



studio 2030



Studio 2030: How to Get Green Ink

Challenge

Studio 2030 opened its doors for business on Earth Day 2006. As a start-up firm, they offered an increasingly popular, yet non-traditional, product to their clientele – “green” architecture, planning and design services. Within a year, they had secured several high-profile projects, but needed to increase awareness of their firm and its services in order to grow.

In late 2007, our firm was called upon to provide Studio 2030 with the counsel, tools and contacts to help them:

- Increase the demand for sustainable architecture, design and planning
- Specifically, build awareness and recognition for the capabilities of Studio 2030 within and beyond the Twin Cities area, where they were based

Additionally, as a small company, Studio 2030 had allocated little budget to communications efforts, and they had little to no experience with marketing beyond presenting papers at industry shows.

Solution

Since Studio 2030 had waited 18 months from its initial launch to consider any form of outreach, we knew it was imperative that the firm begin to publicize itself as quickly as possible in order to attract attention as a “new” company. At the same time, a viable hook was necessary to engage the media.

As an immediate first step, our team created a plan to introduce Studio 2030 to targeted trade media of high importance at an upcoming tradeshow, IDEX, the building industry’s largest exposition and conference for design and construction. The “coming out” communications heralded the theme, “Get Outside the Box,” which was part of the title of the presentation – Get Outside the Box – From an Interiors Perspective: Sustainability, Innovation and Design – being delivered by the company’s founders at the conference.

Materials included a letter of introduction to the company and its mission, founder bios, case histories of projects underway, and a synopsis of the paper they would be presenting. The kit was delivered to media on a CD rather than in a traditional paper format to emphasize the firm’s focus on sustainability. Outreach included calls and emails, and direct contact during the conference.





studio2030



Results

Of the 10-12 key trade media contacted, almost all of them expressed interest in learning more about Studio 2030 as the firm grew. More immediately, several requested photos of projects upon their completion and agreed to publish articles or a case study on the firm's work, including *Architecture Minnesota*, *Architectural Record/Green Source*, *Eco-Structure*, *Hospitality Design* and *Interior Design*.

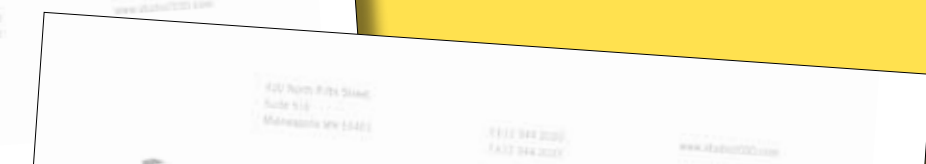
In addition, the media tools we created served as a "primer" for Studio 2030, helping them to understand the value and importance of communicating clearly and effectively with the media. They became aware of their role in promoting their own business, and learned how to do it effectively. The client said of our efforts: "We enjoyed our experience and were inspired by the many opportunities presented to increase our exposure in the marketplace."



Who is Studio 2030, Inc.?

Founded on Earth Day, 22 April 2007, Studio 2030 is an interior design and planning firm based in Minneapolis, MN.

Co-founders Rachelle Schoessler Lynn and Dayna Schoessler have a shared passion for environmental objectives and economic goals. As an integrated design practice, Studio 2030 merges architecture with the values of social and ecological responsibility. Studio 2030 specializes in both new construction and renovation.



Studio 2030 at IDEX/NeoCon Canada 2007

Get Outside the Box -- From an Interiors Perspective: Sustainability, Innovation and Design

Friday, 28 September 2007, 8:30 a.m.-10:30 a.m.

Presentation Overview:

1. Interior designers play a pivotal role in the total development of every project.
2. Interior designers – by their training and experience bring a unique set of skills to fundamentally transform every project and improve the sustainable design characteristics of every project.