

## ORANGE SPARKLE BALL CASE STUDY

### A Global Health Legacy for the Future

A public health conference celebrating the 40th anniversary of the eradication of Smallpox was scheduled in Atlanta in 2020. The event needed to come to life through strategy, storytelling, naming, brand identity and social media to achieve the conference creators' goals. The overarching goals included engaging a younger demographic and public health student networks. The conference aimed to celebrate the accomplishment of the only disease eradication in history with a renewed approach that speaks to public health veterans as well as the younger public health generation who are tackling the public health problems of today. The three day conference was planned around content aligned to Past, Present, and Future themes. A secondary conference goal was to aid in developing and promoting Atlanta as a Global Health Innovation hub

#### Rationale

With the increasing importance of public private partnerships, the conference strategy focused on cross-sector engagement. The modern and clean brand identity was developed by Orange Sparkle Ball to speak to a younger public health generation and their drive for collective innovation, while respecting the legacy of the past. The visual identity was built around the bifurcated needle to celebrate legacy Smallpox eradication efforts. The conference aim was to celebrate and build the future on a strong foundation of past learnings and hard work.



## TARGET AUDIENCES

- + Public health veterans
- + Scientists
- + Students
- + Subject matter experts
- + Prospective sponsors
- + Public health professionals
- + News and media
- + Private and public sector sponsors

## GOALS + OBJECTIVES

- + Create the overall event strategy and messaging to target the defined stakeholder groups
- + Creation of the brand identity and conference promotional materials along with conference assets like badges and signage
- + Creation of an online web presence including social media posts, website, newsletter, and Eventbrite registration page
- + Creation of a sponsorship prospectus to garner sponsors, promote the conference mission, and advertise key events and speakers



A GLOBAL HEALTH  
LEGACY FOR  
THE FUTURE

LEARNING FROM  
SMALLPOX  
ERADICATION

