

C5 Georgia

The mission of the C5 Georgia is to change the odds for high-potential youth from risk-filled environments, inspiring them for leadership roles in college, work and their communities.

NON-PROFIT MAKES LOCAL HEADLINES THROUGH AGGRESSIVE MEDIA RELATIONS AND NEW MEDIA RELATIONS

LEADING THE INDUSTRY

C5 Georgia now enjoys recognition in Georgia as a leading organization supporting high-potential youth.

RESULTS

After their engagement with Write2Market, C5 Georgia

- appears on local news networks such as FOX5 and 11Alive in their own segments on the students in action.
- enjoyed robust PR support through their rebranding process.
- completed their media kit.
- received local media coverage about the C5 Georgia graduation in May.
- has presence on local media via several different webpages.
- has a growing Facebook presence.

OBJECTIVES

- Generate local support and presence in local news media.
- Raise awareness to the cause for more donations.
- Employ aggressive media training tactics so that C5 Georgia representatives can easily portray the right messages on-screen.

PROBLEM

How do we raise awareness for C5 Georgia?

THE TRIPLE-A INDUSTRY LEADERSHIP METHODOLOGY

Pay attention to local news and identify storylines that could involve C5 Georgia. Raise awareness through local news media, bringing the national brand successfully into the local community.

DO YOU WANT TO BE RECOGNIZED AS AN INDUSTRY LEADER?

404.419.6677
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