

**Case Study** : Soul Fusion**Project** : Summer Soul Series (Philadelphia, PA)**Executive Summary** :

Soul Fusion required the design and implementation of what was called the Philadelphia Soul Series. This summer long series of events and activities focused on the promotion of music education and creativity amongst inner city youths while providing top notch social events throughout Philadelphia.

# SOUL FUSION



## ► Business Challenge

- Develop the Soul Fusion identity
- Develop and implement a marketing strategy
- Create sponsorship proposals for the event series and procure corporate sponsorship
- Coordinate with major media outlets to facilitate the promotion / coverage of the events
- Manage each event and coordinate on site activities

## ► What Was Done

- Developed Soul Fusion web site, logo, and marketing collateral
- Created a sponsorship proposal and procured corporate sponsorship for all events
- Developed a marketing strategy and collaborated with major media outlets to promote events on TV, radio, and Internet
- Provided event staff support and overall project management of all events
- [Developed "Flash" Media components for a dynamic web presence](#)

## ► Results

- The Soul Fusion organization successfully launched their corporate web site, e-marketing capabilities, and general corporate identity
- A series of 10 sponsored entertainment events were presented successfully over a 3 month period. During this period of time, over 5000 people attending a Soul Fusion event
- Based upon the success of this initiative, more events are in the initial planning stages and Soul Fusion is planning on expanding its reach into the community.