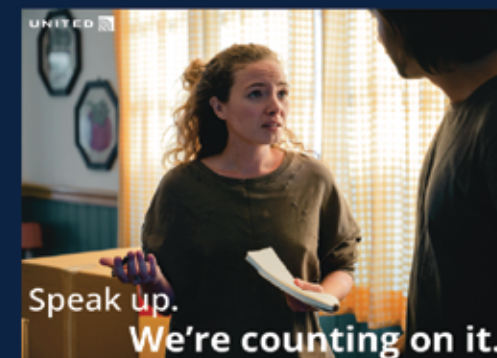
United Airlines is a leading airline headquartered in Chicago. With domestic and international flight routes, they serve millions of passengers yearly.

Graphics for newsletters and emails

Continuing with the Department of Safety and Compliance (DASC) goals to seek a new way to show its employees that United recognizes them and appreciates the work they do, Inigo researched newsletter graphic best practices to share this emotion. Knowing that customer-facing jobs are often challenging, these graphics will be utilized to send supportive messages to the staff. With this, the PR team did extensive background research on the safety practices for under-the-wing employees. Moreover, Inigo's creative team added elements to the graphics that showed the care and appreciation United Airlines has for its employees. In the end, Inigo produced a handful of graphics with both messages of gratitude and safety reminders. These graphics illustrate the community and teamwork that are essential for the under-the-wing employee positions. United plans on implementing the graphics in future materials, like newsletters, for employees.

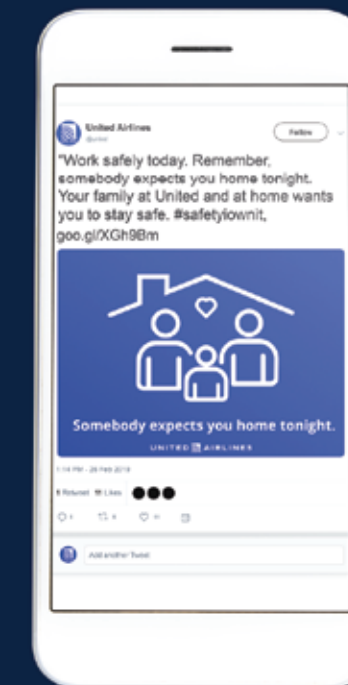
Breakroom TV GIFs

United Airlines approached Inigo looking for GIFs that could be played on its airport breakroom TVs, with the audience being the under-the-wing United employees. These GIFs were created to promote the best ways to avoid injuries and stay safe in the workplace, while also maintaining a heartwarming tone. United wanted to make it clear to its employees that it genuinely cares about their safety and well-being. After researching the safety practices of below-the-wing and above-the-wing airport employees, Inigo crafted five GIFs complete with compelling copy and visuals. Each of the GIFs fall within United's larger "Safety I Own It" campaign, with one GIF displaying the overarching "Safety I Own It" messaging and another highlighting how much United cares about its employees. The other three GIFs feature shifting scenes from a scenario of staying safe in the workplace to getting home safe to family and friends.



Twitter Graphics

To help support injury prevention in the workplace among under-the-wing employees, Inigo created Twitter captions for the United Airlines Department of Safety and Compliance Twitter account. The captions were heartfelt and expressed gratitude for the employees' admirable efforts. The work that under-the-wing employees do is so important, and so is their safety, which drove the main message of the captions to highlight the appreciation United Airlines has for its employees. To accompany the Twitter captions, Inigo also created safety graphics to accompany these messages. Inigo successfully achieved United's goals, creating captions and images that would both evoke emotion and resonate with employees.





EMAIL MARKETING TEMPLATES

In an effort to curate personalized content for members, the Chicagoland Chamber of Commerce started looking into email marketing. Therefore, Inigo created a total of six email templates and ideas, proactively creating an outline of the type of content that can be sent out once the Chamber implements its new email marketing automation system. The emails are segmented by target audience (current member or potential future member), industry and size of the business. Emails targeted at potential new members serve as a part of the Chamber's brand awareness strategy, while emails for current members are meant to help with member retention. To fully utilize the channel of email, the industry-specific template Inigo created was built out further with a mock-up visual created to give the Chamber an idea of how these emails can look and work with its branding.



