Title: Full Radius Brand Book
Dimensions (closed): 11.5” x 9” x .5”

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Strategic Marketing Brief

Full Radius Dance
Physically Integrated Modern Dance Company

Core Essence: A motivational and innovative non-profit artistic dance company

Background
Originally named Dance Force Inc., Full Radius Dance was founded in 1990 by professional dancer Douglas Scott. The company started as a “traditional” dance company for professional dancers without disabilities. In 1993, Douglas Scott began teaching dance classes for persons with physical disabilities; the dance classes were unique because the classes taught dance as art rather than dance as therapy. Under the umbrella of Dance Force Inc., Scott created a dance company for persons solely with disabilities in 1995 called E=Motion, which eventually merged with Dance Force Inc. in 1998 to create the physically integrated nonprofit modern dance company, Full Radius Dance.

Mission and Vision
Full Radius Dance hopes to promote and advance the modern dance form by exploring the human experience through physically integrated dance. Full Radius Dance strives to provide the local, regional, national, and international communities with superior artistic programming that is firmly rooted in physically integrated dance.

Positioning and Values
Main Idea: Dancers are artists, not victims.
One aspect of Full Radius Dance unique to the company is that the company approaches integrated dance as art rather than therapy. The word “disability” is not part of the brand because Full Radius Dance believes that all human bodies are perfect, and all individuals should use their bodies to experience dance. Full Radius Dance is also deeply committed to education and community outreach.

Target Audience
Full Radius Dance invites individuals with and without disabilities to participate in classes and performances. Full Radius Dance specifically targets teens (14+), individuals with disabilities, and senior citizens by offering classes, lectures, performances, teacher training workshops, and disability awareness programs to schools and the community at large. Full Radius Dance also markets to patrons of the arts, specifically those that attend other dance events. Full Radius Dance recruits professional performers for the annual Modern Atlanta Dance Festival, which was founded by Douglas Scott in 1995 to showcase the diversity and excellence of the local dance scene.

Tone & Manner
Artistic, motivational, welcoming, powerful, passionate, innovative

Rebranding Objective
Successfully rebrand Full Radius Dance to further the company’s mission by encouraging the public to engage more with the local dance scene. The rebrand will increase stronger disability awareness and appeal to both existing art patrons and new dance enthusiasts.

- Meet or exceed previous year’s class and performance attendance
- Meet or exceed previous year’s donation revenue and contracted services
- Appeal to new dance enthusiasts and persons with disability to further Full Radius Dance’s mission
- Sustain interest and engagement yearlong to increase awareness and expand outreach
- Strengthen/reinforce Full Radius Dance Brand association whenever possible

Execution Strategy
- Expand advertising to medias beyond internet and social media
- Display advertising publically in local areas and at related regional events
- Design multimedia spots to increase awareness and promote dance
- Promote Full Radius Dance’s unique decision to include individuals of all physical abilities and skill levels
Research Findings

**Insights**
- Full Radius Dance travels to requested community locations to host integrated dance classes
- The company is ranked 170(b)(1)(a)(vi), which is one of the smallest nonprofit organizations
  - A substantial amount of revenue comes from public donations and governmental units
- "Art on the Beltline" sponsors Full Radius Dance events which are free to attend
- Full Radius Dance relies on personal vehicles and contracted spaces for events and company needs
- Products are packaged via internet on the website, Facebook, Twitter, and Google+
- The offered Master Classes range from 30 minute – 2 hour sessions
- Performance workshops offered may last up to 14 days
- Lecture Demonstrations and Outreach Performances last up to 35 – 40 minutes
- Approximately 56 million (19% - 20%) of the United States population has some form of disability

**Potential Issues/Competition**
- Full Radius Dance exists in a highly artistic and cultural community where the company's mission and events may be overlooked due to the oversaturation of art and cultural based events within the community.
- The company operates on limited resources and revenue, which limits the budget for advertising.
- Full Radius Dance does not operate out of a single location where patrons may consistently find classes and events; however, one advantage Full Radius Dance has over competitors is that all contracted venue locations cater to disabled patrons by providing accommodations for individuals needing physical assistance.

**Measuring Success**
A successful rebrand will yield a marked increase in awareness and engagement measured by, but not limited to, an increase in positive testimonials recorded on the website and social media; a marked increase in donations and other revenue, such as contracted services; and an increase in attendance at Full Radius Dance’s classes and events.