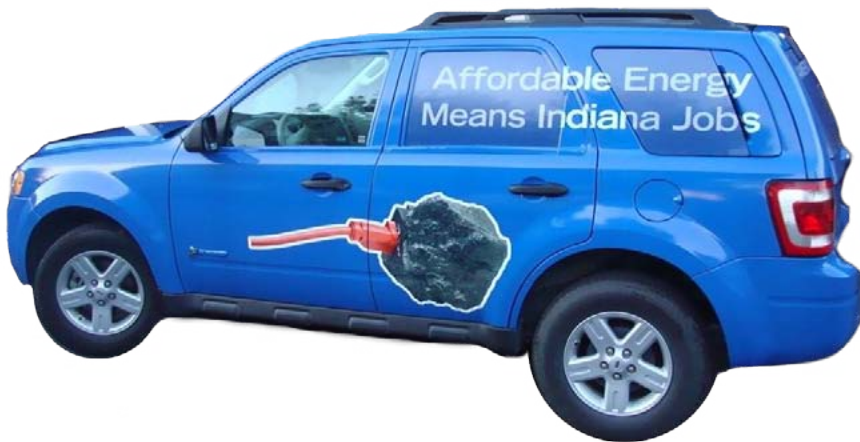


The Company: Hawthorn Group

- Located just outside Washington DC, The Hawthorn Group is one of the nation's top 15 privately-owned international public affairs agencies
- Hawthorn created a grassroots advocacy campaign designed to create an "army" of citizen advocates for Clean Coal Electricity as a major debate topic during 2008 presidential campaigns
- Hawthorn turned to DI Graphics for assistance in quickly wrapping ten "mobile" billboards – vans and SUVs – to build awareness among voters and community leaders across the country



The Challenge

- Speed: Three-week campaign – needed all vehicles wrapped around same weekend and all wraps removed 3 weeks later at end of initiative
- Flexibility: Due to certain rental vehicles not being available at the last minute, the install schedule was adjusted to wrap replacement vehicles on the fly
- Logistics: 10 different cities in 7 states, from major metros like Cleveland and Philadelphia to remote towns like Charleston, West Virginia and Lansing, Michigan
- Coordinated rental of vehicles, engineered campaign design to fit 10 different vans and SUVs, with wraps removed 3 weeks later so rentals could be turned in
- Timing: Critical – Hawthorn grassroots agents could not afford down time as gaining immediate awareness and advocates was crucial to campaign success

The Result

- All campaign objectives achieved: as part of an overall multi-channel campaign – including vehicle wraps and such social media tools as YouTube videos - more than 200,000 citizen advocates were recruited, educated and engaged
- End-to-end project management methodologies enabled this aggressive 3-week "burst" campaign to begin and end on time, on budget
- Mobile billboards gained wide word-of-mouth awareness that helped push the Clean Coal Electricity issue from no mentions to part of the 2008 presidential debates

About DI Graphics

Based in Denver, DI Graphics is a leading Outdoor Response Advertising firm specializing in the optimization of our client's outdoor marketing investments. With experience wrapping many different surfaces, we enable companies to turn unused assets into powerful branding and direct response channels, delivering millions of impressions per year. With national scope and more than 200,000 wraps nationwide, we deliver timely solutions that enhance a brand's reach.

For more information visit us at: www.digraphics.com.