

FALL 2024

SEMI-ANNUAL REPORT



TABLE OF CONTENTS

04 FALL 2024 STAFF

17 BLANCHARD REALTY
GROUP

05 LETTER FROM OUR
FIRM DIRECTOR

21 UNITED AIRLINES

06 LETTERS FROM OUR
FACULTY ADVISORS

25 FLACO'S TACOS

08 ABOUT INIGO

29 PROMOTIONS

09 OUR CLIENTS

31 RECRUITMENT

13 CHICAGOLAND
CHAMBER OF
COMMERCE

FALL 2024 STAFF

DIRECTORS

Lillian Niziolek, *Firm Director*
Paulina Clark, *Promotions Director*
Isabelle Draxler, *Recruitment Director*
Austin Krzysik, *Creative Design Director*
Kaia Kohnen, *Account Director*
Katy McDermond, *Creative Design Director*
Sadie Sack, *Public Relations Director*

ACCOUNT

Natalie Dwyer, *Flaco's Tacos Account Coordinator*
Mia Hurley, *Blanchard Realty Group Account Coordinator*
Bertha Ortiz, *United Airlines Account Coordinator*
Carly Taylor, *Chicagoland Chamber of Commerce Account Coordinator*

PUBLIC RELATIONS

Alexandra Prodoehl, *Public Relations Coordinator*
Victoria Palmeri, *Public Relations Coordinator*
Kate Roundebush, *Public Relations Coordinator*
Margaret Kristan, *Public Relations Coordinator*
Kayleigh Johnson, *Public Relations Coordinator*
Ben Watkins, *Public Relations Coordinator*

CREATIVE DESIGN

AJ Vargas, *Creative Design Coordinator*
Allen Ford, *Creative Design Coordinator*
Laura Nguyen, *Creative Design Coordinator*
Madison Luongo, *Creative Design Coordinator*

PROMOTIONS

Genevieve Kempf, *Promotions Design Coordinator*
Ellen Karaba, *Promotions Design Coordinator*
Emma Kammholz, *Promotions Copywriting Coordinator*
Jacquelyn Principe, *Promotions Copywriting Coordinator*

RECRUITMENT

Andrea Lopezmalo, *Recruitment Coordinator*
Sophie Bixenman, *Recruitment Coordinator*
Kelsey Smith, *Recruitment Coordinator*

FACULTY

Kevin Killian, *Faculty Advisor*
Dr. Pamela Morris, *Faculty Advisor*
Elizabeth Landt, *Teaching Assistant*

A LETTER FROM OUR FIRM DIRECTOR

Wrapping up the Fall 2024 semester of Inigo, I am overwhelmed with pride. I am proud of our agency's willingness to take on new endeavors with excitement and diligence. I am proud of our commitment to collaboration, creativity and fostering a supportive environment for everyone to thrive. I am proud of the professional development events and agency visits that brought invaluable insights to our team. Most of all, though, I am proud of the passion and dedication each Inigoan showed up with on the daily.

This semester brought about a few major changes. We welcomed a new faculty advisor to our team, restructured the agency's internal teams and acquired a new client, Flaco's Tacos. While all of this was exciting, I was slightly trepidatious, as I knew it would push our team to work even harder. I now, however, can look back on our work this semester and smile...we produced some killer content and somehow managed to have fun while doing so.

Over the summer, the Admin team worked closely with our new Faculty Advisor, Kevin Killian, who was a previous mentor for the class, to prepare him for his first semester in the new position. Kevin's industry knowledge, positivity and sense of humor made him a huge asset to the team; I am appreciative of his guidance in helping our agency thrive.

In addition to this change, the team that was previously entitled Corporate Communications was split into two new teams: Recruitment and Promotions; each team would now have its own director as well as three coordinators. There were a plethora of new logistics to navigate, but the teams excelled. I personally loved the more relaxed Instagram content that showed off the agency's personality, whether that be our "Hot Takes" reel or our Instagram story takeover on the day of the United trip.

Finally, welcoming Flaco's Tacos as a new client was a milestone, not only because it is a restaurant beloved by many Inigoans, but because it gave us the opportunity to learn how to navigate a new client relationship. We worked to discover a strong brand voice while reaching their audience and creating campaigns and actionable strategies that captured the vibrant spirit of Flaco's. Seeing our ideas come to life, and the enthusiasm behind all of it, has been one of my proudest moments this semester. Eating a taco after class at Flaco's Tacos is even more special to me now.

In addition to these new changes, Inigo surpassed expectations in a variety of ways, as I knew we would. In our first-ever client satisfaction survey, all accounts rated our agency five out of five stars and will be returning to work with us in the spring. Additionally, in an internal satisfaction survey, 100% of respondents said that they would recommend Inigo to a friend and feel more prepared for the professional world since joining Inigo. These responses positively highlight the efforts of staff members and administration. I am inspired by the ambition within this organization and look forward to seeing what we will accomplish in the spring.

LILLIAN NIZIOLEK, FIRM DIRECTOR



A LETTER FROM OUR FACULTY ADVISOR

As a faculty advisor for Inigo, I create engaging experiences for students and ensure we fulfill client contracts while achieving learning goals. I have thoroughly enjoyed helping students gain confidence in what they learn at Loyola and explore the many exciting opportunities in communications.

Reflecting on my third semester at Inigo, I have been extremely impressed with the Inigo students. I have watched them overcome challenges from managing tight deadlines within busy schedules to learning collaborative skills in groups. I am grateful to see students achieve a variety of successes, creating deliverables for real clients, experiencing an agency setting and receiving professional insight from agency visits and guest speakers.

