



BRAND EXPERIENCE CONCEPT
LAUREN EVE CANTOR
Branding Experience through
Interaction Design
Spring 2015



VALUE PROPOSITION

We **empower** young **leaders**, instill them with a sense of **social responsibility** and teach them to **collaborate** with communities abroad on community **development** projects while being immersed in a **cross-cultural** exchange.

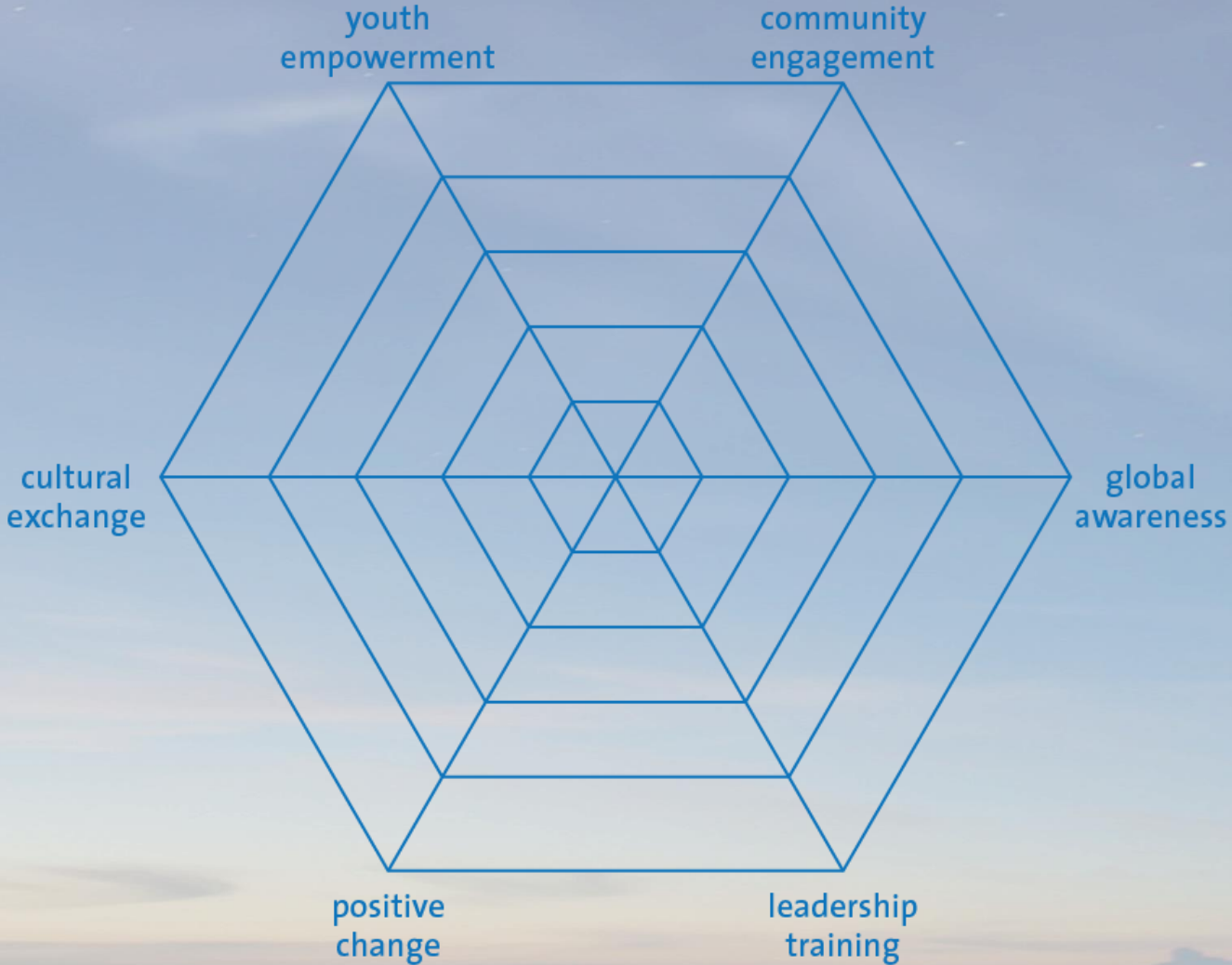
WHO WE ARE

Amigos de las Americas is a non-profit organization which inspires and trains young leaders and sends them to international communities to participate in and create development projects.



<http://youtu.be/Efm-5R9O7yk>

BRAND ATTRIBUTES



PROJECT BRIEF

To create a **consistent** and **engaging** brand experience for the non-profit organization which will attract and maintain **strategic relationships** with a variety of stakeholders: the **volunteer**, the **donor**, and their **advocates**.

RESEARCH AND DISCOVERY: STEEPX

KEY TAKE AWAYS:

The social landscape is about respect and acceptance for an increasing range of diverse categories.

Authenticity is key.

The increase in connectivity can allow for engagement of the volunteers and their communities to actively “market” their experiences.

Young people often end up feeling disenfranchised which allows for the opportunity for community development projects which foster education and highlight sustainable development for a peaceful society.

The new generation of products and services—and whole new approaches like the sharing economy—are finding increased credibility and impact, and making the notion of a more sustainable economy more tangible.

Since governments haven’t been very effective at addressing major problems such as poverty, war, violence, terrorism, and environmental pollution, non-profit organizations and citizen activist groups worldwide have taken up the challenge.

Fundraising can increase through partnerships, use of technology, or better media outreach.

Millennials despite their reputation for being self-obsessed and entitled often donate to charities and donate their time as volunteers.

RESEARCH AND DISCOVERY: SWOT



THE CUSTOMER

STRENGTHS

- Amigos volunteers range from 16-35 years in age
- Volunteers are both college and high school students
- Volunteers can come from the US and from local communities within Latin America
- Fundraising targets are volunteers, their peers, their families, partner organizations, alumni, and super non-profits
- Locally the communities are chosen for safety, desire to participate, rural location, ability to host, and coordinate, and need

WEAKNESSES

- The customer has an extremely broad range of archetypes, allowing for a confusing outreach campaign
- The customers must have a reason to remain connected to the program over time whether it be out of a local focus or desire to improve international communities
- The chapter system often limits the outreach to tight local communities outside of a chapter, individual volunteers, may feel under-served

MARKETING

OPPORTUNITIES

- Limited outreach in colleges
- Chapter system is still focused in Texas and California
- Super non-profits may partner in order to use the Amigos infrastructure to foster performance or education or other outreach programs.

THREATS

- Volunteers have a lot of opportunities available to them - some may have to work and fundraising can be difficult
- Fundraising targets also have a wide variety of options.




MARKETING

STRENGTHS

- Amigos has a huge alumni community
- Amigos has begun to use volunteers and alumni in its outreach through blog posts and youtube videos
- The chapter system allows for regional outreach with a local focus
- Annual fundraising through mailers and rallies as well as galas
- Marketing channels used: facebook, website, email, print mailers, phone calls, youtube
- Word of mouth from the volunteers is the best authentic tool

WEAKNESSES

- The marketing materials don't portray the energy of the youth participating in the programs
- Due to the volunteers being in rural communities, it is often difficult for them to post updates in real time, losing the authenticity and immediacy of the information
- The alumni community is young and often without funds to continue to donate
- The volunteers are often immature and grow up to focus on something else forgetting their "roots"

THE PRODUCT

OPPORTUNITIES

- New countries and new focus - away from health and human services and into community development
- Potential to focus on environmental education
- Potential to expand the Youth Ambassador and Youth Leadership programs outside of current limited numbers of volunteers
- Partnering with super non-profits to have more of a long term and financial impact

THREATS

- Traditional marketing for donations often gets ignored - need more timely more tech savvy outreach programs
- Wide variety of alternatives available to donate and participate in
- Marketing/fundraising is expensive in and of itself
- Latin America isn't the political focus it used to be - more anti-immigration concerns
- More college outreach
- Activate the chapters with more outreach and local events
- More partnerships like smile.amazon or urbed way
- More corporate partnerships like United
- Annual donations with corporate matching




THE PRODUCT

STRENGTHS

- Amigos as its Americas inspires and builds young leaders through collaborative community development and immersion in cross-cultural experiences.
- 50 years of history
- Targeted to both high school and college students
- Chapter Resources and International Office
- Variety of programs
- Summer Program allows for both US and Latin American volunteers
- Gap Year program
- American Youth Leadership program
- Youth Ambassador program
- 13 Projects in 10 different countries
- Safety is a strong focus

WEAKNESSES

- Volunteers live in rural communities and often learn more about themselves than "helping" their communities.
- Lack of new communities/over saturation
- Amigos has been in the field for 50 years and may be seen as complacent and repetitive
- Volunteers are young and often naive and may not have enough time to actually complete their tasks
- Volunteers are only trained for 9 months before their deployment
- College credit can be limited
- Volunteers have to fundraise
- Chapters may be inconsistent

