

Blue Foundation for a Healthy Florida NOT-FOR-PROFIT FOUNDATION

Many companies give time and talent to worthy causes. But few are able to achieve all the recognition they deserve as well as the Blue Foundation. AXIA helped ensure that news about major gifts from the foundation were recognized statewide while also helping board members understand the impact the foundation was making through easy-to-read reports and presentations.

On the marketing side, AXIA was responsible for stakeholder research and analysis, as well as a custom presentation for the foundation's board of directors. AXIA also initiated a state-wide media-relations campaign covering community, health care and health business reporters in each market. AXIA provided event-management services, created backdrops and arranged media-coverage opportunities for each event.

Every event produced excellent media coverage – including print, radio, Web and television – and favorably positioned The Blue Foundation in the hearts and minds of Floridians.



Research Analysis



Media Coverage