I was specifically impressed by the success of this semester with Inigo's new team organization and fourth client, Flaco's Tacos—the transition felt relaxed and organic. The agency's work is becoming increasingly professional and polished, especially video production, and we're recruiting many talented students.

Others have also recognized the hard work and professionalism: After Inigo's visit to Houston to capture content for United, they asked students to add another visit to O'Hare to produce extra work. It is extremely exciting that our clients are not only using Inigo's creative work but want extra content from our students.

I also want to recognize all the Inigo students who work in tandem with the Creative Design team. Without their behind-the-scenes effort, we would not have the creative work that we do. I am specifically proud of our Recruitment team, which was highly innovative this semester in recruiting diverse groups of students. Their initiative towards creating a campus shuttle advertisement and organizing our interview night were driving forces behind the continuing success of Inigo.

Looking ahead, I plan to build on what we learned this semester to make workflows even more streamlined and accommodate more ideas. To continue our successes, Inigo must experiment with what's trending and try new things. Through this experimentation, I hope to provide students with further opportunities for teamwork and leadership experience.

DR. PAM MORRIS, FACULTY ADVISOR



A LETTER FROM OUR FACULTY ADVISOR

In my first semester as Faculty Advisor at Inigo, I aimed to employ real-world industry experience to guide Inigoans on their path to success. I previously volunteered as a mentor to the students through my position as Manager of Digital Health at Golin. Transitioning to a more involved position at Loyola has given me the privilege of witnessing students grow throughout the semester. It's been rewarding to see students enhance their strategic communication skills, building upon the remarkable talent they brought as individuals.

A standout of the past few months has been the work we've done with our newest client, Flaco's Tacos. Our staff had a unique perspective since the target audience for deliverables was Loyola Students. It's been truly meaningful to see students' work evolve from its initial creation to its final appearance on a client's social media channels.

One of my favorite memories from this semester was dressing up as Jackie Moon for Halloween, as well as the games we play before deliverable work. The "work hard, play hard" spirit of our agency lends itself to many laughs, strengthening our relationships – and, ultimately, our work.

Reflecting on the incredible work Inigo has achieved these past few months, I'd like to thank my fellow faculty advisor Pam Morris. Inigo is so self-sufficient already, but Pam's guidance has made my job even easier. Her experience, knowledge and attention to detail elevate our deliverables to a higher level. I also want to thank our other Admin team members, Lily Niziolek and Ellie Landt, who've helped the class excel. Lastly, I want to thank the students. You've made this job so fun!

Preparing for next semester, I look forward to making our agency a more inclusive environment by further centering diversity, equity and inclusion in our classroom structure. Inigo's strength lies in bringing students together from different backgrounds, strengthening our collective perspective. I'm confident students leave Inigo more well equipped to pursue careers in this field, and I'm excited to build upon the outstanding work Inigoans have accomplished.



KEVIN KILLIAN, FACULTY ADVISOR

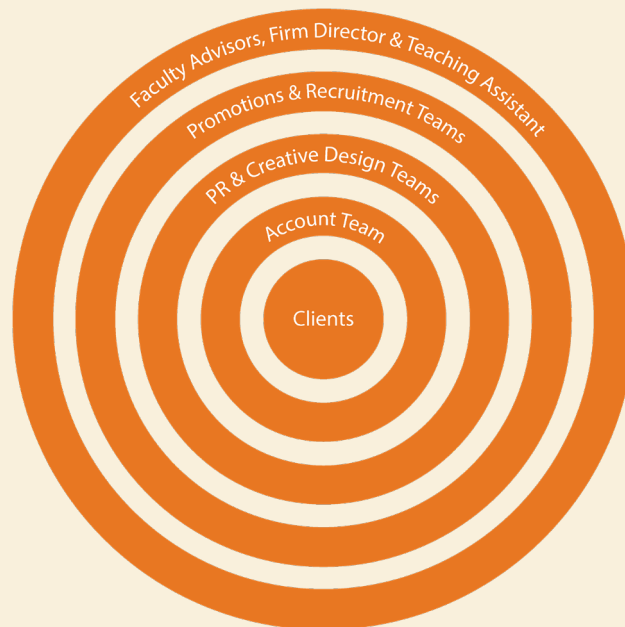
WHAT IS INIGO?

Since its founding in 2017, Inigo has been Chicago's first and only student-run communications agency. Over the past six years, Inigo has worked with 23 different clients from a variety of industries, giving its students experience and putting their skills to the test.

The agency structure is constantly evolving to better support our clients and give students new opportunities. This semester, the previous Corporate Communications team was split into two separate teams: Promotions and Recruitment. This restructure not only improved efficiency but also allowed for a positive increase in application numbers and reach of social media platforms.

Inigo is built with its clients at the center of all the work that we do. This semester, we had the pleasure to work with United Airlines, the Chicagoland Chamber of Commerce, Blanchard Realty Group and for their first semester, Flaco's Tacos. The clients entrust us to deliver high-quality work, and we are able to do so with the help of our mentors. Our mentorship with Golin, and one of their employees, Kevin, who is our faculty advisor, constantly give us industry insight and professional guidance. Inigo has successfully completed their second semester with Phaedon as account mentors and works with FCB for continuous professional development.

The success of this semester was thanks to the foundation of those before it, and this semester's staff has created an environment for those in the spring to flourish. By being bold, brave and blunt, each member contributed to the future success of the agency.



OUR CLIENTS



CHICAGOLAND CHAMBER OF COMMERCE

The Chicagoland Chamber of Commerce provides exclusive opportunities to more than 1,000 businesses in the Chicagoland area. Offering members connection, events, visibility, and advocacy in economic policy makes the Chamber an integral part of our region's professional innovation. The Chamber brings members together in meaningful professional connections and starts crucial conversations about the latest developments in business. They advocate for pro-business and pro-growth policies that further expand Chicago's economy and businesses. The Chamber drives thought leadership and gives members the best insights and resources to maximize their potential. As a dynamic organization that adapts to the ever-changing needs of its members, the Chamber plays an important role in the professional landscape of Chicagoland.

