

## SOCIETY OF WOMEN ENGINEERS



Aspire. Advance. Achieve.



MKB led a strategic branding initiative to elevate SWE's perceived value and **upgrade its image**. After conducting secondary research, we crafted a clear positioning statement that connected with SWE's defined audiences. We then distilled it down to a memorable tagline and applied our distinct development process to website and print marketing, including a complete rebranding of the Annual Conference. Within one year, membership grew 35% and conference attendance of students grew by 40%.

MARKETING, BRANDING AND WEB COMMUNICATIONS FOR ASSOCIATIONS