

Business with Purpose

# Mission-Driven Marketing™

Serving Business and Nonprofit  
Organizations



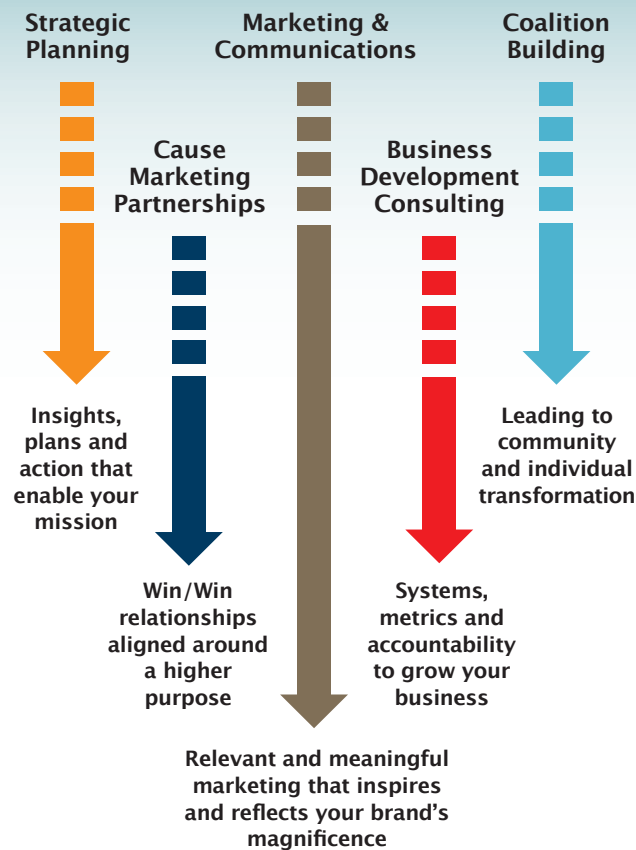
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**COMMUNICATIONS**

[www.MissionDrivenMarketing.net](http://www.MissionDrivenMarketing.net)

# Mission-Driven Marketing™

will lead your organization to:

- Establish, re-focus or revitalize your brand
- Uncover your brand's unique and competitive assets that are most valuable and attractive to your current and prospective customers
- Communicate your brand in meaningful and compelling ways
- Integrate your marketing and business development programs for impact and success
- Connect the dots among initiatives you've started that have lost focus and drive



## Who We Are

Davidoff Communications is a national marketing and sales consulting firm leading principle-based organizations to reflect their higher purpose through compelling and relevant marketing communications and strategic partnerships. The firm serves a mix of for-profit and nonprofit clients and specializes in strategic planning, marketing communications, business development and partnership marketing and coalition building.

## About Our Founder

John Davidoff, Founder and Managing Director, offers almost 30 years of business, marketing, sales and social cause program experience, and is recognized nationally as a leader in these fields. He is the architect of Davidoff Communications' *Mission-Driven Marketing* methodology. Prior to launching the firm in 2005, John held senior executive positions at national advertising and marketing agencies and corporations.

## Case Studies

### New Business Launch

For the launch of the new *Ruby Institute for Integrative Medicine at Northwestern*, in 2008, Davidoff Communications used *Mission-Driven Marketing* to create a marketing communications plan including business identity, creative branding and website development.

**Result:** Surpassed the business plan goals for existing and new patients moving to the new practice.

### Brand Positioning and Messaging

For the *National Children's Museum*, *Mission-Driven Marketing* repositioned the institution from a regional children's museum to a national social cause championing the engagement of children ages 4-12.

**Result:** A fresh approach and innovative case statement supporting the \$200 million fund-raising campaign and corporate partner development program for the museum's new Washington, D.C. metropolitan area location.

### Revitalized Business

For *Swank HealthCare*, *Mission-Driven Marketing* helped identify barriers to sales growth, reposition the business with a new target customer and re-launch its website. Davidoff also trained and coached the sales organization.

**Result:** The division has had successive quarters of record-breaking sales and attributes *Mission-Driven Marketing* for transforming the business from a sleeper into a formidable competitor in a growing industry.

## Nonprofit Clients

ADLER  
PLANETARIUM

NATIONAL  
CHILDRENS  
museum  
WASHINGTON, DC



MONTEZUMA BAY AQUARIUM



PETA

Legacy  
American Legacy  
Foundation

MUSIC  
EDUCATION

CHILDREN  
INTERNATIONAL  
www.children.org



AMERICAN  
INDIAN



GEORGE EASTMAN HOUSE  
100 East Main Street, Rochester, NY



THE  
NATIONAL ANTI-SLAV  
PROJECT

THE CONSERVATION FUND  
America's Partner in Conservation

## Business Clients

BlueCross BlueShield  
of Illinois

SWANK  
CUSTOM PARTS, INC.

Allstate  
INSURANCE

P&G

JohnsonDiversey  
CORPORATION

RABY  
INSTITUTE

energy

OMN  
CORPORATION

**CALL TODAY** and find out  
how *Mission-Driven Marketing* can  
help your organization.

- Strategic Planning
- Marketing Communications
- Business Development Coaching and Consulting
- Sponsorship and Partnership Marketing
- Corporate Philanthropy and Corporate Citizenship Programs
- Coalition Building

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