"Working as an account coordinator for the Chicagoland Chamber of Commerce has been an amazing learning experience. Collaborating with Alex and ensuring each deliverable was created in alignment with the vision and purpose of the Chamber made the process so valuable and fulfilling. Attending the Chicago at a Crossroads: The Future of Nuclear Energy event was also a highlight of this semester and seeing the real work the Chamber does gave me such an understanding and appreciation for the organization."

CARLY TAYLOR, CHICAGOLAND CHAMBER OF COMMERCE ACCOUNT COORDINATOR

OUR CLIENTS



BLANCHARD
REALTY
GROUP

THE WAY LIFE COULD BE.

Established in 2015, Blanchard Realty is a one-man realty company led by Scott Blanchard, serving coastal communities in southern Maine. Scott provides personalized, one-on-one support for clients buying or selling homes. His deep love for Maine began during childhood summers over 50 years ago, eventually inspiring him to become a year-round resident. Now, he helps others find their dream homes, just as he did. With a commitment to exceptional service and local expertise, Scott fosters lasting relationships with his clients, making the home-buying or selling experience seamless and rewarding. Blanchard Realty reflects his passion for Maine and real estate.

"As the account coordinator for Blanchard Realty Group, working with Scott and Sophie was a collaborative experience. They both had a clear vision of what they wanted, which guided our projects with a strong sense of purpose. Whenever I had questions, they were happy to provide insightful answers that deepened my understanding of their business and objectives. I appreciated the open dialogue they fostered, allowing me to feel comfortable sharing my thoughts and ideas. Scott and Sophie created an environment where I felt valued and encouraged to contribute fully, making our work together not only productive but also rewarding."

MIA HURLEY, BLANCHARD REALTY GROUP ACCOUNT COORDINATOR

OUR CLIENTS

**UNITED
AIRLINES**



United Airlines is a leading international airline company based in Chicago, serving 140 million passengers with over 300 locations across six continents. Returning for its 10th semester with Inigo, United's internal safety sector remains committed to upholding regulatory safety compliance standards and improving corrective actions. The initiative focuses specifically on those working under the wing. This includes baggage handlers, traffic controllers, ground crew, fuelers, controllers and technicians.

"As account coordinator for United, I had the privilege to learn about safety procedures while on the tarmac. This gave a new perspective on what safety means to the safety workers and United. It is so much more than just getting your luggage onto the plane and making sure the plane is safe to fly. United cares about getting you to your family and pets on time and happy. Through planning out trips to IAH and ORD, I have gained invaluable event planning skills. Working as an account coordinator for United taught me project and time management and important client contact skills."

BERTHA ORTIZ, UNITED AIRLINES ACCOUNT COORDINATOR

OUR CLIENTS



Flaco's Tacos, founded by Ed and Jim Hebson, began as a food truck and has grown into a popular brand with three locations in Chicago. They are dedicated to sustainability, sourcing fresh, locally sourced ingredients, while minimizing waste. The founders stay true to authentic Mexican recipes, ensuring every dish is consistent. With a focus on inclusion, Flaco's fosters a welcoming environment for all. Flaco's fun and playful brand personality shines through in its vibrant flavors and social media presence.

"This semester I had the pleasure of working with Denny, Flaco's Tacos' creative director. Flaco's, with its vibrant energy and authentic Mexican cuisine, was fantastic to collaborate with. Denny made the experience exciting and fun, offering great insights while still allowing our team lots of creative freedom. He encouraged us to focus on the fun energy of Flaco's while incorporating unexpected imagery. I learned so much from him and his positive, witty nature made the process even more enjoyable. Plus, working alongside the al pastor mini burritos (my signature meal) was a bonus! A big thank you to Denny for being patient and for a great learning experience. "

NATALIE DWYER, FLACO'S TACOS ACCOUNT COORDINATOR



CHICAGOLAND

CHAMBER OF COMMERCE

OUR GOALS THIS SEMESTER:

01

REACH PROSPECTIVE MEMBERS: INFORM POTENTIAL MEMBERS OF HOW THE CHAMBER CAN BENEFIT THEM PROFESSIONALLY AND INTERPERSONALLY

02

EMPHASIZE MEMBER INTERESTS: EVALUATE THE NEEDS AND OBJECTIVES OF CURRENT AND FUTURE MEMBERS FOR AN INSTAGRAM REEL

03

PROVIDE MEMBERSHIP INSIGHTS: DISPLAY WHAT MEMBERSHIP EVENTS AND PROGRAMMING INVOLVE FOR THOSE CONSIDERING JOINING THE CHAMBER THROUGH ENGAGING MOTION GRAPHICS

MEMBERSHIP REEL

Fusing visual and verbal elements to create an Instagram reel for prospective members, our team created a video that effectively portrayed the benefits of Chamber membership for our first deliverable. The reel's theme of innovation in the script developed by the Public Relations team demonstrates the Chamber's lasting impact in the region for over a century. Gaining valuable skills in copywriting, the Public Relations team learned how to tell the client's story with a voiceover script tailored to their intended audience. The Creative Design team used a variety of stock and event footage for the reel. They worked diligently to create three different video versions with two student voices and one AI voice to align with the client's vision. During this process, they learned how AI can be strategically used in the communications field. Through this deliverable, Inigo had the opportunity to drive engagement on the Chamber's social media with a reel targeted to prospective members.