TAGLINE

Inigo crafted a tagline for the Chicagoland Chamber of Commerce that embodied the Chamber's values and brand identity. The short three-to-six-word phrase was created to convey the Chamber's mission statement, core values and the benefit that organizations gain when joining. This tagline ties together the other deliverables within a larger brand awareness campaign. Inigo presented the Chamber with three taglines to choose from: "A Champion for Chicagoland Businesses," "Empowering Businesses. Empowering Chicagoland." and "Building Business Today for a Better Tomorrow." These taglines were crafted after thoroughly researching the Chamber and its three pillars of advocacy, networking and education. Ultimately, the Chamber settled on "Powering Chicagoland Business" as the tagline, taking elements of the second and third suggestion from Inigo to create this short and powerful sentiment of what the Chamber does.

SOCIAL MEDIA AUDIT

The Chicagoland Chamber of Commerce understands that social media is crucial for reaching current and potential members. Therefore, the Chamber asked Inigo to complete an audit of its social media accounts on LinkedIn, Twitter and Facebook to evaluate and critique the effectiveness of its pages and if its content matches up to Chamber goals. Specifically, the Chamber has goals to highlight its brand awareness and generate new member leads. With this in mind, Inigo also completed a competitor analysis of other cities and their chambers' social media to analyze their content and see if The Chicagoland Chamber of Commerce could incorporate any new strategies. Inigo also expanded the audit to include the benefits of creating and growing an Instagram account for the Chamber to further reach potential new members. Finally, for Twitter, Inigo extended the audit to include a deeper dive on how business-to-business communications are best conducted using the short form messaging on that platform.

WEBSITE AUDIT

The Chicagoland Chamber of Commerce came to Inigo with the overarching goal of increasing its brand awareness. In order to accomplish that, Inigo first created a website audit, evaluating the effectiveness and usability of the Chicagoland Chamber of Commerce website. The audit evaluated how easy it is for potential members to learn about the Chamber and eventually become members. The audit also examined whether Chamber information and resources were easily accessible to all current members. For each section of the website, the audit featured information on what is working well, along with actionable suggestions for what aspects of the website can be improved to reach its full potential.



SOCIAL MEDIA CONTENT

Using the research from the social media audit compiled this semester, Inigo created social media content for each of the Chicagoland Chamber of Commerce's current platforms. The audit provides helpful tactics and research used to craft the content and direction of the Chamber's social platforms. Inigo's PR and Creative teams used the audit to create 17 posts, consisting of both copy and graphics: two of which highlight the Chamber's broad reach across industries, five posts focus on the top five Chamber member industries and 10 general posts are dedicated to brand awareness, company culture and programs held by the Chamber.



BRAND AWARENESS

Continuing with the Chamber's goal of increasing its brand awareness, Inigo presented the Chamber with a brand awareness guide as the final deliverable for the semester. This guide summarizes all the content created this semester, while also expanding on how the work Inigo did for the Chamber fits in with its goal of increasing brand awareness. It showcases the new Chamber tagline, includes key takeaways from the social media and website audits, highlights some of the social posts that Inigo created and further explains the email marketing templates. In addition, the brand awareness guide includes a funnel map that demonstrates why the work that Inigo did is beneficial for the Chamber and how Inigo's deliverables utilize multiple channels to generate more membership leads.



AVIONOS EXECUTIVE SOCIAL ANALYSIS

In order to elevate Avionos' executives' LinkedIn profiles, Inigo created a thorough Executive Social Analysis with personalized strategies, social media ideas and comparisons between the Avionos executives' social presence versus the executives of its competitors. After researching each executive's posting frequency, presentation, individual passions and voice – the PR and Creative teams at Inigo delivered a guide that can be referenced and utilized at the leisure of the executives.



AVIONOS RECRUITMENT GUIDE

Avionos requested a Recruitment Guide with an emphasis on search engine optimization (SEO) in order to improve its brand credibility, visibility and current talent recruitment strategy. The Inigo PR and Creative teams worked closely to produce graphics and conduct extensive research on SEO, keywords and potential award opportunities for Avionos' offices in both the United States and Bogota, Columbia. Through our findings, Inigo constructed various social media posts, included in the guide, containing effective copy, recommendations and functional strategies for Avionos' talent recruitment to implement.



AVIONOS CONTENT CALENDAR 1

Avionos asked Inigo to provide a bi-weekly social media content calendar for its multiple platforms, highlighting its company culture and hybrid events. The content calendar contains three posts each for Facebook, Twitter and Instagram, followed by two posts for their LinkedIn. By researching the tech industries' leading hashtags, we were able to create copy that spoke to Avionos' brand voice while increasing post engagement across its platforms. The PR and Creative teams worked side-by-side to create copy and graphics that reflect the innovation of Avionos and invite their followers to join its live webinar sessions.



