



A RELENTLESS FOCUS ON PUBLIC ISSUE COMMUNICATIONS

SE2



OUR EXPERIENCE

For two decades, SE2 has remained stubbornly loyal to our niche: **communicating about important public issues.** We integrate the full spectrum of marketing services – from advertising to public relations, from digital strategies to multicultural insights – but we focus exclusively on changing policy, opinion and behavior.

BUDGING BEHAVIORS

While most marketing tries to sell products, social marketing focuses on positively influencing individual behavior, like encouraging smoking cessation to reduce tobacco's toll, helping parents support their children's development, and preventing teens from using marijuana. **Our behavior change campaigns are guided by rigorous research and proven best practices.** Measurement is key but, instead of counting products sold, we track lives changed. We also leverage new mediums and create cutting-edge concepts to capture the public's attention and persuade them to make changes for the better.

MINDING YOUR MISSION

If your organization is built to create positive change, we're positioned to be your marketing partner. We're experts at building brands for not-for-profit organizations and helping them tell their stories. Our clients' missions range from providing quality health care to affordable power and child care to accessible education. They include nonprofit health systems, philanthropic foundations working to strengthen families and communities, and education advocates. **Our specialty ensures that we understand this mission mindset, how it must be reflected in marketing strategies, and the unique opportunities it presents.**

PUTTING THE PUBLIC IN POLICY

“With public sentiment, nothing can fail,” Abraham Lincoln said. “Without it, nothing can succeed.” While Lincoln’s words are as true today as ever, he could never have envisioned the new ways public sentiment could be influenced and harnessed to impact policy. Public policy is inherently complex, so **we have a relentless focus on distilling the issues into memorable messages**. Our public policy strategies incorporate grassroots organizing, coalition management, big data, media relations, advertising and digital engagement. Our record of success encompasses health, education, energy, telecommunications, transportation, finance, land use and the environment.

A DIFFERENT KIND OF BOTTOM LINE

We measure our success not just by tallying the **more than 250 public and nonprofit clients we’ve helped achieve their missions**. We also count the ultimate outcomes – healthier families, empowered parents, kids brimming with potential, connected communities, protected open spaces, and robust local economies.

RESULTS

We go all-in to deliver results that help create change at the heart of today’s most pressing issues. These are a few of our recent successes:

Flu & MMR Vaccination Campaign (Colorado Department of Public Health & Environment)



16%

YoY increase in
flu vaccinations



97%

Fewer
hospitalizations YoY

Youth Social Norming Initiative (Rise Above Colorado)



+20%

lift in brand awareness
amongst target audience



7x

industry average click-
through rate on paid media

Quality Early Childhood Parent Education (Colorado Department of Human Services)



+145,000

searches for qualified
childcare providers



\$138,000

in free earned media
coverage generated

STD/HIV Testing & Prevention Campaign (Denver Public Health)



+500

pledges to get tested
for STIs in first 60
days of campaign

Spring Student Enrollment Campaign (Northeastern Junior College)



2x

improvement in paid media
campaign performance YOY

National Diabetes Prevention Program (Colorado Department of Public Health & Environment)



95,715

visits to campaign website

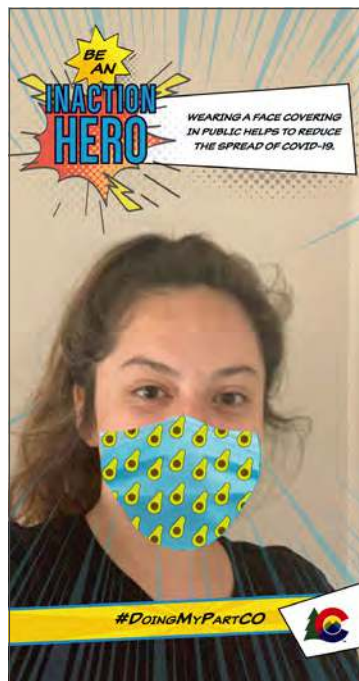


38,569

Diabetes Risk Test
engagements

STORYTELLING, TOLD ONE AD AT A TIME

Moving audiences to action requires sound strategies matched with compelling creative concepts. For more than 20 years, we have told compelling stories through television, radio, outdoor, print, direct mail and digital media.



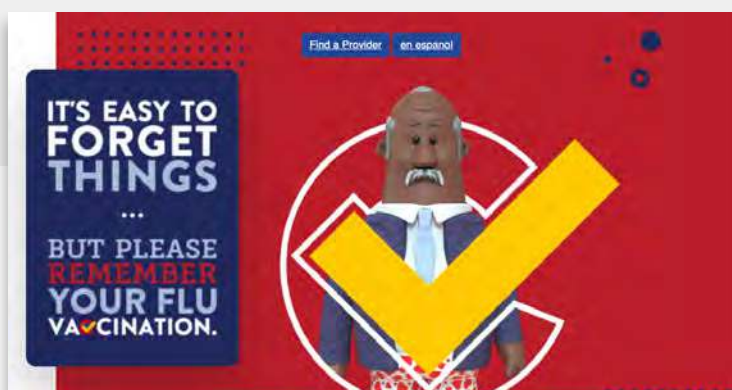
YOUTH COVID CAMPAIGN (CDPHE)



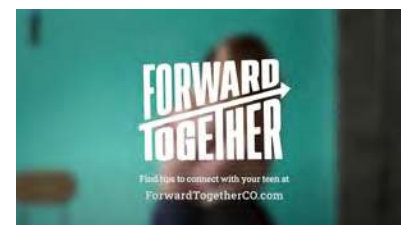
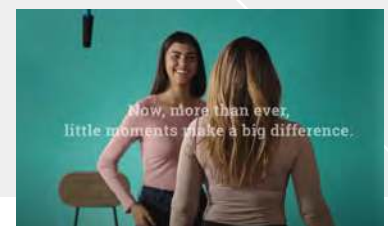
RISE ABOVE COLORADO



ERASE THE WASTE COLORADO



FLU VACCINE CAMPAIGN (CDPHE)



FORWARD TOGETHER CO (CDPHE)

CURRENT CLIENTS



PAST CLIENTS

- American Animal Hospital Association
- Anheuser-Busch
- Blood Systems
- Centura Health
- Colorado Community College System
- Colorado Department of Labor and Employment
- Colorado Health Foundation
- Colorado Nonprofit Association
- Denver Health
- Dignity Health
- Mercy Housing
- SCL Health
- Serve Colorado
- U.S. Center for SafeSport



CAPABILITIES

SE2 has 20+ years of experience creating and managing marketing, prevention and behavior change campaigns. This includes extensive experience managing large and complex projects for government agencies and programs, foundations, associations, for-profit corporations and nonprofit organizations. Projects have included the following services:



CONNECT WITH OUR TEAM

Visit SE2ChangeForGood.com to see how we're helping clients create impact at the heart of today's most pressing issues, or contact any of our three owners:

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