EVENT REEL

As the second deliverable, our team captured video footage from the Chicago at a Crossroads: the Future of Nuclear Energy event this fall to create a reel for the Chamber's Instagram. The Public Relations team created copy that succinctly shared the event experience on a reel-style video, refining their social media copywriting skills. The Creative Design team experienced the process of filming, producing and editing client content. During the editing process, the Creative Design team adapted to the challenge of darker natural lighting, showcasing their problem-solving skills. They strategically placed clips that minimized lighting concerns and authentically highlighted event interactions. Combined with copy from the Public Relations team highlighting membership benefits and strategic footage placement from the Creative Design team, the reel targets prospective Chamber members interested in expanding their networks.





**BLANCHARD
REALTY
GROUP**

THE WAY LIFE COULD BE.

OUR GOALS THIS SEMESTER:

01

ENHANCE SOCIAL MEDIA PRESENCE: DEVELOP AND IMPLEMENT A COMPREHENSIVE STRATEGY TO INCREASE ENGAGEMENT AND VISIBILITY ACROSS SOCIAL MEDIA PLATFORMS

02

MODERNIZE WEBSITE DESIGN AND CONTENT: REFRESH THE WEBSITE'S VISUAL AESTHETICS AND UPDATE ITS COPY TO ALIGN WITH THE BRAND'S CURRENT IDENTITY AND APPEAL TO TARGET AUDIENCES


03

LAUNCH A BRAND REINTRODUCTION CAMPAIGN: CREATE A HIGH-QUALITY PROMOTIONAL VIDEO TO EFFECTIVELY REINTRODUCE THE BLANCHARD BRAND, SHOWCASING ITS VALUES, OFFERINGS AND UNIQUE STORY

SOCIAL MEDIA REBOOT

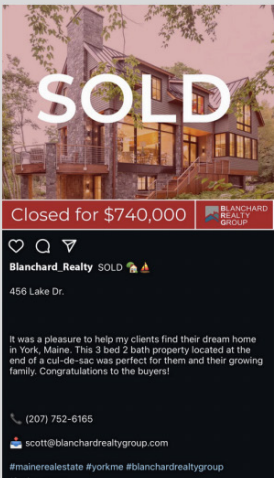
The first deliverable for Blanchard Realty Group focused on revamping the firm's social media presence. We established Instagram and Facebook presences to appeal to Blanchard Realty Group's target demographics of first-time home buyers as well as clients interested in vacation homes. Through competitive analysis and research, the Public Relations team created a guide for the best practices in writing captions and posting photos on social media. This guide helped seamlessly transition Blanchard Realty Group onto these platforms. The team ensured the client's friendly personality remained consistent by utilizing aspects and phrases from Blanchard Realty Group's existing branding. The Creative Design team designed graphic templates for Blanchard Realty Group to use on their new and improved social media accounts. They kept the templates minimal but incorporated vibrant brand colors including red to differentiate Blanchard Realty Group from its competitors. This deliverable worked towards Blanchard Realty Group's goal of appealing to new audiences, as Blanchard Realty Group became active on Instagram for the first time in the company's history.

Sold Template



Closed for \$740,000

Sold Properties Mockup



Closed for \$740,000

Blanchard Realty SOLD

456 Lake Dr.

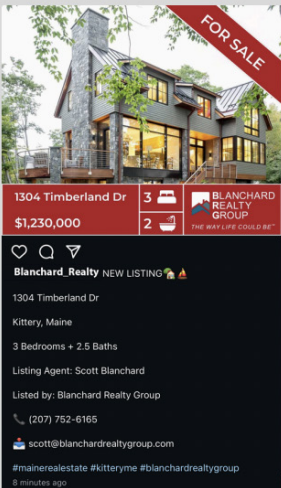
It was a pleasure to help my clients find their dream home in York, Maine. This 3 bed 2 bath property located at the end of a cul-de-sac was perfect for them and their growing family. Congratulations to the buyers!

(207) 752-6165

scott@blanchardrealtygroup.com

#mainerealestate #yorkme #blanchardrealtygroup

For Sale Properties Mockup



FOR SALE

1304 Timberland Dr 3 2

\$1,230,000

Blanchard Realty NEW LISTING

1304 Timberland Dr

Kittery, Maine

3 Bedrooms + 2.5 Baths

Listing Agent: Scott Blanchard

Listed by: Blanchard Realty Group

(207) 752-6165


scott@blanchardrealtygroup.com

#mainerealestate #kitteryme #blanchardrealtygroup

5

Local Events Mockup

"Exciting times ahead by the beautiful Maine coast! 🌊
🌟 Join us for an unforgettable event right by the beach, where the sea meets the sky, and good vibes are endless. Whether you're here for the live music, local food, or just to soak in the ocean breeze, this is the perfect way to spend your day. See you there! 🎵🎶
#MaineEvent #BeachVibes #SummerByTheSea"



