



NW Pennsylvania WIC

# DIGITAL BRANDING OVERHAUL: ALL-NEW WEBSITE, SEO, SOCIAL CHANNELS & PPC ADS

**THE SPECIAL SUPPLEMENTAL NUTRITION PROGRAM FOR WOMEN, INFANTS AND CHILDREN, ALSO KNOWN AS WIC,** provides nutrition and food support for pregnant mothers and families with ongoing resources from newborn through age 5. The federally funded health and nutrition program includes 92 WIC state agencies nationwide.

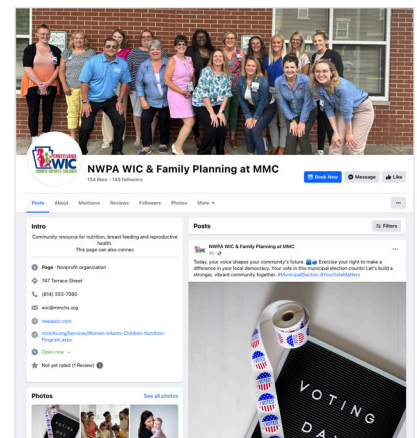
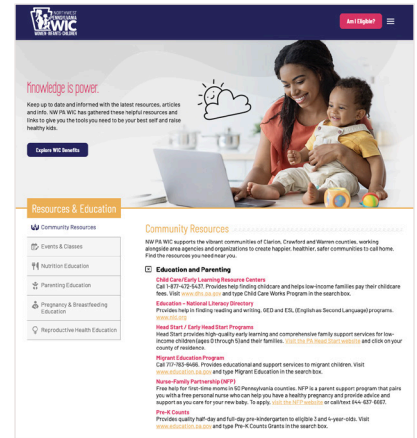
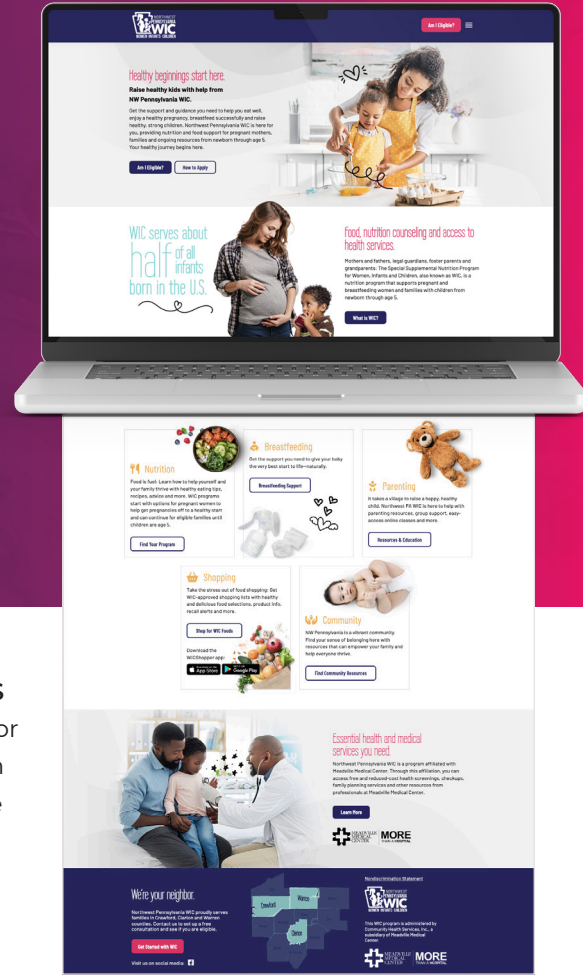
Northwest Pennsylvania (NW PA) WIC provides support for over 2,500 in the local community in partnership with Meadville Medical Center. For years, NW PA WIC had a website page within the Meadville Medical Center website framework. However, as just a single page with limited content and functionality, NW PA WIC needed more modern functionalities to serve WIC participants better. They turned to Shamrock to create a new website with social media support to bring attention to the agency, promote WIC programs and services and connect with participants.

Shamrock developed a robust, information-packed website for NW PA WIC. The new site is an engaging, functional online resource where parents, guardians and caregivers can turn for information about breastfeeding, family planning, pregnancy, nutrition guidance for families with young children and more. Creating a seamless connection between the new NW PA WIC website and its social channels makes a more robust brand statement while connecting with members in convenient and relevant ways.

## THE SOLUTION

NW PA WIC offers a wide range of services that support pregnant and post-partum women and families with young children. But their lack of a website failed to connect them to their potential audience. Shamrock changed that with their new website launch. On the front end, Shamrock helped NW PA WIC identify content areas for the new site and then used bold graphics and a smart layout to present information in an intuitive, user-friendly format. Throughout the site, links to apply for WIC are called out, helping site visitors easily take the next step in their application.

WEBSITE



FACEBOOK PAGE

Beyond the website, our team aligned all NW PA WIC social channels with updated branding for consistency. Shamrock also manages social media for the organization for a more substantial brand presence in the NW Pennsylvania market. To promote the new brand assets, we designed and printed take-one cards for NW PA WIC to distribute at in-person events to drive traffic.

In addition to the website and social, Shamrock also worked with NW PA WIC to design a tent for the local county fair. The tent, used for a private area for breastfeeding mothers, helps reinforce the branding and style of the website and social channels, further building the recognition of NW PA WIC in the local community

### WHY IT WORKS

Creating an exclusive website for NW PA WIC is a game-changer for users seeking information about the organization's services and programs: The new website engages users with educational information and resources quickly and easily—a must for expectant moms and busy families. In addition, integrating the new brand messaging and design elements across all social media channels and their on-site items reinforces the brand. It establishes NW PA WIC as the essential health and nutrition resource for NW Pennsylvania families.



SOCIAL CARD



PULL-UP DISPLAY BANNER



CANOPY TENT

