

HELPING HART + SCAD DESIGN CHALLENGE

# STYLISH PHILANTHROPY



## Challenge

Drive B2B sales and engage enterprise customers by showcasing full range of products. Client also expressed desire to increase reputation as good corporate citizen in a credible manner.

## Solution

Introduced integrated communications campaign targeting key accounts. Partnered with Savannah College of Art and Design (SCAD) to help raise awareness for “Helping Hart” cause-marketing giveback program. Students majoring in fashion, illustration, graphic arts and industrial design collaborated to transform Hartwell apparel into original designs inspired by the concept of “giving.” Designs were made available to business accounts by special order.

## Outcome

- 20% year over year Sales Uplift, including win back of previous SMB accounts
- Clients closed various key accounts including deal with Aramark, largest uniform supplier in U.S.
- Over 75MM earned media impressions