Local Events & Attractions

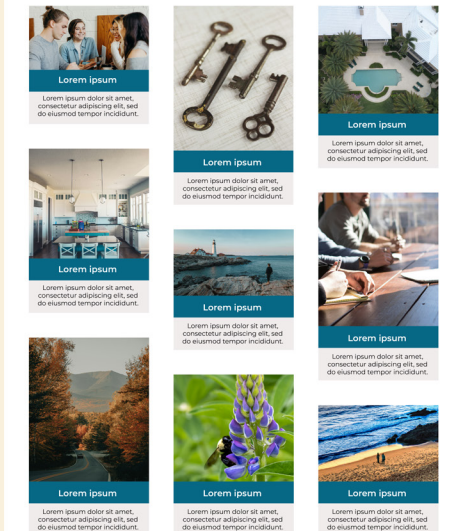
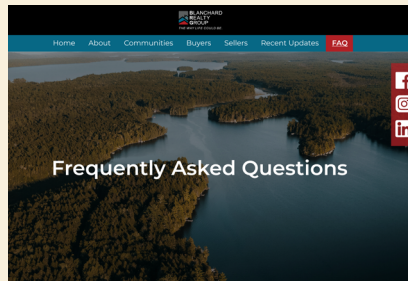
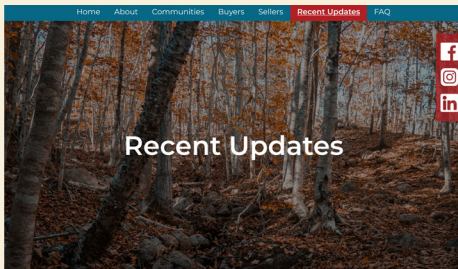
See insights and ads

Boost post

Like Comment Copy Share

WEBSITE AUDIT

For the second deliverable, Inigo staff members conducted a website audit as well as redesign suggestions for Blanchard Realty Group. The purpose of this deliverable was to modify Blanchard Realty Group's website to make it more user friendly and aesthetically pleasing. The Public Relations team updated the website's copy, considering Scott's authentic voice and the target audience including first-time home buyers. To ensure increased engagement with the website, the Public Relations team also provided suggestions for website organization practices and search optimization information. The Creative Design team made a mockup, providing Scott with an example of how to format the website. They reorganized the tab structure to make the website easier to navigate and used colors consistent with Blanchard Realty Group's branding to highlight important information without overwhelming viewers. The website audit worked towards Blanchard Realty Group's goal of an increased online presence to appeal to first-time home buyers.



Buyer FAQ

Why hire a buyer's broker?

Your buyer's broker serves your exclusive interests at no cost. By law, listing brokers' primary obligation is to the seller. When it's time to negotiate pricing or discuss the positives and negatives of a property, you'll want to have an advocate on your side.

What is your fee?

There is no charge. Our fee is free, provided we have written and sent the offer. Our compensation is entirely from the seller's proceeds, with no fees to a buyer client.

Why shouldn't work I directly with the seller's agent? Won't I get a better deal?

In theory, seller agents broker deals to satisfy both parties. Unfortunately, buyers are often unsatisfied, as listing agents' primary obligations are always to the seller. We, on the other hand, are dedicated to ensuring that as a buyer, you get a satisfactory deal.

Do I have to sign a contract?

While many buyer brokers ask clients to sign contracts before touring properties, at Blanchard, we want to earn your trust without a contract. We put our money where our mouth is: Clients only sign contracts once they submit an offer.

When will the buyer's broker be compensated?

We receive compensation at closing. As part of the closing process, the buyer distributes monies to the seller. Both the seller and buyer's brokers then receive compensation through the seller.

Buy with us

Seller FAQ

How do I find the worth of my home?

Contact us! We offer free home valuations based on the current market, local sales and your property's unique features. Our valuation ensures you receive a competitive and reliable estimate without requiring contracts.

What is your fee?

Even 40 years ago, I knew Maine had to be my home.

Growing up in Massachusetts, I looked forward to my idyllic summer vacations in Maine. After years of vacationing in southern Maine, I sincerely appreciated the York County Ocean communities. I felt such a special connection that I built my home in Cape Neddick decades later.

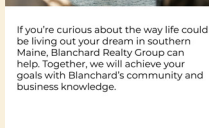


I'm grateful to have a lifetime of local knowledge to share with others in addition to my professional experience. I have completed hundreds of transactions since becoming a realtor, in addition to my 30 years negotiating contracts as a senior executive.

Through my boutique agency, I'm able to develop lasting one-on-one relationships with clients to be your resource during your buying or selling journey.



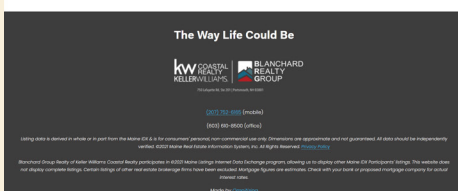
Before I was a local, I knew what it felt like to dream about Maine and how life could be. Today, I use my experience going from vacationer to local to help you navigate the closing table, whether you are buying or selling.



If you're curious about the way life could be living out your dream in southern Maine, Blanchard Realty Group can help. Together, we will achieve your goals with Blanchard's community and business knowledge.



Let's begin the journey together.



PROMOTIONAL VIDEO

The third deliverable, a promotional video for the website and social media accounts, markets Blanchard Realty Group as a boutique agency. The purpose of the video was to usher in a new era of activity on social media for Blanchard Realty Group and encourage the audience to follow along. Based on research about best practices for promotional videos, the Public Relations team wrote a script for the video as well as a caption for underneath the post. They kept the messaging brief yet impactful to maintain the audience's attention. The Creative Design team put the video together and created recommendations for audio recording to ensure the client's authentic voice would be heard clearly. Using footage of aerial scenes of Southern Maine and New Hampshire, they demonstrated the beauty of these coastal communities. The video presented Blanchard Realty Group as a personable agency enthusiastic about its new social media presence, appealing to first time home buyers.



