

Creative Brief

In response to the rapidly growing and ongoing pandemic, and being considered an essential business in Oregon, Lorentz Bruun Construction has made it a priority to protect our employees and partners. We are proud that, since the outbreak of the COVID-19, those efforts have been incredibly effective and well received. We took a proactive approach towards the COVID-19 crisis and began making and executing plans even before the first confirmed case was reported in Oregon. We believe that these early actions are responsible for the continued good health of our team.

Building a new web page – Highlighting key up to date information on the virus and allowing an easy download to our materials for our employees, trade partners, and clients. <https://bit.ly/LBCCoronavirusSafety>

Branded signage – Each job site was supplied with adequate banners, stickers, PPE and other signage that were branded to keep our materials consistent with the LBC brand.

Resources – The team built the LBC 2020 COVID-19 policy that was graphically designed to distributed to clients as well as to create a return to work research piece that was digitally delivered to clients as they contemplated their return to the office.

Weekly internal newsletter – The marketing team built a newsletter template that tracks the latest COVID-19 news that is sent out to all of our employees on Friday morning.

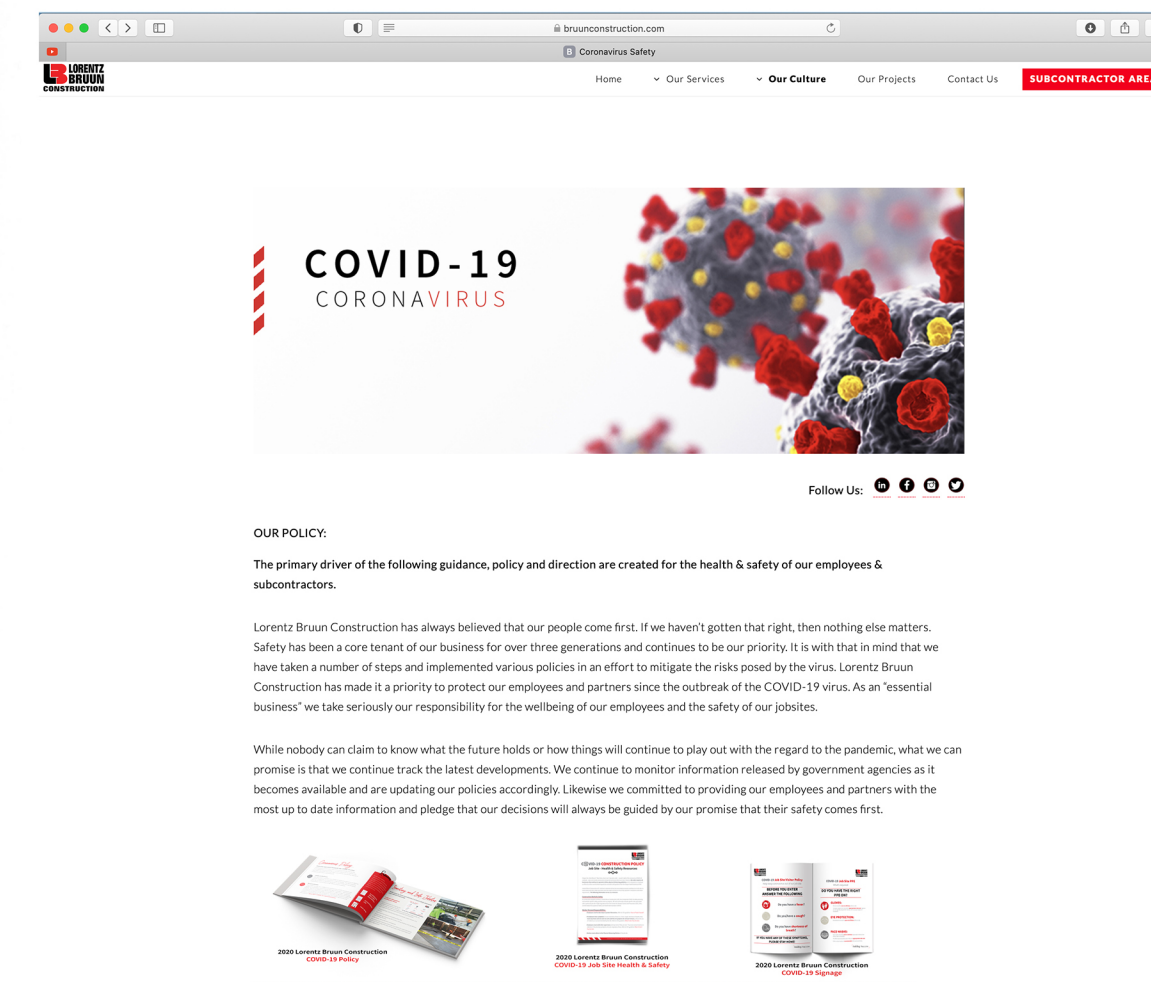
Swag / the fun stuff – We realized that COVID-19 was not the right opportunity to utilize swag to market our team so the only swag we purchase were neck gaiters that we distributed to our job sites, employees, and clients. To keep our clients engaged as they worked from home and tried to keep their kids occupied, we also created a coloring book and puzzle that highlighted some of our projects.