THE PRODUCT

OPPORTUNITIES

- New countries and new focus - away from health and human services and into community development
- Potential to focus on environmental education
- Potential to expand the Youth Ambassador and Youth Leadership programs outside of current limited numbers of volunteers
- Partnering with super non-profits to have more of a long term and financial impact

THREATS

- Volunteers are focused on programs which pay or provide college credit
- Political uncertainty and safety concerns in the countries where volunteers work
- Lack of infrastructure available to maintain contact with volunteers/parents for safety and project updates
- Gap year is a new buzz word and students are looking for opportunities all over the world





Cross-Cultural Solutions

STRENGTHS

- A nonprofit working to address critical global issues by providing meaningful volunteer service to communities abroad, and contributing responsibly to local economies.
- History: 20 years, 30,000 volunteers, 9 countries (Asia, Africa and Latin America), United Nations Economic and Social Council granted CCS Special Consultative Status in May, 2003
- Partnerships with 11 US Universities
- Variety of programs: high school, college, Gap Year, Family programs, Group programs, Faculty led trips, Continuing Medical Education Trips, and Internships
- Volunteers can take time "off" to venture around the country

WEAKNESSES

- Volunteers live at a "home base" segregated from their community, but with all the other volunteers - like a local bed and breakfast experience
- Some trips are only week-long (spring break) adventures - more like a trip than a cultural immersion
- Projects are not full time - volunteers have afternoons off
- Volunteers have to fund their trips and may have limited group resources to fundraise
- Volunteers often come away more impacted than the communities they were meant to visit and improve
- Website is technologically savvy but seems childish and cartoonish

OPPORTUNITIES

- The programs are currently limited to 9 countries and often feel like eco-tourism, the programs can be expanded to include more educational opportunities both for the volunteers and the communities
- CCS is focused on Shared Humanity - which can have a broad marketing outreach to the volunteers and their families - and families can volunteer together
- CCS has a blog, website, interactive brochure, sets up an online fundraising page for each volunteer, uses live chat, email update, twitter, instagram and tumblr
- Volunteers provide the best authentic marketing experience

THREATS

- Safety concerns within the countries and communities the volunteers visit
- Volunteer opportunities abroad exist through a variety of organizations
- Not all colleges offer credit
- Gap year is a new buzz word and students are looking for opportunities all over the world
- Volunteers may be looking for paid opportunities as opposed to fundraising for themselves




Projects Abroad

STRENGTHS

- Volunteers range from 16-75 years in age
- The programs started 20 years ago with a focus on teaching English abroad
- University students and recent graduates still make up the majority of volunteers, but increasing numbers join for gap years or summer breaks
- Fastest growing demographics are career breakers and retirees choosing to take some time out volunteer long on our projects
- Stimulates the local economy within areas served: create local employment wherever they send volunteers and employ many people directly
- Projects in Latin America, Europe, Asia and Africa
- Projects can be volunteer or paid internships or continuing education

WEAKNESSES

- Projects can be as short as one week to as long as one year - impact vary widely
- Volunteers can live with a host family or within a volunteer community home or Volunteers have to raise the price of their trip
- Does not offer college credit
- Can be difficult to fundraise for since lack of full non profit status

OPPORTUNITIES

- Offer overseas voluntary work placements including teaching, care, conservation & environment, medicine & healthcare, journalism, law & human rights and business projects
- Volunteers get to chose their location and their work focus - direct marketing opportunities with a focused approach
- Volunteers can come from anywhere in the world
- Language immersion available

THREATS

- Volunteers have a lot of opportunities available to them - some may have to work and fundraising can be difficult
- Compared widely to the Peace Corps and Doctors without Borders
- Promoted/marketed often as a vacation immersion - means to learn the language




PEACE CORPS USA

STRENGTHS

- An American federal agency, Peace Corps has placed trained volunteers in countries that request them since 1961. Its three goals promote cross-cultural exchange and understanding; volunteers assist with projects overseas, teach others on behalf of America, and in turn educate Americans on behalf of other peoples.
- Volunteers serve for 27 months in 77 countries on eight project areas: Education, Youth and Community Development, Health, Business and Information/Communication Technology, Agriculture, Environment, HIV/AIDS, and Food Security.

WEAKNESSES

- The Peace Corps is a part of the US Government
- Application process can be lengthy and complicated
- Most volunteers are in their late 20s
- Volunteers usually already speak the language and have a strong background in the work they will be doing
- Volunteers often live alone within their communities
- Volunteers are often confused with the US government and politics can take its toll
- Training is a long term commitment and can be intensive
- Volunteers can not always chose their area of service
- The commitment is over 2 years

OPPORTUNITIES

- The Peace Corps has the full global reach of the US government and its allies
- The volunteers have built an international infrastructure for global volunteer work potential to partner with shorter term volunteers
- Marketing is focused on college graduates despite many opportunities for career changers and retirees
- Volunteers receive a variety of benefits in country and after return - not always obvious in the marketing

THREATS

- Volunteers have a lot of opportunities available to them
- Safety concerns can be imminent due to the link with the US Government
- Donations are often limited since the program is funded by the US Government
- Volunteers must be US Citizens



RESEARCH AND DISCOVERY: SWOT

KEY TAKE AWAYS:

Product Opportunities:

- New countries and new focus - away from health and human services and into community development
- Partnering with super non-profits to have more of a long term and financial impact

Marketing Opportunities:

- Technology: live updates from the field either through the volunteers or the staff
- An app for fundraising and for training which could show the parents/volunteers where they are in their schedules or how far they are from their goals - ac countability being a great motivator

Key Threats:

- Volunteers have a lot of opportunities available to them - some may have to work and fundraising can be difficult
- Latin America isn't the political focus it used to be - more anti-immigration concerns
- Volunteers are focused on programs which pay or provide college credit

Key Competitors:

- Cross Cultural Solutions
- Projects Abroad
- The Peace Corps

RESEARCH AND DISCOVERY: CONSUMER ARCHETYPES

ARCHETYPE 1 THE IDEALISTIC STUDENT



KEY TRAITS:

Believes she can save the world.
The Generation Y equivalent of a hippie.
Intellectually curious.
Driven by strong moral values.
Sees the world through rose-colored glasses.
Looks for the best in people.
Compassionate.
Diplomatic.
Collaborator.
Leads by example.
Flexible.
Early Adopter.
Tends to come from an upper middle class upbringing.



MUST HAVES:

Always wearing a Patagonia fleece.
Attends Coachella.
Drives a Mini Cooper.
Listens to Lana del Rey.
Always carries a BPA free water bottle.
Shops at Urban Outfitters.
Shops at American Apparel.
Plays Ultimate Frisbee.
Always on Instagram.
Layered bracelets and necklaces.
Wears a fedora or (her boyfriend does).
Wears Converse or Vans.
Uses a Mac laptop covered in stickers.



ARCHETYPE 2 THE HUMANITARIAN MOM



KEY TRAITS:

Empathetic.
Compassionate.
Perceptive.
Encouraging.
Generous.
Puts the needs of others before her own.
Late Majority (unless her children purchase for her).
Difficult time saying no (especially to her kids and their friends).
Strong sense of responsibility.
Wants her children to succeed.
Tries not to be a helicopter mom.
Connected consumer.



MUST HAVES:

Drives a hybrid wagon.
Always in Lululemon work out gear.
Does Pilates or Yoga.
Listens to NPR.
Uses Twitter.
Shops online.
Shops at JCrew.
Wears Stella McCartney.
Uses make-up that doesn't test on animals.
Supports PETA.
Tries to be a vegetarian.
Her iPhone is in a non-destructible case.
Uses an iPad when not at work.



ARCHETYPE 3 THE CAREER FOCUSED HERO



KEY TRAITS:

Dynamic.
Motivational.
Diplomatic.
Energetic.
Driven.
Early Adopter.
Mogul in the making.
Looking for the best resume builder.
Applying to graduate school.
Handles an intense workload.
Desire to prove his worth through a courageous act.



MUST HAVES:

Drives a Jeep.
Wears Vans.
Comfortable in a suit or running gear.
Wears glasses at work, but contacts on the go.
Plays golf.
Quotes the Steve Jobs Biography.
Shops at Trunk Club.
Addicted to Kickstarter.
Uses Code Academy.
Has an iPhone for personal use and a blackberry for work.
Carries a swiss army knife.
Uses a bike messenger bag.
Reads Wired.



ARCHETYPE 4 THE ADVOCATE ALUMNUS



KEY TRAITS:

Warm.
Empathetic.
Strong sense of duty.
Strongly motivated to support others.
Value being part of a close-knit team.
Lover of tradition.
Require positive reinforcement.
Efficient as a well-oiled machine.
Late Majority.
Devoted.
Competent and quite methodical.
Thrive in leadership positions due to a crazy work ethic.
Well educated.