UNITED AIRLINES



OUR GOALS THIS SEMESTER:

01

DEVELOP BRAND IDENTITY: DESIGN CONTENT WITH UNITED LOGO TO CREATE AN ASSOCIATION WITH UNITED AIRLINES WHILE STILL BEING AN INDEPENDENT INSTAGRAM ACCOUNT

02

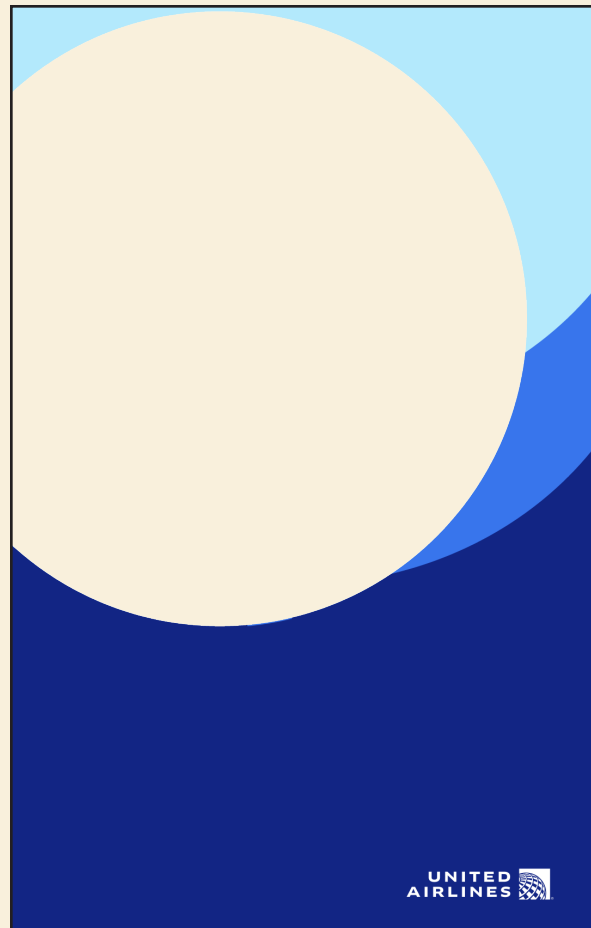
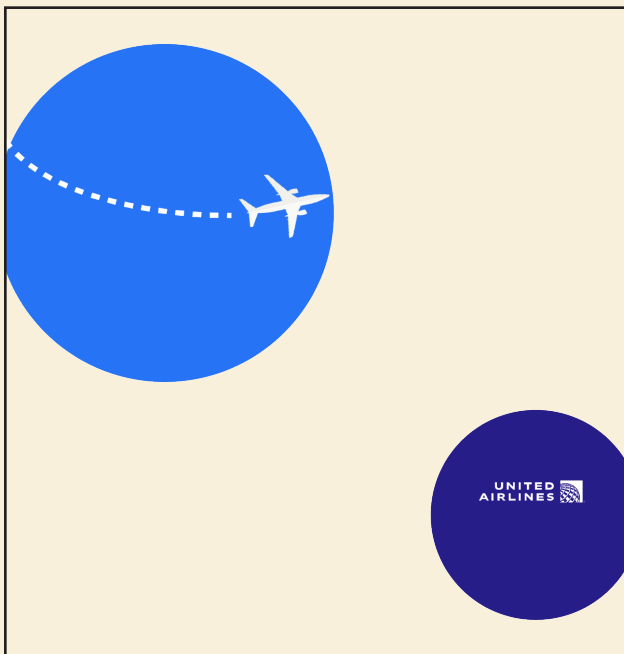
EMPHASIZE SAFETY EFFORTS: CREATE AN INSTAGRAM REEL TO CELEBRATE THE SAFETY RODEO WINNERS

03

ENGAGE GEN-Z AUDIENCE: DEVELOP FUNNY AND TRENDY TIKTOK VIDEOS TO DRAW YOUNGER AUDIENCE TO THE @AOSAFETYUAL INSTAGRAM

SOCIAL MEDIA TEMPLATES

The first deliverable for United Airlines involved creating a variety of social media templates to provide a space for posts that give a behind the scenes look at airport safety. Inigo staff members developed both grid and story posts on the @aosafetyual Instagram account. The Creative Design team crafted seven visually appealing templates that aligned with United's branding and provided the client with the opportunity to further modify their posts. The Public Relations team created detailed instructions for the integration of these templates into United Airlines' Safety Department's social media account. These instructions included caption writing recommendations, a list of effective emojis and hashtag guidelines. This evergreen content allows United Airlines to utilize Inigo's work numerous times, with one template posted to Instagram already.



SAFETY RODEO CONTENT

For United Airlines' second deliverable, the Inigo team traveled to the George Bush Intercontinental Airport (IAH) in Houston, Texas. Inigo was tasked with creating a Reel that celebrated the winners of United Airlines' 2024 Safety Rodeo as well as gathering content to create a photo gallery. The Safety Rodeo is an annual event where employees at various airports compete to show off their safety skills. The Public Relations team worked to develop a list of interview questions and create a shot list of b-roll that would benefit the Reel. The Creative Design team focused on creating the Reel as well as capturing all of the photo and video content while in Houston. In total, the team shared hundreds of raw photos in the photo gallery. The final Reel included employees who shared their perspectives on the Rodeo and what they learned, highlighting their success in bringing home the trophy. The Reel and photos provided United Airlines with a joyful, uniting and fun final product to share to their social media accounts.



TRENDING TIK TOKS

For the final deliverable, Inigo created five TikTok videos that aligned with current online trends to showcase United employees and highlight important safety protocol. These TikTok videos covered a range of safety practices and employee experiences by utilizing lighthearted humor, seamlessly blending TikTok trends with safety on the tarmac. Inigo staff members brought a young, Gen Z perspective, aiding United Airlines in developing content that effectively aligns with current trends. The Public Relations team researched current TikTok trends to develop a list of timely content that could relate to United Airlines and airport safety. The Creative Design team sorted through the footage collected in Houston to compile shots in a way that aligned with the TikTok audios. This deliverable exceeded United's initial hopes, providing them with five completed TikTok videos rather than just one. These TikTok videos successfully combined employee appreciation and humor to celebrate United Airlines and bring a touch of playfulness to tarmac safety.