AVIONOS CONTENT CALENDARS 2 AND 3

Inigo then created a second and third social media calendar geared towards Avionos' multiple services and company culture, as a means to increase brand awareness and engagement overall. Our PR and Creative teams again, worked cross-functionally to deliver two Facebook posts, and four LinkedIn and Twitter posts. By utilizing recruitment information, case studies conducted by Avionos, industry-specific strategies and articles, Inigo was able to successfully reflect the Avionos brand mission and voice.

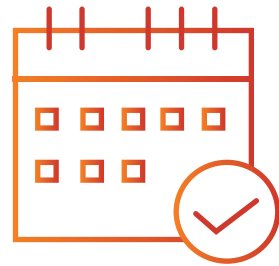


AVIONOS EXECUTIVE KITS

Inigo built five individual social media kits for Avionos' executive leaders to express their individual personalities, interests and position within the company on each of their social accounts. Inigo conducted an interview session with the Avionos executives in order to get to know each executive and what their vision is for their social media presence. The kits consist of copy and graphics put together by the PR and Creative teams for executives Chris Hauca, Dan Neiweem, Gibson Smith, Scott Webb and Victoria Phillips. Each kit is specially crafted to fit the personality of each respective executive through five LinkedIn posts. The posts are designed to integrate the personal interests of the executives with their industry passions for a cohesive, fresh and professional LinkedIn profile.



Inigo's Corporate Communications Team treats Inigo as our client, focusing on:



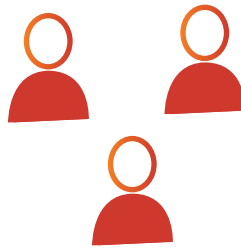
Event Planning



Social Media Marketing



Recruitment



Onboarding

This semester, our team worked closely with the Firm Director and Advisor to redesign the recruitment process, plan regular guest visits during agency meetings and plan Inigo's first ever live broadcast Final Showcase, as well as continuing our work crafting social media copy and graphics. We worked on efforts regarding recruitment, marketing and Diversity, Equity and Inclusion.

RECRUITMENT

Returning to the Inigo office offered unlimited potential for where the agency could go next, and the Corporate Communications team was committed to laying the foundation for Inigo to evolve to fit the new normal. We decided we wanted to expand our outreach this semester for recruitment to include not only students in the School of Communication, but also students in the College of Arts and Sciences and the Quinlan School of Business. We recognized how the potential for a diverse group of majors could be beneficial and would introduce different insights and perspectives for next semester's teams. Starting from scratch, we initiated Inigo's largest email outreach campaign ever, reaching out to over 100 Loyola professors across the School of

College of Arts and Sciences and the Quinlan School of Business to plan class presentations to spread the word about the opportunities Inigo offers. In addition to having every member participate in our in-person class visits, we also sent a pre-recorded recruitment video to those professors who were not able to host our staff. We also combined our Enrolled and Apprentice applications into one, ensuring that each member of our Spring 2022 staff would be fully committed to Inigo's success. The final change that we made to our new recruitment plan was the adoption of our two-round application process. By having preliminary screenings of applications and instituting a selective interview process, we were able to get a more holistic understanding of the candidates being considered for the Spring 2022 team. This semester we had our largest pool of enrolled applicants in Inigo history, with 57 applications and 41 interviews. Spring 2022 team.



This Fall has been our second semester with our @InigoChicago Twitter handle.



"Meet the Team" Series Posts

MARKETING

As technology continues to evolve rapidly, social media's importance in the field of communications is growing exponentially. This semester, we focused on working to increase our outreach and engagement, particularly on our Instagram page. Our first posts on Instagram were introductions to both our clients and team members. We used Instagram to promote recruitment for applying to next semester's Inigo teams. Visits from former Inigo members and holiday events were also commemorated on our page. An Instagram post series that chronicled key workplace skills – Collaboration, Leadership and Quality – showcased our Inigo members and Inigo values. We worked on creating posts that displayed innovative graphics and appealing, informative copy.

DIVERSITY, EQUITY AND INCLUSION EFFORTS

As part of our Diversity, Equity and Inclusion efforts this semester, Inigo made sure to create a safe and open space for members to discuss a range of topics, especially the more difficult ones. We used LinkedIn's Diversity, Inclusion, and Belonging (DIBs) training and videos as part of our initiative to learn more about and discuss these topics not just regarding external companies, but also Inigo's own internal operations.

An Instagram Series featured this Fall



THANK YOU, FALL 2021 STAFF



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