



TARGETED SUCCESSES Propel Group, Inc.

Carter BloodCare — “About Life”

Overview

With a limited budget, a new face was needed for Carter BloodCare’s quarterly publication, “About Life.”

Solution

Propel Group overhauled the personality of this publication with true-life stories and photographs of real people. The challenge was to use no professional photographers but rather to use what was at hand and work with it effectively.

Impact

Carter BloodCare continues to grow, adding more donor facilities each year, and the “About Life” publication circulation is nearing 40,000. In 2006, Propel Group won a Platinum MarCom Creative Award for the publication.

PLATINUM
2006 MARCOM
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