

# Branding & Digital Marketing for Philanthropic Foundation

## PROJECT DETAILS

 Digital Marketing

 Aug. - Dec. 2021

 Less than \$10,000

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## PROJECT SUMMARY

Plus972 provides branding and digital marketing support for a philanthropic foundation based in Israel. The team works together with the client in developing effective strategies to reach their target audience.

## PROJECT FEEDBACK

Thanks to Plus972's insights and recommendations, the client has been able to expand their reach to a wider audience, opening up new opportunities. The team communicates frequently and manages tasks well, ensuring timely and quality deliverables. They've also managed to stay within budget.



## The Client

Please describe your company and your position there.

We are a philanthropic Foundation based in Israel what promotes the economic development of the Negev region, as well as other high impact social projects.

## The Challenge

For what projects/services did your company hire Plus972?

Our challenge is to promote, digitalize and internationalize the Negev wine region to an international audience and to promote and boost the Negev Economy as a result of that

 Executive Director,  
Merage Foundation  
Israel

 Nonprofit

 1-10 Employees



### CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





## The Approach

How did you select this vendor and what were the deciding factors?

We have known Plus972 for years and we were waiting for the right project to engage them on. They quickly understood the brand, the project and the fact they are present both in Israel and the US was a huge help

Describe the project in detail and walk through the stages of the project.

Plus972 is acting as a strategic consultant both in terms of branding and marketing. They are advising us on an ongoing basis on building tactical and effective strategies to reach our target demographics and business

How many resources from the vendor's team worked with you, and what were their positions?

We worked directly with Reuben - founder and CEO and Assaf - Partner and strategist from Israel

## The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

Working with the team at Plus972 was very instrumental and allowed us to reach interest from a broader audience than we originally anticipated. The website is not developed yet so it's hard to measure actual data but the impact of the agency allowed us to learn that there is a greater opportunity than we originally anticipated for our mission





## How effective was the workflow between your team and theirs?

Working with Assaf is great because it's really easy to communicate with him and he understands the business side of things. We worked via email, phone as well as their project management tool. So far they have always been on time and on budget with their deliverables.

## What did you find most impressive or unique about this company?

They really understand our needs and ambitions, and they don't limit themselves in offering creative solutions. They really help us to strategically see the big picture and evaluate the opportunities that are there.

## Are there any areas for improvement or something they could have done differently?

Nothing that I can think of right now.

