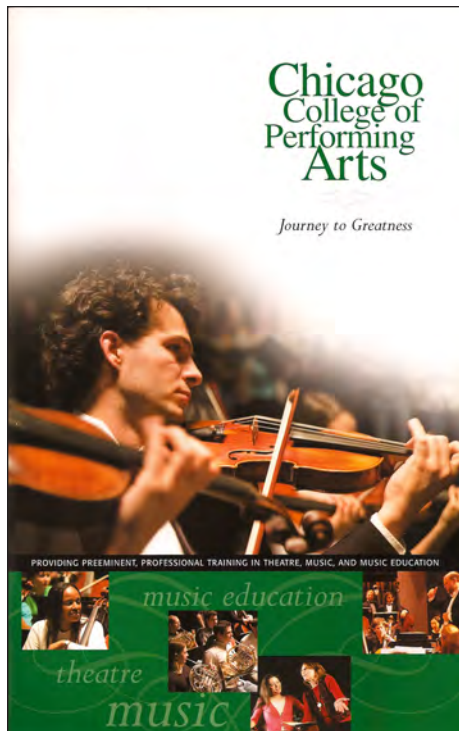


THE CHICAGO COLLEGE OF PERFORMING ARTS



The Board of Roosevelt University's CCPA enlisted MKB for an ongoing capital campaign and awareness strategy. Focusing on the annual student concert, MKB capitalized on the opportunity to build the CCPA brand in the corporate and sponsor communities, as well as the global arts community. We named the event 'Vivid', and re-purposed it as a branded annual production of international status. In addition, an in-depth positioning piece was produced for Board and Development Team use. This marketing tool, themed 'Journey to Greatness' recounts the history of the College and invites contributions to the ongoing successes.

BRAND DESIGN, WEB AND MARKETING