MUST HAVES:

Uses a fitness tracker.
Drives a family sedan with a little flash (Lexus or BMW).
Saves for his children's future education.
Reads Bloomberg Business Week.
Has a Windows laptop for work.
Loves to eat out and explore other cultures.
World traveler.
Follows world politics - votes.
Shops at Target and Costco.
Loves a worn in baseball cap.
Carries a beat up wallet - no money clips.
Active in their church/temple.
Sends his children to public school.



ARCHETYPE 5 THE MAVERICK ADVENTURER



KEY TRAITS:

Loves to travel.
Speaks several languages.
Energetic.
Creative.
Individualistic.
Wants to experience everything and inspire others to do the same.
Life is jam-packed with hobbies that allows him to learn new things and meet new people.
Always looking for the next big challenge.
Love life for its variety.
Multi-talented.
Driven.
Sometimes thought of as scatterbrained.



MUST HAVES:

Early Adopter - if he has the money.
Every App for travel, languages and deals.
Carries a Moleskine notebook.
Drives a used car (with a fast engine).
Loves North Face gear.
Loves to ski and snowboard.
Getting a pilot's license (or dreams of one).
Eats at food trucks.
Always carries a coffee to go cup.
Focused on healthy eating.
Shops at Trader Joe's.
Sustainability is a priority.
Desk is a clutter-filled mess.



RESEARCH AND DISCOVERY: CONSUMER NEEDS/WANTS

NEEDS/WANTS:

- To travel abroad for the summer
- To engage in a community development project
- To meet new people
- To learn a foreign language
- To gain real world leadership experience
- To detach from technology

PAIN POINTS:

- A consistent online experience
- A tremendous amount of pre-field information needs to be downloaded and studied
- An engaging and efficient way to donate
- A need to be in touch during the summer


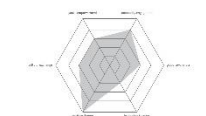
DESIGN DEVELOPMENT: DESIGN CONCEPTS

CONCEPT 1 SPONSORSHIP ENGAGEMENT: COLGATE

The Concept: Connect sponsor's single, one-off concept with a more continuous campaign.

Media: The brand's primary goal is to keep up the high-profile visibility through the use of social media and other digital channels.

Proposition/Skillset: The campaign will focus on creating a more personal connection with the audience through the use of social media and other digital channels.


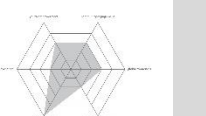



CONCEPT 2 SPONSORSHIP ENGAGEMENT: UNITED

The Concept: Connect sponsor's single, one-off concept with a more continuous campaign.

Media: The brand's primary goal is to keep up the high-profile visibility through the use of social media and other digital channels.

Proposition/Skillset: The campaign will focus on creating a more personal connection with the audience through the use of social media and other digital channels.






CONCEPT 3 SPONSORSHIP ENGAGEMENT: SMILE.AMAZON

The Concept: Connect sponsor's single, one-off concept with a more continuous campaign.

Media: The brand's primary goal is to keep up the high-profile visibility through the use of social media and other digital channels.

Proposition/Skillset: The campaign will focus on creating a more personal connection with the audience through the use of social media and other digital channels.

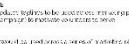
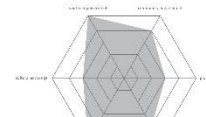



CONCEPT 4 STUDENT MARKETING: UPDATED TAGLINES

The Concept: Create a student marketing campaign that is more personal and relatable.

Media: The brand's primary goal is to keep up the high-profile visibility through the use of social media and other digital channels.

Proposition/Skillset: The campaign will focus on creating a more personal connection with the audience through the use of social media and other digital channels.


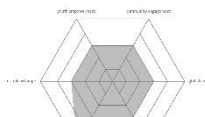



CONCEPT 5 PARENT MARKETING: DISRUPTIVE TAGLINE

The Concept: Create a parent marketing campaign that is more personal and relatable.

Media: The brand's primary goal is to keep up the high-profile visibility through the use of social media and other digital channels.

Proposition/Skillset: The campaign will focus on creating a more personal connection with the audience through the use of social media and other digital channels.


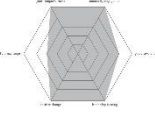



CONCEPT 6 APP: VOLUNTEER INVOLVEMENT

The Concept: Create an app that is more personal and relatable.

Media: The brand's primary goal is to keep up the high-profile visibility through the use of social media and other digital channels.

Proposition/Skillset: The campaign will focus on creating a more personal connection with the audience through the use of social media and other digital channels.


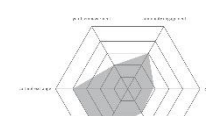



CONCEPT 7 APP: DONOR UPDATES

The Concept: Create an app that is more personal and relatable.

Media: The brand's primary goal is to keep up the high-profile visibility through the use of social media and other digital channels.

Proposition/Skillset: The campaign will focus on creating a more personal connection with the audience through the use of social media and other digital channels.



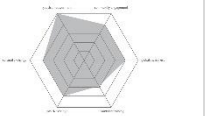



CONCEPT 8 IN-COUNTRY INSTAGRAM

The Concept: Create an in-country Instagram campaign that is more personal and relatable.

Media: The brand's primary goal is to keep up the high-profile visibility through the use of social media and other digital channels.

Proposition/Skillset: The campaign will focus on creating a more personal connection with the audience through the use of social media and other digital channels.



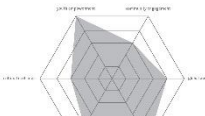




CONCEPT 9 YOUTUBE TRAINING

The Concept: Create a YouTube training campaign that is more personal and relatable.

Media: The brand's primary goal is to keep up the high-profile visibility through the use of social media and other digital channels.

Proposition/Skillset: The campaign will focus on creating a more personal connection with the audience through the use of social media and other digital channels.









CONCEPT 10 MARKETING VIDEO

The Concept: Create a marketing video campaign that is more personal and relatable.

Media: The brand's primary goal is to keep up the high-profile visibility through the use of social media and other digital channels.

Proposition/Skillset: The campaign will focus on creating a more personal connection with the audience through the use of social media and other digital channels.

PROJECT BRIEF

Can Amigos effectively engage its various stakeholders throughout their Amigos journey?

MEET JULIE: THE IDEALIST STUDENT

**THE GENERATION Y
EQUIVALENT OF A HIPPIE**

**THINKS SHE CAN SAVE
THE WORLD**

STRONG MORAL VALUES



**INTELLECTUALLY
CURIOUS:
EARLY ADOPTER**

**SEES THE WORLD THROUGH
ROSE COLORED GLASSES**

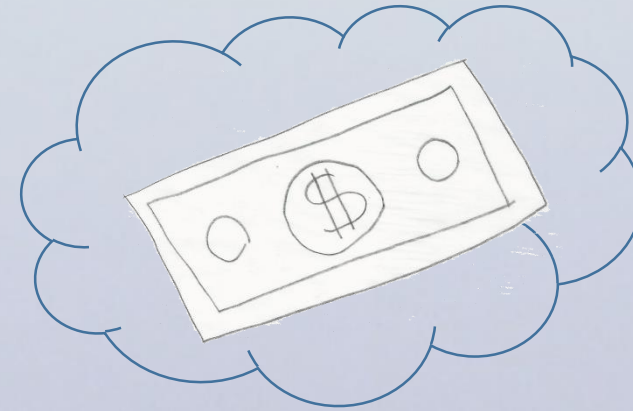
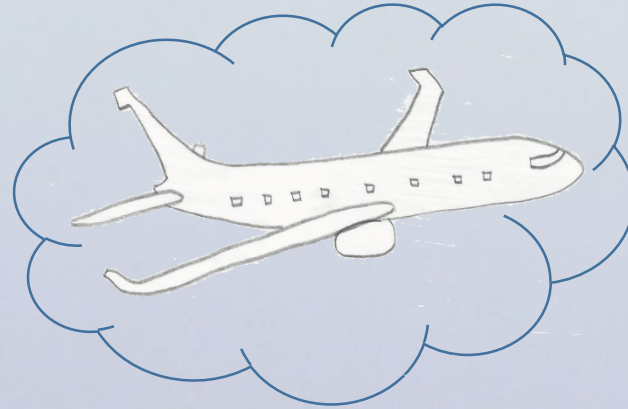
**FLEXIBLE AND A
GOOD COLLABORATOR**

MEET JULIE'S MOM: THE HUMANITARIAN



JULIE IS ABOUT TO GRADUATE HIGH SCHOOL

She has been wondering what to do for her summer vacation



ON HER WAY HOME SHE SEES AN ADVERTISEMENT



AND SHE DECIDES TO SIGN UP

THINK LIKE A LEADER

BE AN ADVENTURER

MAKE A DIFFERENCE

BE AN AMIGO

Amigos has summer and gap year volunteer programs across Latin America for students who want to make a difference and see the world.

