**Case Study Template**

**January 20202**

**Background:**

* Brief paragraph (3-4 sentences) giving an overview of the project.
	+ Include a description of the client, the purpose of the project and any relevant context needed to understand the importance of the case.
	+ Include information about the RernCo partnership - what agencies partnered?

**Strategies:**

* 1 paragraph explaining the process of execution.
	+ Outline 2-3 key objectives of the project.
	+ Describe the methods used to meet each objective.

**Results:**

* Write one brief sentence giving a broad overview of the final results of the project.
* Then in a bulleted list, identify 3-5 of the main achievements of the project, especially in relation to the objectives specified in the “Strategies” section.
	+ Include relevant clips, links and images.