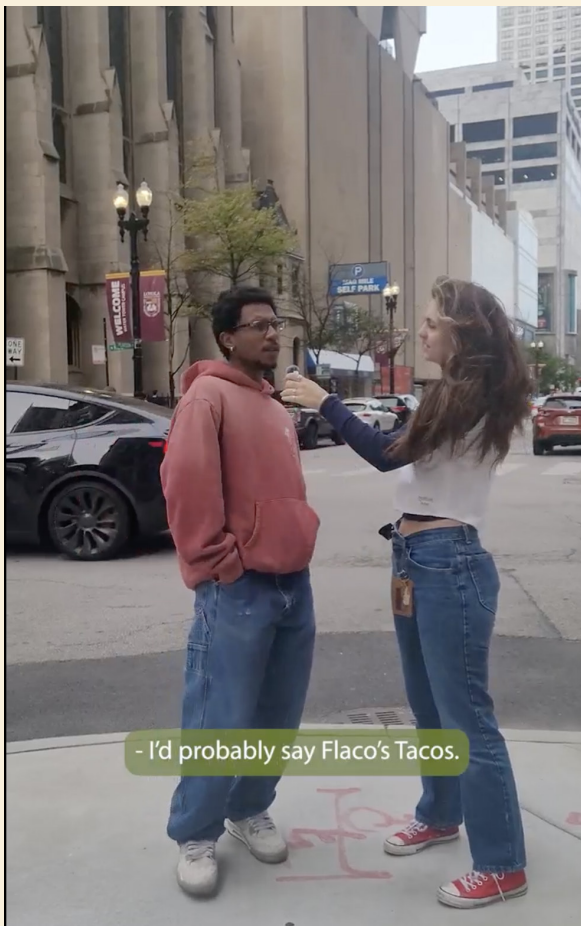


OUR GOALS THIS SEMESTER:

- 01** INCREASE RESTAURANT FOOT TRAFFIC: CONNECT WITH LOYOLA STUDENTS THROUGH RELATABLE CONTENT
- 02** ESTABLISH BRAND PERSONALITY: ENGAGE WITH LOYOLA STUDENTS BY CREATING RELATABLE AND FUNNY MEMES
- 03** EXPAND INFLUENCER PROGRAM: DEVELOP A CONTACT LIST, CREATIVE BRIEF AND PITCH LETTER FOR PROSPECTIVE INFLUENCERS TO PROFESSIONALIZE FLACO'S OUTREACH AND INCREASE THE RESTAURANT'S CREDIBILITY.

STREET INTERVIEW

The first deliverable for Flaco's Tacos was an Instagram Reel aimed to draw in larger crowds of Loyola students. The Public Relations team began by researching Instagram Reel creative concepts and the preferences of the target market. The team then compiled a script for the Reel, ensuring that the objective of increasing store traffic through relatable, appealing messaging was addressed. The Creative Design team streamlined filming at the Flaco's Tacos downtown location by planning an effective shot list in advance. The filming process was both fun and collaborative, with the team enjoying free food provided by the restaurant. The team was then responsible for editing the content to ensure it was engaging and effective. The Instagram Reel, which amassed over 100 likes, 4000 views and ranks the most viewed Reel on Flaco's Tacos Instagram, aligned with current trending content on the platform and encouraged an increase in engagement amongst student populations both online and inside the restaurants themselves.



MEMES

For the second deliverable, the Inigo team enhanced Flaco's Tacos relatability and relaxed nature by producing memes aimed at college students. The Public Relations team began by researching trending memes and their alignment with Flaco's social media content. Inigo members brainstormed a variety of meme concepts and wrote captions to best align with Flaco's unexpected, comedic brand identity. The Creative Design team constructed the memes and ensured the design accurately reflected the original ideas. The collection of memes effectively reinforced Flaco's as an inviting, entertaining atmosphere for the target market.



INFLUENCER CREATIVE BRIEF

For the final deliverable, Flaco's Tacos tasked Inigo with developing a Creative Brief for prospective influencers as well as expanding upon Flaco's current influencer contact list. The Public Relations team began by researching how to structure the Creative Brief for maximum clarity. The team then wrote the copy for the Creative Brief, ensuring topics such as brand identity, brand guidelines, post guidelines and pitch messaging were addressed. Additionally, the Public Relations team conducted research on Instagram that allowed them to nearly double Flaco's previous influencer contact list. The Creative Design team designed the Creative Brief to ensure it was visually engaging, easy to understand and aligned with Flaco's brand identity, incorporating the brand's color palette and tone of voice to maintain consistency. Expansion upon Flaco's influencer program will allow Flaco's to increase reach and engagement across key social platforms.

WELCOME



Flaco's Tacos is excited to launch an influencer program that celebrates authentic Mexican cuisine. We are aiming to partner with influencers eager to share their honest experiences at the restaurant.