amigoslink.org



AMIGOS
Amigos de las Américas

JULIE GETS HER INFORMATION PACKET



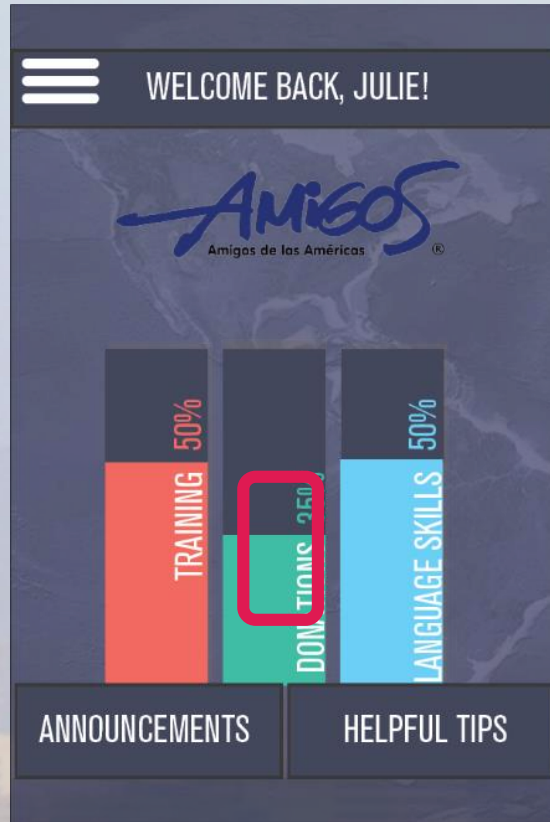
TO DO LIST:
GET STARTED ON YOUR TRAINING
RAISE YOUR DONATIONS TO PARTICIPATE
KEEP STUDYING YOUR FOREIGN LANGUAGE

AND SHE DOWNLOADS THE APP

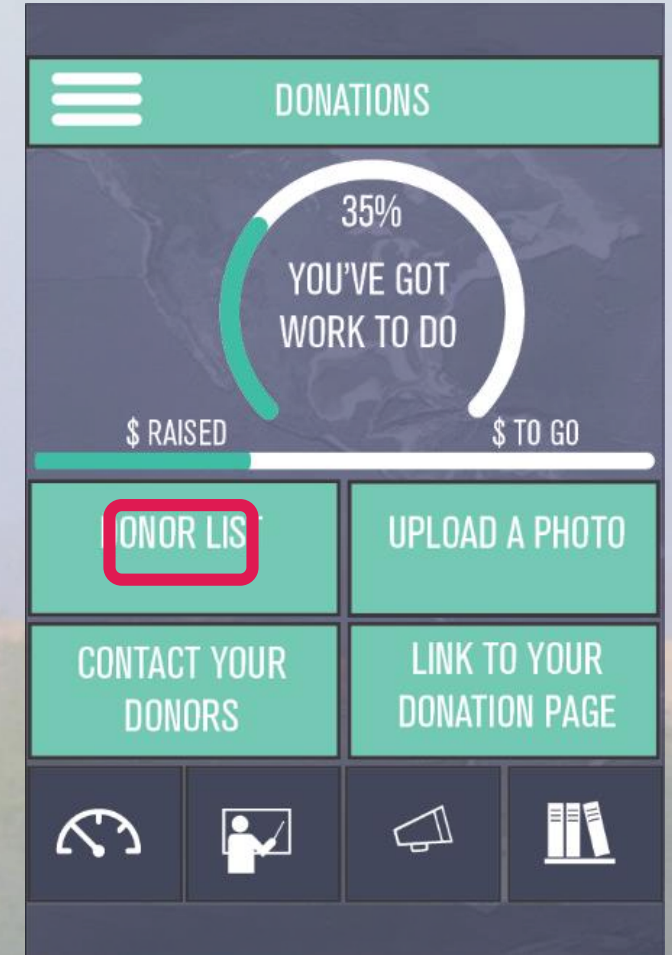


3 MONTHS LATER

JULIE CHECKS HER AMIGOS APP



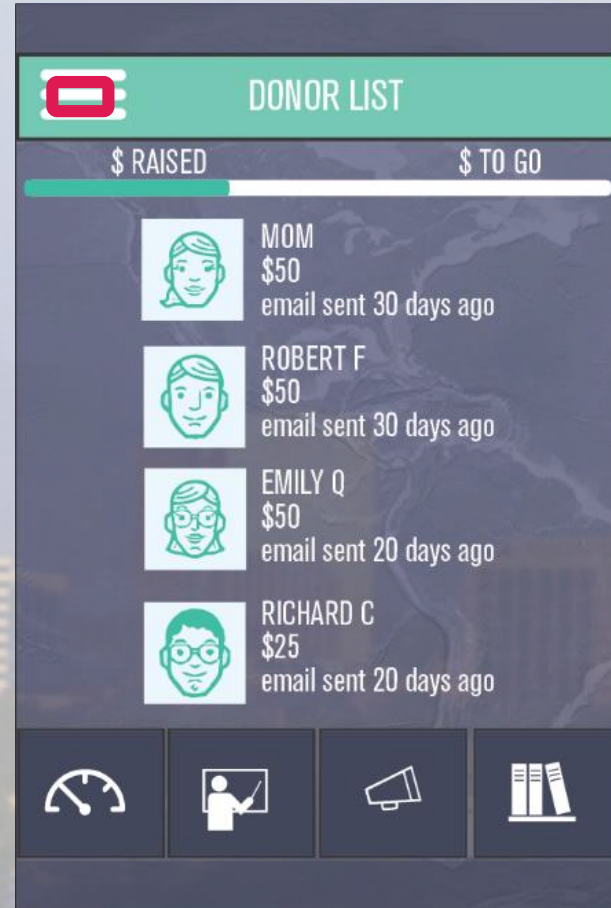
She notices that she is slacking in raising donations



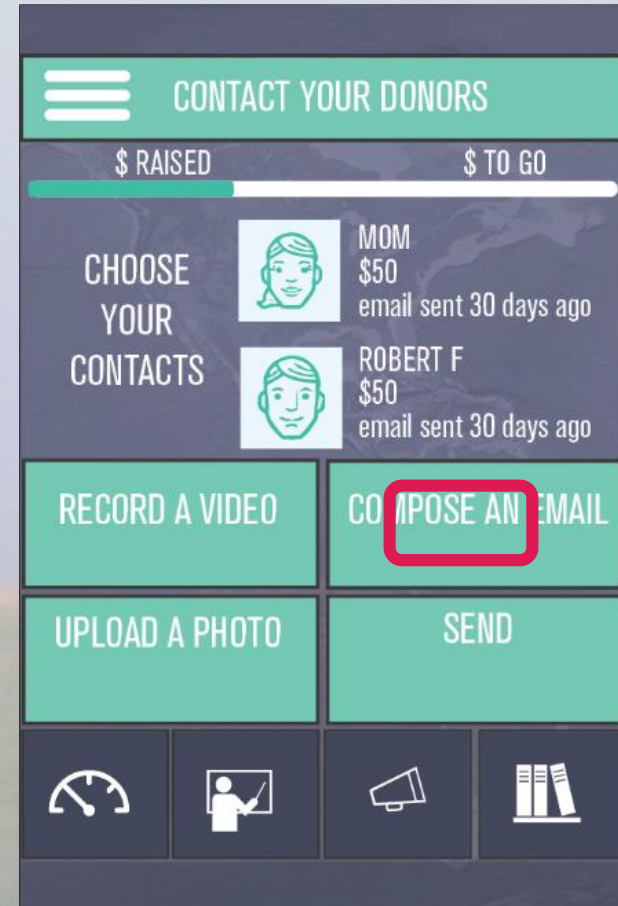
JULIE CHECKS HER AMIGOS APP



She decides to check which of her donors have actually contributed



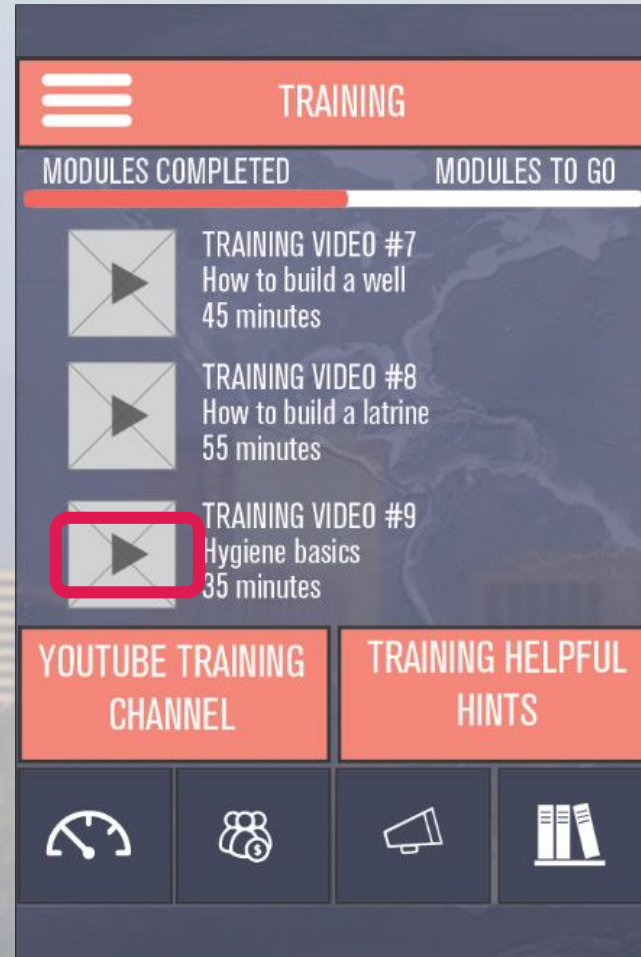
And she sends an updated donation request



