

# America250PA Direct Effect® Innovation Challenge

## Round II Peer Feedback

October 23, 2020

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### POINT PARK UNIVERSITY

Point Park- Loved the puzzle idea in your logo!  
Samantha Black - Student @ Shippensburg University

Point Park: I would be careful using the puzzle as your logo, as that is often associated with Autism Awareness  
David Mazure

Thank you for bringing that to our attention!  
Divine Kennedy - Student @ Point Park University

Did your team make the illustration in the header of this page?  
Lisa Reynolds - Wilkes University

How would your concept include companies that are not headquartered in pa but have stores, etc. here?  
Joyce Walker

Love the concept of an E-marketplace to tie businesses together. I like the way you broke down the website into different categories as well  
Bri Farrand

Appreciate the use of PA colors and the Keystone in this application  
Tricia McFadden



very professional and well thought-out  
direct mailer mock-up  
David Mazure : Thaddeus Stevens

Hit home with a personalized approach  
and being self directed.  
Jennifer Waldo : Thaddeus Stevens

Direct mail pieces are extremely well done.  
Thaddeus. Great logo  
Joyce Walker

Love the mailer and logo!  
Bri Farrand

What a fun logo  
Lisa Reynolds - Wilkes University

I like the script font chosen  
Mia Walker

Solid logo and like the idea!  
Jeffrey Lakes - Student @ Pittsburg Technical College

I like the PA adventure day colors and design catching  
people's eye very professional well done.  
Alexander Arriola - Student @ Rosemont College

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## PITTSBURGH TECHNICAL COLLEGE

Pittsburgh - AMAZING! the Logo and website are professional level great.

Joyce Walker

PTC: LOVE the logo. Does the yellow 'u' in the word Build refer to "you build up PA"? If so, fantastic!

David Mazure

LOVEEE the illustrations and the movement in Build up PA

Jess Morandi - Wilkes University

Not sure how the crowdfunding would help. So maybe focus on supporting businesses in other ways?

Joyce Walker

thank you!

Jeffrey Lakes - Student @ Pittsburg Technical College

I would adjust the about us text to be bigger to read and clear so it can pop out to the people's eyes.

Alexander Arriola - Student @ Rosemont College

Fantastic design work!

Bri Farrand

Thank you everyone! And correct, all graphics were by us

Christian Connolly - Student @ Pittsburg Technical College

I really love the design! You put so much detail into it

Isabelle Klein - Student @ Point Park University

I really enjoyed this idea and the design is beautiful!

Emily Jeanne Frohner - Student @ Rosemont College

Like the clean look of the logo

Dorene Ciletti - Point Park U

Thank you all!

Jordan Pitchford - Student @ Pittsburg Technical College :

I love the illustrations and website! Did you make those illustrations? They were very well done!

Skylar Rutan - East Stroudsburg University :

Thank you!

Kate McGrath - Student @ Pittsburg Technical College

How was the ice built? The site, rather

Lisa Reynolds - Wilkes University :

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I really loved Shippensburg's logo and mail piece :)

Kate McGrath - Student @ Pittsburg Technical College

Was this a one-time event for the 250th?

Joyce Walker

Shippensburg: a strong foundation on the build up of our farm industry and the connections to other businesses.

Jennifer Waldo

Creative connection and leveraging of events

Dorene Ciletti - Point Park U

I liked the agriculture connection in this one

Lisa Reynolds - Wilkes University

love the idea! a lot of food goes to waste and it can totally be reused! awesome idea

Jeffrey Lakes - Student @ Pittsburg Technical College

I am not the biggest fan of the logo design but I did love this campaign!

Emily Jeanne Frohner - Student @ Rosemont College :

I love buying local produce and it would be so cool to have a larger event for it

George Cupec - Thiel College

Food is a great catalyst to bring diverse people together.

Joyce Walker



Thank you for your comments!

St. Francis University

St Francis: very well researched. Highlight 1 million more.

Joyce Walker

Will there be a section for business reviews?

Joyce Walker

Yes!