- Slide 3 | Brand Overview
- Slide 4 | Influencer Program Overview
- Slides 5-6 | Post Guidelines
- Slide 7 | Content Do's/Don'ts
- Slide 8 | Terminology
- Slide 9 | Content Examples
- Slide 10 | FTC Guidelines
- Slide 11 | Questions




POST GUIDELINES


TYPE OF POST



-  "Review" style detailing overall experience
-  Immersive, experiential Instagram reels/Tiktoks preferred, Instagram stories/carousel posts acceptable

QUANTITY

-  Minimum of 1 post

WHAT TO INCLUDE

-  Tag Flacos, hashtags*, copyright free music, adherence to FTC guidelines



PROMOTIONS

The newly established Promotions team, formerly known as Corporate Communications, plays a pivotal role in supporting Inigo as its own client by promoting the agency to potential new members and clients. The team, consisting of two copywriters and two designers, ensures that the agency's work and impact are amplified across social media platforms and Inigo's website. The designers work to create graphics, film video content and capture photos, including behind-the-scenes moments from client events like the United Airlines trip, agency visits and internal professional development events. This content is repurposed into posts for social media platforms, ensuring an engaging online presence. Additionally, they are responsible for capturing headshots and staff photos, further contributing to Inigo's professional image. Meanwhile, the copywriters develop materials including newsletters, LinkedIn posts, social media captions and website blog content. These pieces highlighted the agency's work and achievements, fostering connections within the student community, inspiring potential new members and celebrating the work of the agency.

This semester, the Promotions team targeted multiple platforms including Instagram, LinkedIn and the website to promote the agency. On Instagram, the team produced multiple feed posts, including "Meet the Teams," "Meet the Clients" and "About Inigo," each highlighting the different aspects of the agency's operation and its diverse roster of clients. These posts provided a deeper understanding of the industries Inigo collaborates with and the impact of the collaborations. Additionally, to finish up the semester, the team created an "Inigo Wrapped," showcasing achievements and metrics, such as the number of applicants and their majors, providing followers a more comprehensive look at the scope of the agency's work and the unique voices behind them.



Inigo "Goes All In" at Golin
Inigo Communications on LinkedIn · 3 min read
Alexander Vargas and 21 others 1 comment

PROMOTIONS



The Promotions team also created fun and engaging Instagram reels, as well as reels capturing highlights such as the agency’s trip to Houston. The Promotions team captured behind-the-scenes footage of the Houston interview process, showcasing Inigo’s collaborative culture and attracting potential new members during recruitment. Adding a playful touch, the team created a lighthearted “Hot Takes” Instagram reel, where members shared quirky opinions that highlighted their unique personalities. Meanwhile on LinkedIn, the team promoted blog posts written by Inigo members and shared recaps of agency visits, professional development events, mentorship

opportunities and alumni spotlights, all aimed at fostering engagement and providing valuable career advice for students. On the website, the team updated staff and client information to reflect current projects, ensuring the agency’s online presence remained relevant and highlighting its commitment to growth, creativity and impact.



The Promotions team’s efforts have truly paid off, as reflected in analytics and overall engagement. Inigo’s Instagram had a 10.5% follower growth in the last 90 days coming to a total of 745 followers. Engagement from non-followers increased by an extraordinary 5,169%. The post with the most engagement on Instagram was the “Meet the agency” post which had an overall engagement of 119 likes, 15 comments and 31 shares. With a significant increase of 4,324 accounts

reached, 296 profile visits, seven of them being new followers, the Promotions team has exceeded expectations for the semester and has had a significant impact on the presence of the agency.

This semester the team also revamped the blogs on Inigo’s website, which were previously inactive, by sharing two new posts. On LinkedIn, there was 276.8% increase in impressions over the course of the semester, peaking in November with a total of 5,866 impressions. The newsletter gained a total of 3,375 impressions in addition to gaining 34 new subscribers, totaling 304. Meanwhile LinkedIn had a 309% increase in followers, totaling 644. Overall, across all platforms, there was a significant increase in followers, engagement, and views, showcasing the impact the Promotions team has made this semester in elevating the agency’s online presence.

RECRUITMENT

The first ever Recruitment team considers Inigo its client, with the role of ensuring a smooth application process and building the future of the agency. Their efforts this semester focused on drawing in talented students who collaborate well with others and contribute diverse perspectives from their various forms of expertise.

To achieve their goals, each of the three recruitment coordinators started by developing an outreach project. They created six flyers that showcased the agency and each team's objectives, representing the wide range of skills that Inigo members bring to the table. Inigo's presence at the SOC Student Org fair kickstarted their direct outreach to interested students, helping to put a friendly face to the Inigo name. They also developed a slide deck for class visits that aligned with the recruitment mission, which was presented to classes across the School of Communication, Quinlan School of Business and the College of Arts and Sciences. To accomplish this, they contacted the professors of the selected classrooms, and coordinated a class visit schedule for the agency to use as a presenter sign-up sheet. Following up with professors was key to scheduling as many class visits as possible in order to reach quality applicants. This resulted in 44 class visits held throughout Loyola. Once all applications were submitted, they focused on organizing applicant information, scheduling interviews, and coordinating an interview night to facilitate a smooth process for both candidates and directors.

This semester recruitment introduced a new component to interview night to aid the decision-making process. In addition to individual team interviews, a group interview with a combination of applicants from each team was added. This was used to see how well individuals could collaborate with one another, modeling the climate they will experience in Inigo.

Along with these projects accomplished by the recruitment team, they also began the process of creating an advertisement for the Loyola Intercampus Shuttle and conducting an audit of the Inigo website. The shuttle advertisement will be implemented during the next application season, while the website audit was partially implemented and will be fully executed in this upcoming semester. They began these projects in hopes of preparing the future recruitment team with important new materials to expand outreach.

RECRUITMENT

Recruitment's first semester as a stand-alone team was a proven success! Inigo had an increase in interest this semester, with 51 new applicants, 34 interviews, and 17 new coordinators. While the coordinators were new to their roles on the recruitment team, they had experience on their side with the director and admin team, helping to make a seamless split from Corporate Communications. Having a designated recruitment director and clear coordinator responsibilities increased efficiency and organization. Recruitment is incredibly proud of what has been accomplished over the course of this application season and are excited to have established a recruitment approach that can be built upon by future teams.



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THANK YOU, FALL 2024 STAFF

