

COMMUNITY IMPACT AND COMMUNICATIONS

GPD Creative Agency partnered with the Urban League of Greater Southwestern Ohio to support the State of Black Cincinnati report, transforming complex research into an engaging and accessible community resource.

OBJECTIVES

Translate research findings into a compelling visual and digital experience that would increase public awareness, stakeholder engagement, and community dialogue around issues impacting Black Cincinnatians.

RESULTS

- Increased Visibility | Enhanced the presentation and accessibility of critical community data.
- Stakeholder Engagement | Supported broader awareness and dialogue among community leaders, organizations, and residents.
- Strategic Storytelling | Transformed research into a compelling narrative that informed and inspired action.
- Brand Alignment | Strengthened the Urban League's position as a trusted source of research and advocacy.

AT A GLANCE

Challenges

- Complex data and research findings
- Diverse stakeholder audiences
- Need for visual clarity
- Community engagement goals



URBAN LEAGUE
OF GREATER SOUTHWESTERN OHIO

SOLUTIONS

01

Developed a comprehensive visual identity and communications approach for the report.

02

Designed layouts and supporting graphics that made data more accessible and actionable.

03

Created digital assets and promotional materials to support report distribution and public engagement.

04

Collaborated with organizational leadership to ensure alignment between research findings and community messaging.

Benefits

- Increased accessibility of information
- Enhanced stakeholder understanding
- Stronger community engagement
- Strategic storytelling and design