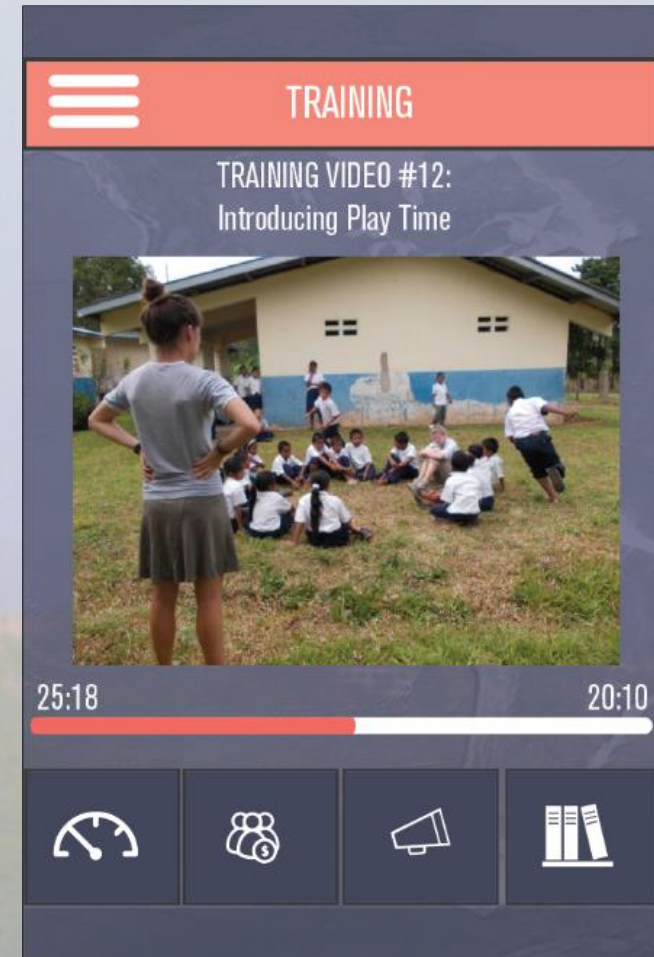
JULIE CHECKS HER AMIGOS APP



She still has a some time so she checks her training playlist



And she decides to watch a training video



MEANWHILE

JULIE'S MOM IS OUT AT THE GROCERY STORE

She notices an Amigos ad in the pharmacy aisle and she buys a Colgate toothbrush.



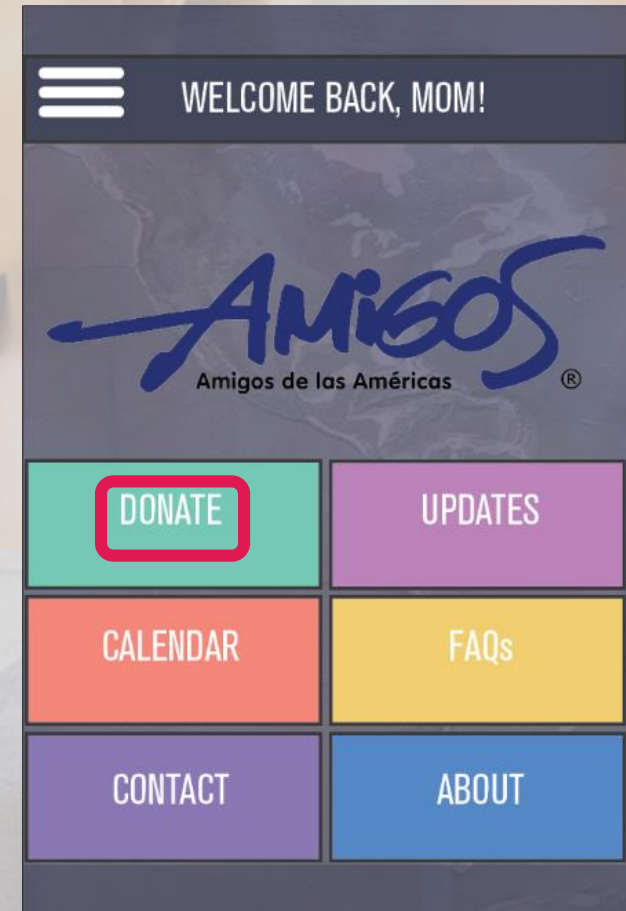
**THIS TOOTHBRUSH
CAN BRIGHTEN
THREE SMILES.**



Buy a Colgate Toothbrush for (1) yourself and we'll donate one to Amigos, who will send it with a (2) student volunteer to Latin America who will give it to a (3) child and teach her to brush her teeth.



This reminds her to check on Julie's progress in the Amigos app.



JULIE'S MOM IS OUT AT THE GROCERY STORE

She logs in to the app and decides to donate more to Julie.

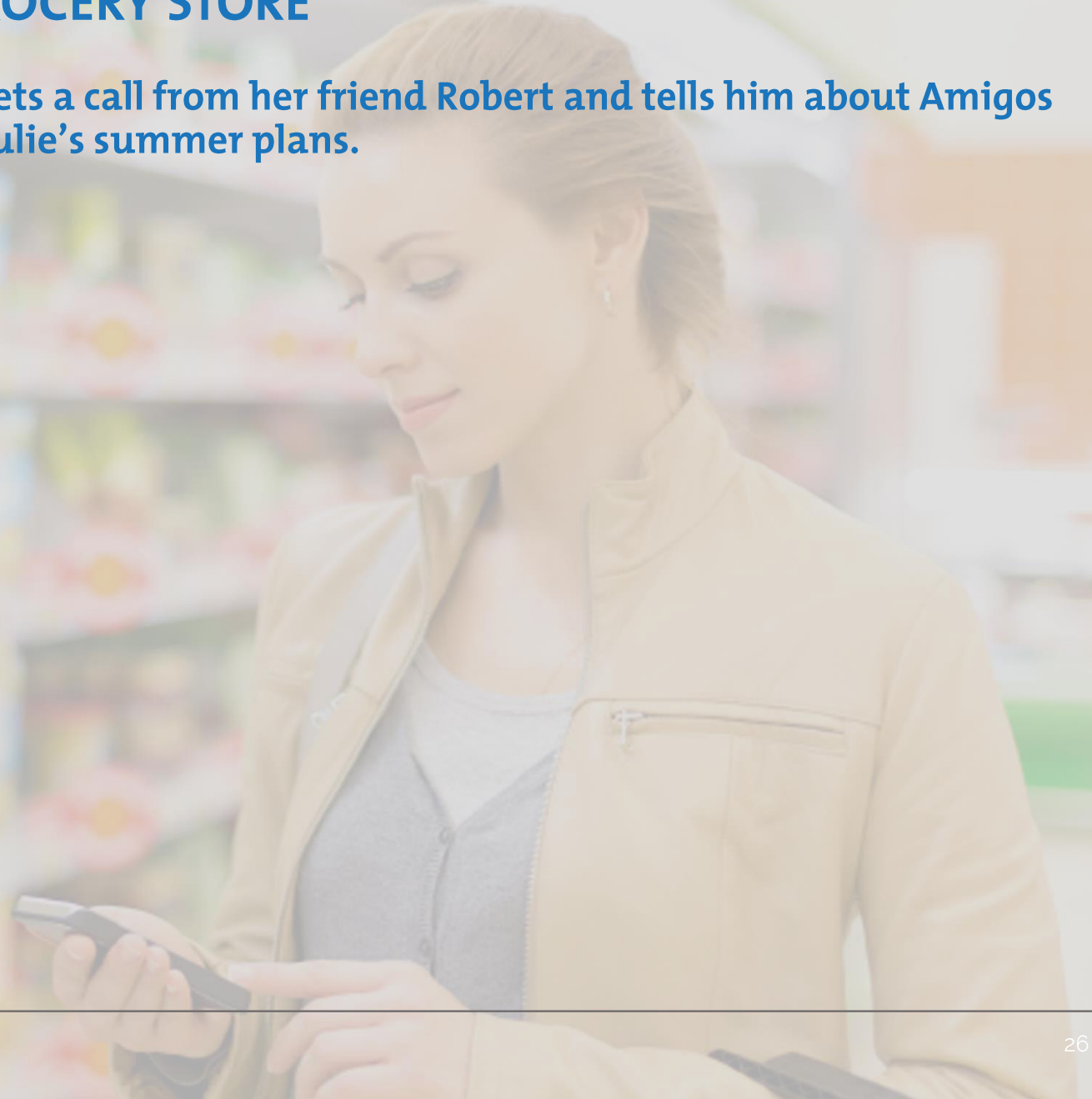


The image displays three sequential screens from a mobile application:

- Screen 1:** Features a hamburger menu icon, a "DONATE NOW" header, and the text "YOU CAN DONATE MONEY OR MILES or to donate your time contact us". Below this are two input fields: "AMOUNT \$ XXX.XX" and "MILES XX,XXX". At the bottom, there are four buttons: "TO A VOLUNTEER" (highlighted with a red box), "TO A PROJECT", "TO A CHAPTER", and "TO THE INTERNATIONAL OFFICE".
- Screen 2:** Features a hamburger menu icon, a "DONATE NOW" header, and an "AMOUNT \$ XXX.XX" input field. Below is a "CHOOSE YOUR VOLUNTEER" section with three options, each with a profile picture and text: "BRAD G BARANQUILLA, COLOMBIA FROM SAN FRANCISCO, CA", "JULIE B BARANQUILLA, COLOMBIA FROM TUSCON, AZ" (highlighted with a red box), and "RICHARD C OAXACA, MEXICO FROM NEW YORK, NY". At the bottom are "CONTACT US" and "ABOUT US" buttons.
- Screen 3:** Features a hamburger menu icon, a "DONATE NOW" header, and a "LOGIN" button. Below is an "AMOUNT \$ XXX.XX" input field and a profile picture of Julie B with the text "JULIE B BARANQUILLA, COLOMBIA FROM TUSCON, AZ". Below this are input fields for "YOUR NAME", "ADDRESS", "CITY", "STATE", "ZIP", "EMAIL", and "CREDIT CARD". A "SUBMIT" button is highlighted with a red box at the bottom right.

JULIE'S MOM IS OUT AT THE GROCERY STORE

She gets a call from her friend Robert and tells him about Amigos and Julie's summer plans.



MEET ROBERT: THE ADVOCATE



ROBERT IS WAITING IN AN AIRPORT LOUNGE WHILE HE CALLS JULIE'S MOM

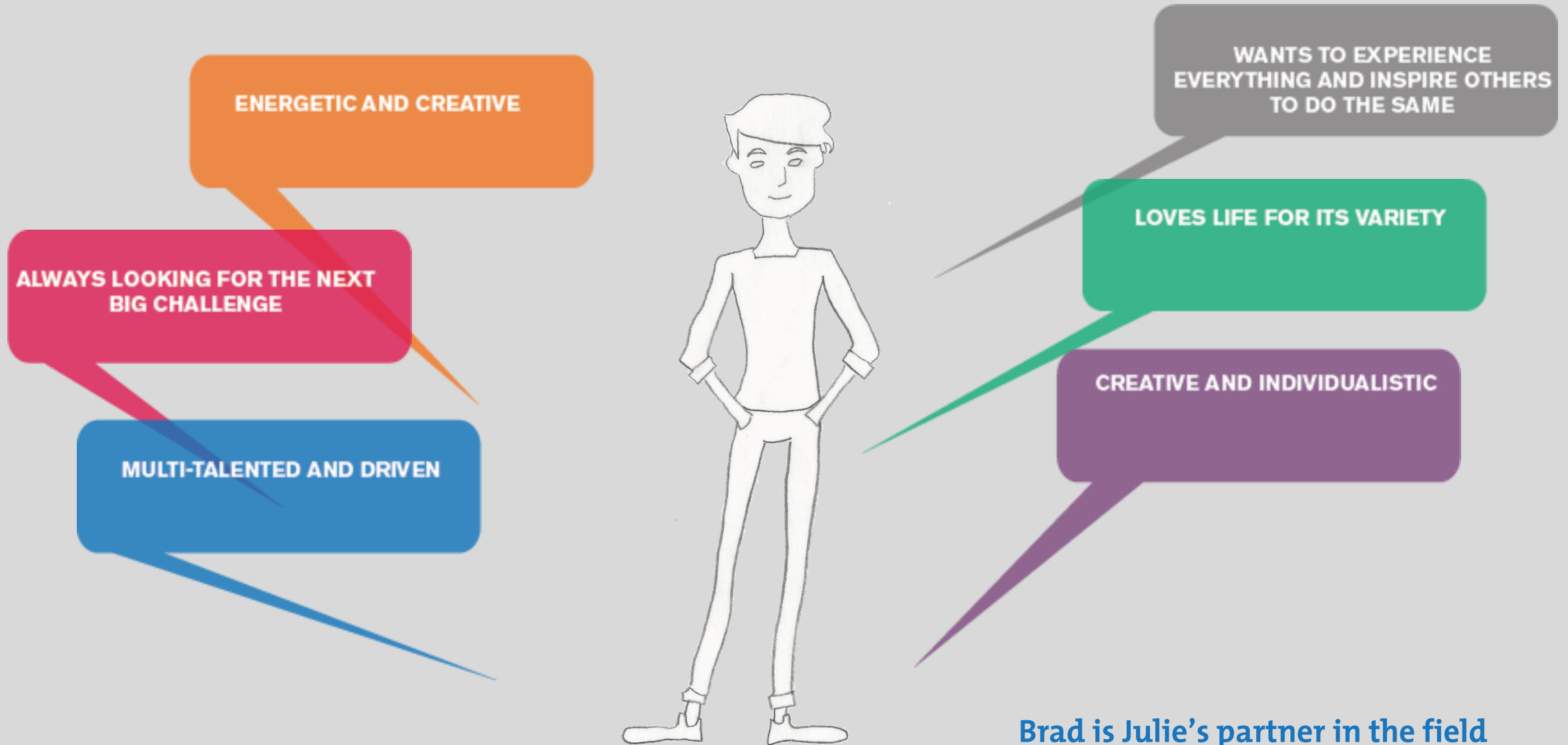
He notices the United Twitter campaign in the inflight magazine



He decides to tweet a selfie for the campaign and he also donates some frequent flier miles to the program.

**A FEW MONTHS LATER,
AND JULIE HAS BEEN IN THE FIELD FOR A MONTH**

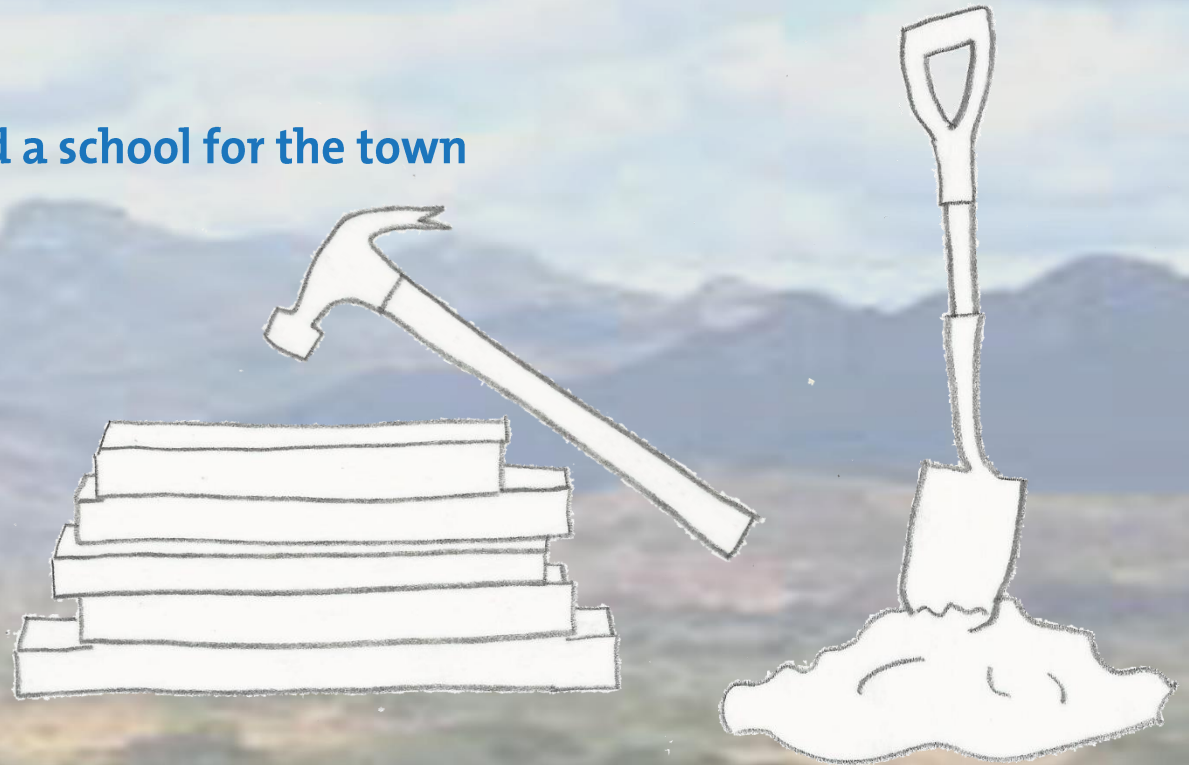
MEET BRAD: THE MAVERICK ADVENTURER



BRAD AND JULIE ARE TAKING PHOTOS OF THEIR PROJECT



They are helping to build a school for the town



They remember to give the photos to the Staff when they visit over the weekend which can be posted to the App and the Instagram page.

