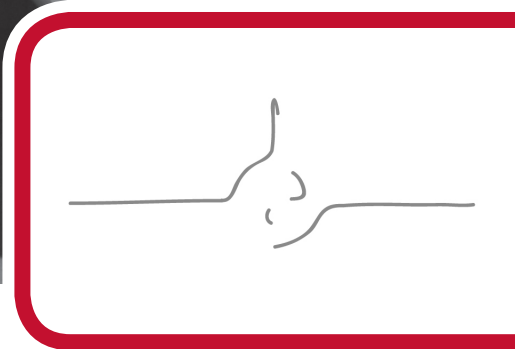


IMPACT PROFILE

The experience and guidance of our EIA consultant directed us to an achievable goal of more clearly communicating our impact and this has allowed us to be successful with our primary audience.

STEPHEN BIRCH
Board Chairman, Sky King



Developed a branding framework that alleviated market confusion.

80 hours
EIA INVESTMENT

\$8,000
MARKET VALUE OF EIA PROJECT

SKY KING REACHES SKYWARD

Since 1996, Sky King Foundation had assisted hundreds of rural families by providing no-cost air transportation to life-saving medical services. But few knew about their marvelous work. In fact, a lack of brand awareness caused market confusion and fundraising challenges. So Sky King turned to Executives in Action (EIA) for assistance in the development of a branding strategy.

EIA connected Sky King with marketing professional Julian Garza. Over ninety days, Garza and Sky King's Board Chairman, Stephen Birch, worked together to develop a branding framework for the organization. Their efforts, which included more than eighty hours of consulting time, culminated in a brand positioning statement, and a roadmap for marketing communications and logo design. As a result of Garza's expertise and hard work, Sky King made the needed shift from a "silent" organization to one that shares the wonderful stories and impact that they are having on people's lives.