St. Francis University

Great group presentation! Loved the idea of giving businesses the opportunity to write their own blurbs to promote specific qualities

Bri Farrand

Thank you!

St. Francis University

Everything was very smooth how you guys split and presented clearly noticed everyone was on the same page

Alexander Arriola - Student @ Rosemont College

Saint Francis: I really like the play on words you chose "small businesses build big dreams"

Emily Jeanne Frohner - Student @ Rosemont College

Thank you everyone

St. Francis University

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## ROSEMONT COLLEGE

I like the idea of a festival, because people will be attracted to attend for a fun outing. But will numerous festivals occur throughout the state so more people could attend based on location?

Divine Kennedy - Student @ Point Park University :

Love the mixture of fonts in this

Mia Walker

Did we see this graphic in the presentation?

Lisa Reynolds - Wilkes University

Graphic has grammatical error "you're". Great graphic.

Joyce Walker

Think about consistency in the logo... using many different fonts throughout so may want to streamline

Dorene Ciletti - Point Park U

Yes! I shared it on my screen from the elite invitation !

Emily Jeanne Frohner - Student @ Rosemont College

Love the invitation. Great patriotic graphics

Kate McGrath - Student @ Pittsburg Technical College

Did your team create these graphics?

Lisa Reynolds - Wilkes University

Make sure you spell check "your" to "you're"

David Mazure : Rosemont

2026?

Austin Dillon- Thiel College

The Happy Birthday invitation is very creative!

Divine Kennedy - Student @ Point Park University

Thank you for advice of the "your" to "you're"

Alexander Arriola - Student @ Rosemont College

How will this campaign adjust after the birthday?

Divine Kennedy - Student @ Point Park University

Thank you! That completely went over my head, I will make sure to double check for spelling errors in the future.

Emily Jeanne Frohner - Student @ Rosemont College

The campaign would adjust after the birthday by continuing to be present on our social media platforms to further our hope to build and grow with more events that can sponsor businesses that promote healthy lifestyles.

Emily Jeanne Frohner - Student @ Rosemont College :

These events, like the birthday, would have the same elects of a mailer and evite invitation.

Emily Jeanne Frohner - Student @ Rosemont College

\*elements

Emily Jeanne Frohner - Student @ Rosemont College

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**CARLOW**  
UNIVERSITY

I love the idea of integrating the arts!

Lisa Reynolds - Wilkes University

Carnegie - connecting artist with new startups would also be incredibly helpful for those businesses that are looking for logos/marketing, etc.

Joyce Walker

Carlow: Love the focus on art—specifically highlighting independent/local artists

Bri Farrand

 **THIEL**  
COLLEGE

For simply pa > I really like the logo you came up with. I would work on revising the video a bit, especially with the type face you chose

Mia Walker

Thiel - I loved the merch as well! Lots of opportunities to engage your target with your channels as well

Bri Farrand

Thank you we will make some changes

Austin Dillon - Student @ Thiel College

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ESU - I liked the idea behind this! Super fun and interactive.  
I would definitely go to an event like this

Wilkes - Zoey R

East Stroudsburg - great presentation. Jamyrah was a great presenter. Graphics and collateral are really well done.

Joyce Walker

Awesome mail piece!

Bri Farrand

East Stroudsburg: Loved the creativity of this one.  
I would like to see you elaborate on business partnerships some more, and how to bring it to a wider scale. Especially with different types of walks!

Mia Walker

It's great seeing ESU here! You guys are right in my hometown I went to the UB program there.

Very creative concept

Divine Kennedy

East Strodsburg: Very catchy and easy to remember.

Emily Jeanne Frohner - Student @ Rosemont College



Wilkes University

Wilkes- really great logo.  
Well thought out campaign. Great collateral.

Joyce Walker

Wilkes - great branding! Loved the video and mail piece

Bri Farrand

Wilkes: Great color scheme. The campaign is easy on the eyes which makes for more interest in reading further!

Emily Jeanne Frohner - Student @ Rosemont College

I love the BuildPA idea overall very catchy

Alexander Arriola - Student @ Rosemont College