MEANWHILE, JULIE'S MOM IS AT HOME CURIOUS ABOUT JULIE'S PROGRESS

JULIE'S MOM CHECKS HER APP FOR UPDATES

She notices Julie and Brad in a photo on the Daily Focus!

She decides to check on Julie's schedule.



A FEW WEEKS LATER

JULIE'S MOM NOTICES A HURRICANE IS FORMING IN THE ATLANTIC

She is about to get anxious, and her Amigos app sends her an alert

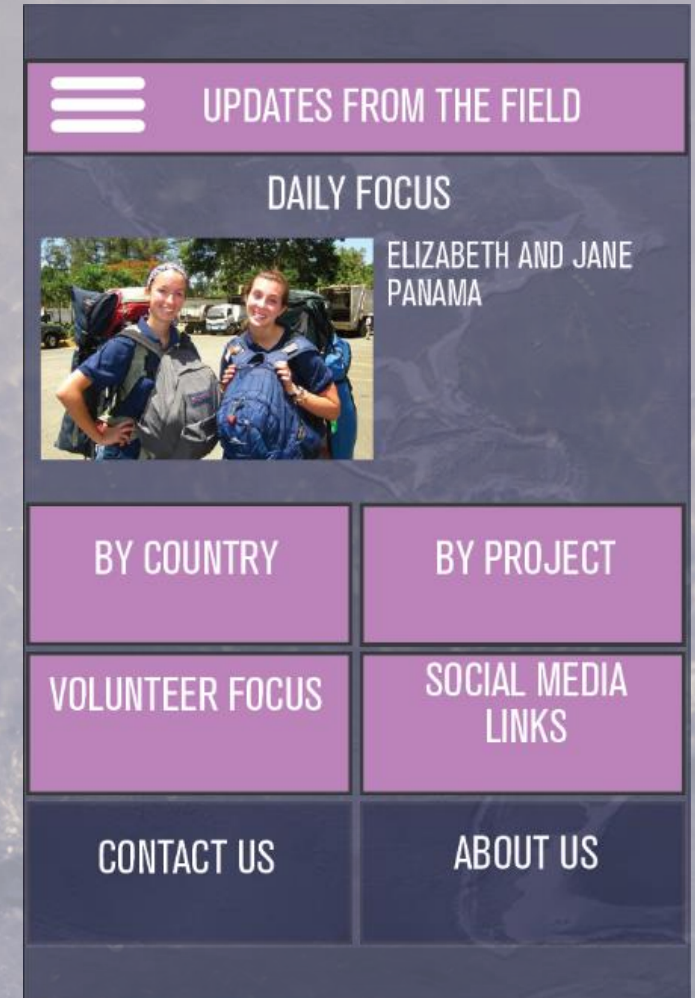


Julie's project staff has evacuated the teens to the staff house away from harm.

JULIE'S MOM NOTICES A HURRICANE IS FORMING IN THE ATLANTIC

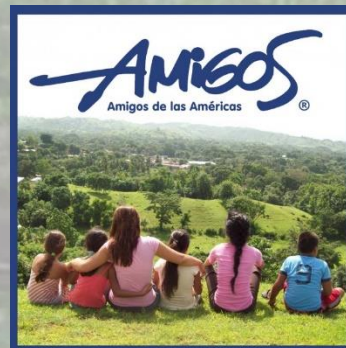
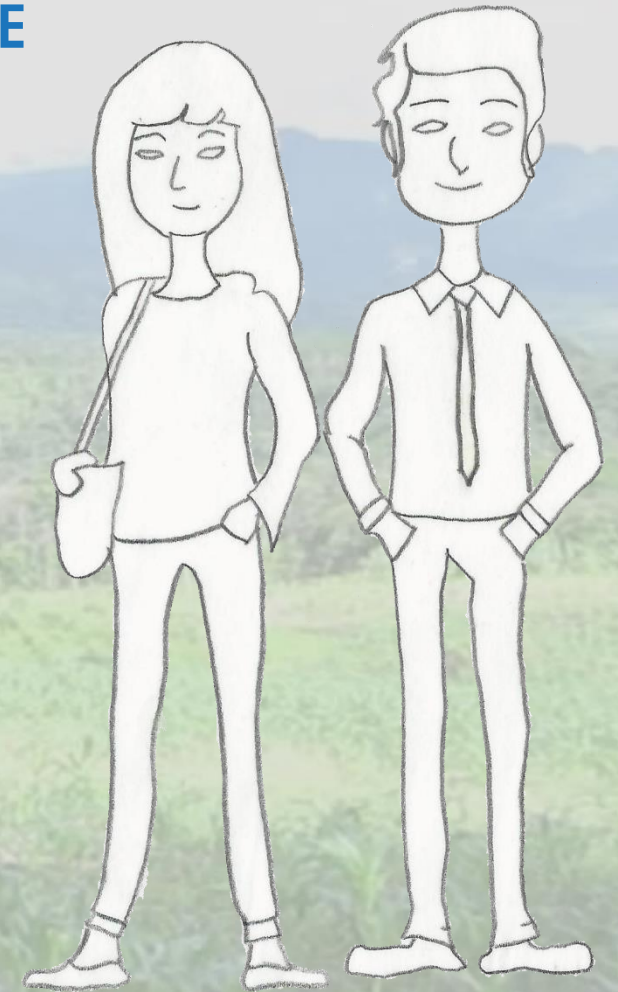
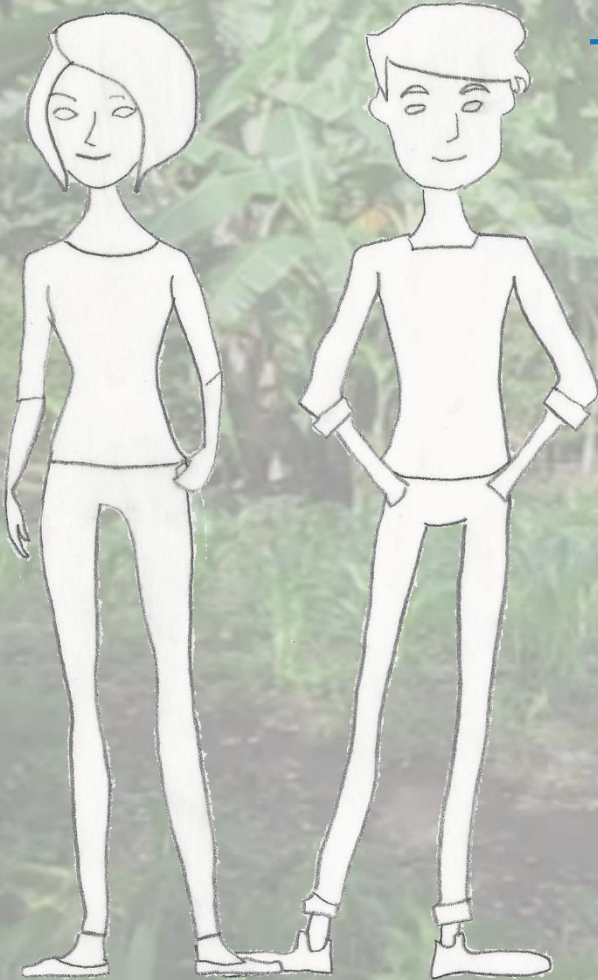
She decides to send the staff a message thanking them, and asking for more info on Julie.

Then she checks in on the rest of the projects.



