



CNIB | Open Road Touring with Purpose.

Business Issue

When CNIB first approached Stephen Thomas to discuss the launch of a new fundraising event named "Open Road," they had already used the services of a commercial advertising agency, with disappointing results. The three-day motorcycle touring event targets a select, sophisticated participant, specifically the "executive touring enthusiast with a philanthropic mind-set." The commercial firm had presented a rather generic graphic treatment which expressed "road race" without addressing the specificity of either the event itself or the target audience. Stephen Thomas had less than one week to produce a new concept and graphic treatment.



Brand Response

For a strategically appropriate, exciting signature brand to emerge we needed to have a clear understanding of the organization's vision, especially for an inaugural event. We created the tag line "Touring with Purpose," which differentiated Open Road from the typical touring event, and infused the event name with a philanthropic edge. (CNIB liked the tag so much, it trademarked the phrase "with Purpose" to use in other fundraising contexts). Next, we presented three visual identities which each included evocative motorcycle iconography. Graphic treatment of the chosen identity incorporates the silhouette of a touring motorcycle, the CNIB acronym, and classic metallic wings. The Open Road identity was applied to a series of supports, from a printed invitation and flyer to an ad in a national magazine, an e-mail campaign and an event web site, and included ST-produced copy as well as graphic design.

Business Result

CNIB was thrilled that in such a short time Stephen Thomas was able to create a brand that expressed its vision so powerfully. All stakeholders, from the internal audience at CNIB and its event sponsors to members of the target audience expressed high approval ratings. The inaugural Open Road - Touring with Purpose™ event is scheduled for summer 2008.