

PROJECT: ATS Among the GreATS

ATS had remained the same, and their image hadn't really evolved over the years. There had never been any marketing for a younger generation, word branding or phrase association in their campaign. It was a very traditional, conservative organization. I came up with the idea to incorporate hip, current, trending words, with real events that had the letters ATS in them. The purpose was to make a direct association and strong visual sensibility to where ATS is going, what it's doing, and what exciting opportunities donors would be a part of if they joined the community.

The idea of this project came from the perceived need to attract new, younger donors. ATS had a great reputation for well-established and distinguished donors who had stayed devoted to the organization over decades. Many, if not most, of whom were of retirement age. It was vital to get a younger generation on board and attract new themes, find new direction and create new vision. Life had become much more mobile since ATS had started approximately 70 years ago. Creating items with cool messaging that younger generations would be attracted to: t-shirts, base-ball caps, travel water bottles, and portable mugs with catch phrases combined with the logo, was the idea to get the word out.

Several great things had happened to ATS in the last decade that I targeted as relevant and ground-breaking: winning the Nobel Prize in Chemistry, amazing accomplishments in world-ranking, unbelievable advancements in health and mind-blowing inventions in technology, were a few of the concepts targeted. I wanted new and younger donors to be able to grasp in a single glance all that ATS encapsulated, and to be able to express that in the modern and rapidly changing world they now lived in. I had created dozens of potential phrases ending in the letters "ats". The page below presents a sample of the themes and concepts that were most tangible and impactful.

Leah Collmer

Centennial Stats

Nobel Congrats!



Heart Beats

Amazing Feats

Detroit **ATS** - Among the Greats!