JULIE AND BRAD FINISH THE SCHOOL AND RETURN HOME

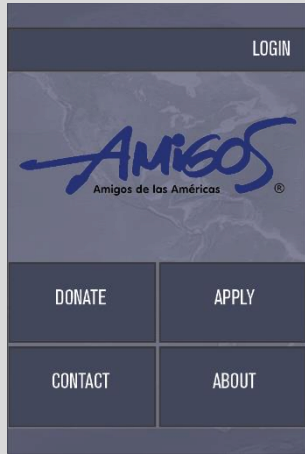
They decide to apply to be on staff for next summer.



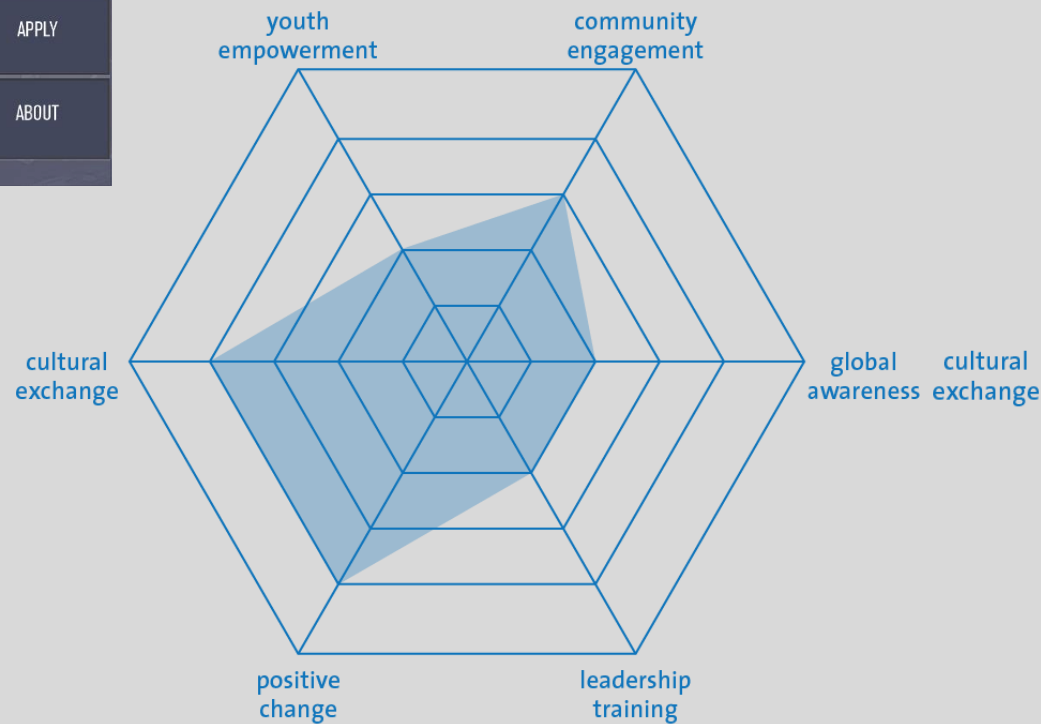
They tell their friends and family all about their summer, posting to social media as well.

THE BRAND EXPERIENCE

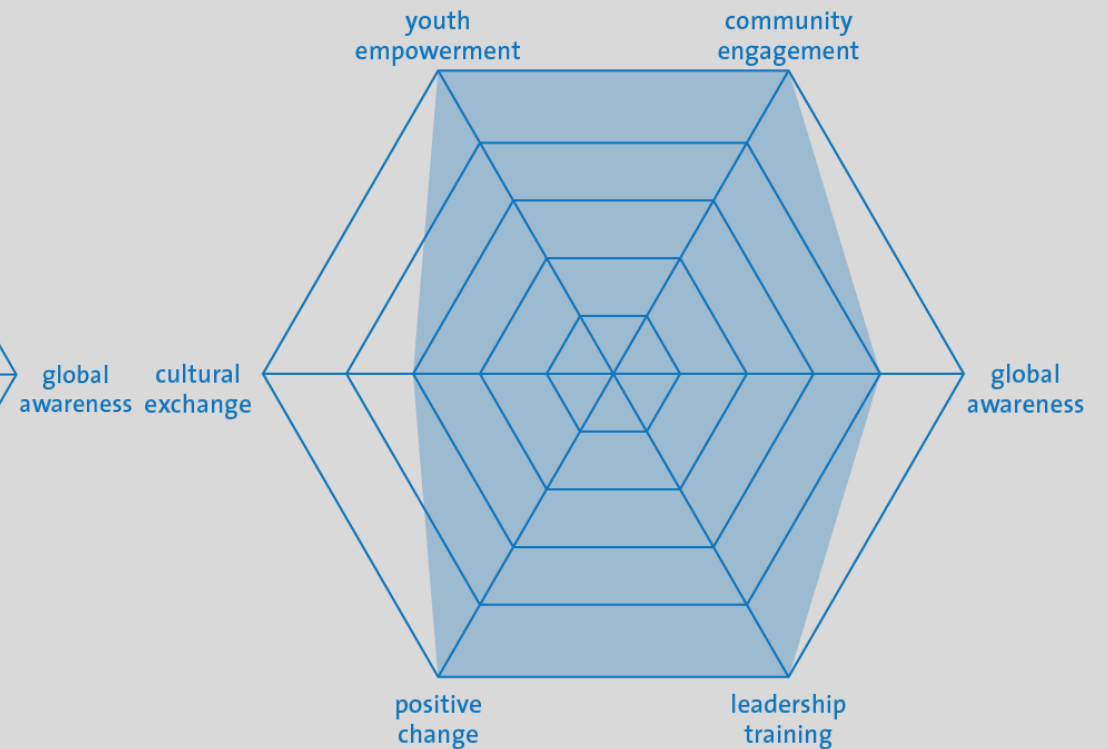
The App



For the Non-Volunteer Stakeholder

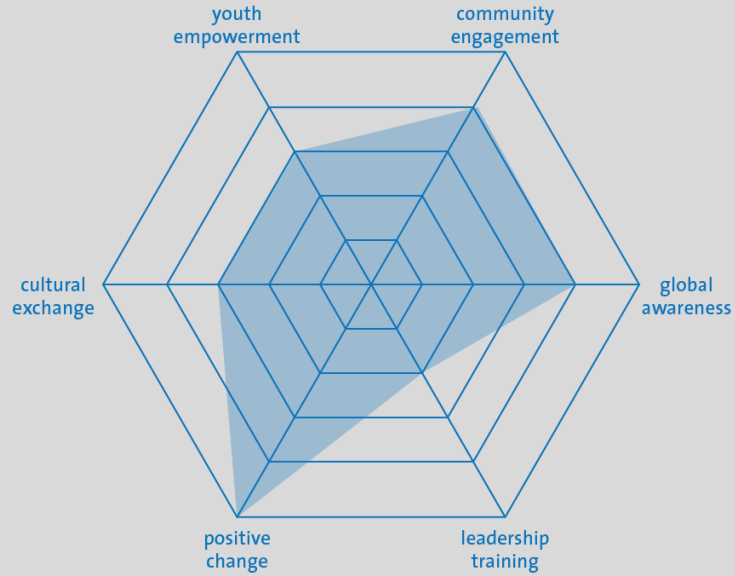


For the Volunteer

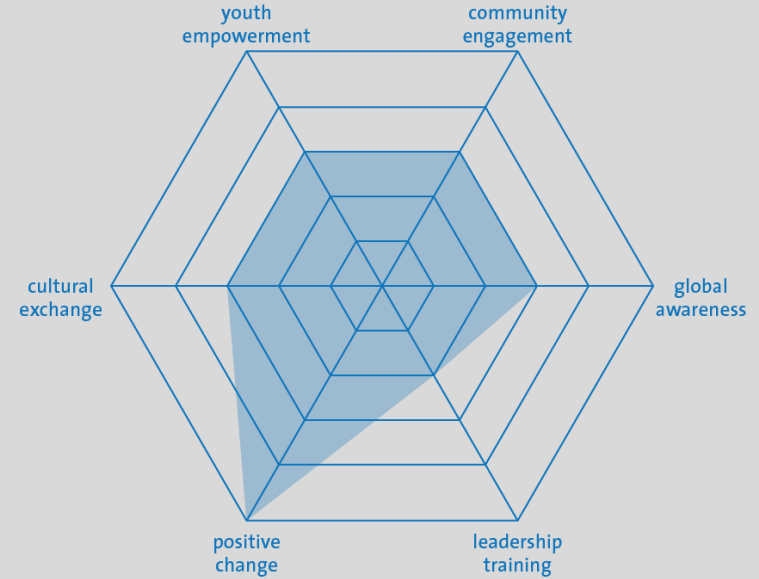


THE BRAND EXPERIENCE

The Ad



The Tweet



THINK LIKE A LEADER
BE AN ADVENTURER
MAKE A DIFFERENCE
BE AN AMIGO

AMIGOS
Amigos de las Américas®

THANK YOU