



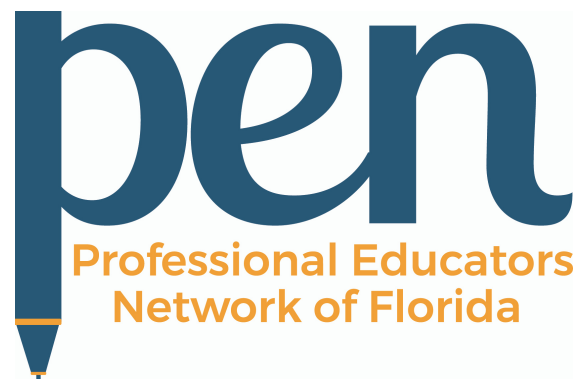
Rebranding to Attract Members

POINT
TAKEN

CASE STUDY

The Challenge: Professional Educators Network of Florida (PEN), a professional organization for teachers throughout the state, needed a new logo, website and marketing plan to attract more members.

The Solution: Point Taken designed a logo that illustrated PEN's commitment to teachers. Point Taken created a marketing plan with strategies and tactics to engage teachers and guided PEN as the organization's leaders built a new website to match their new brand and the organization's mission.



The Result: PEN's membership has increased since working with Point Taken and PEN leadership reports teachers are excited and inspired by the new marketing tactics.



Curious How
Point Taken Can Help You
Rebrand to Attract Members or Clients?

Contact Point Taken Today
at info@pointtakenpr.com
or 904.419.9216.