Awards – LBC was awarded the 2020 DJC Hard Hat Safety Awards for our dedication to keeping our employees safe during this pandemic.

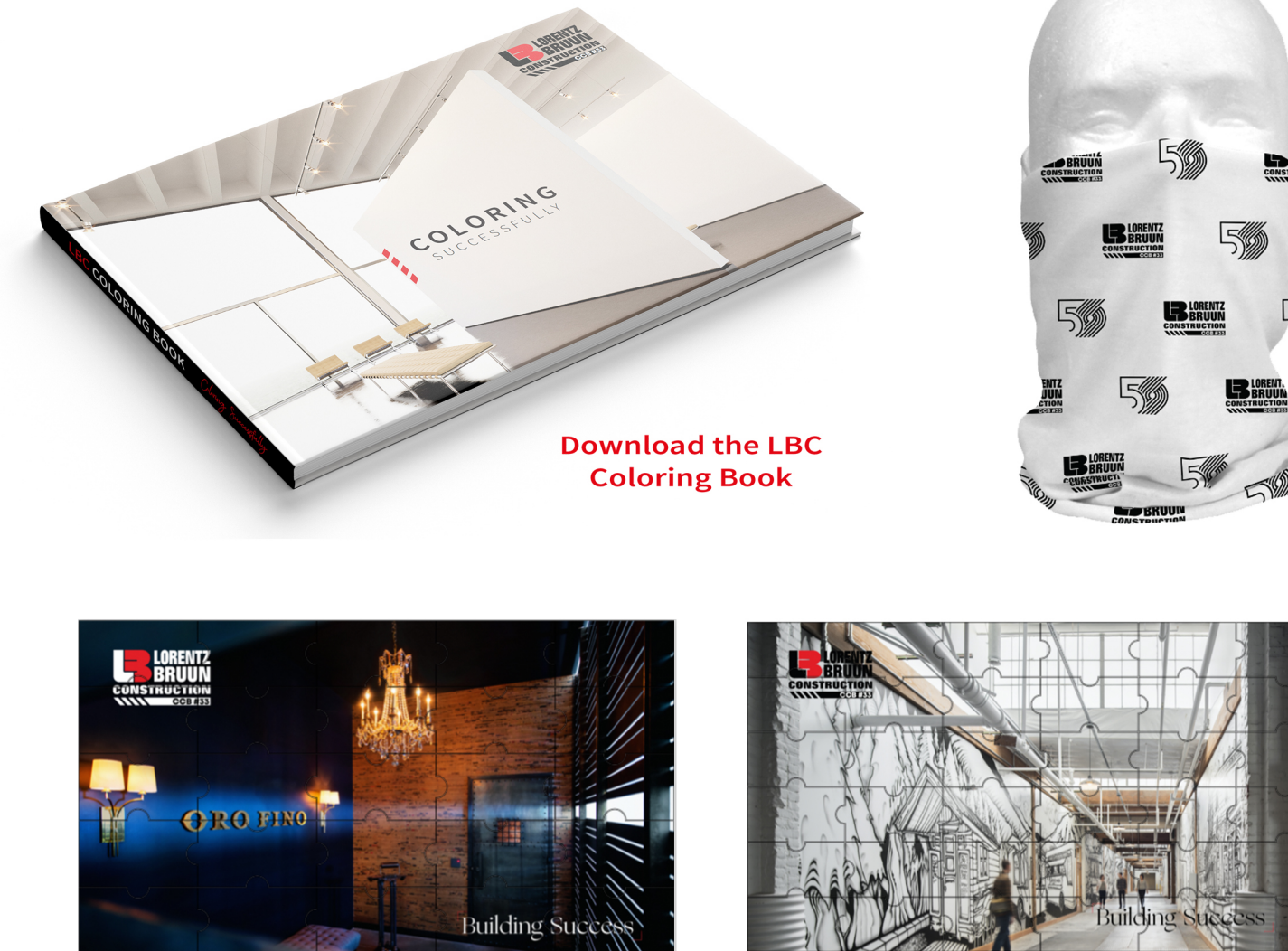
Coronavirus Safety Campaign

A Rapid Response to a Global Pandemic

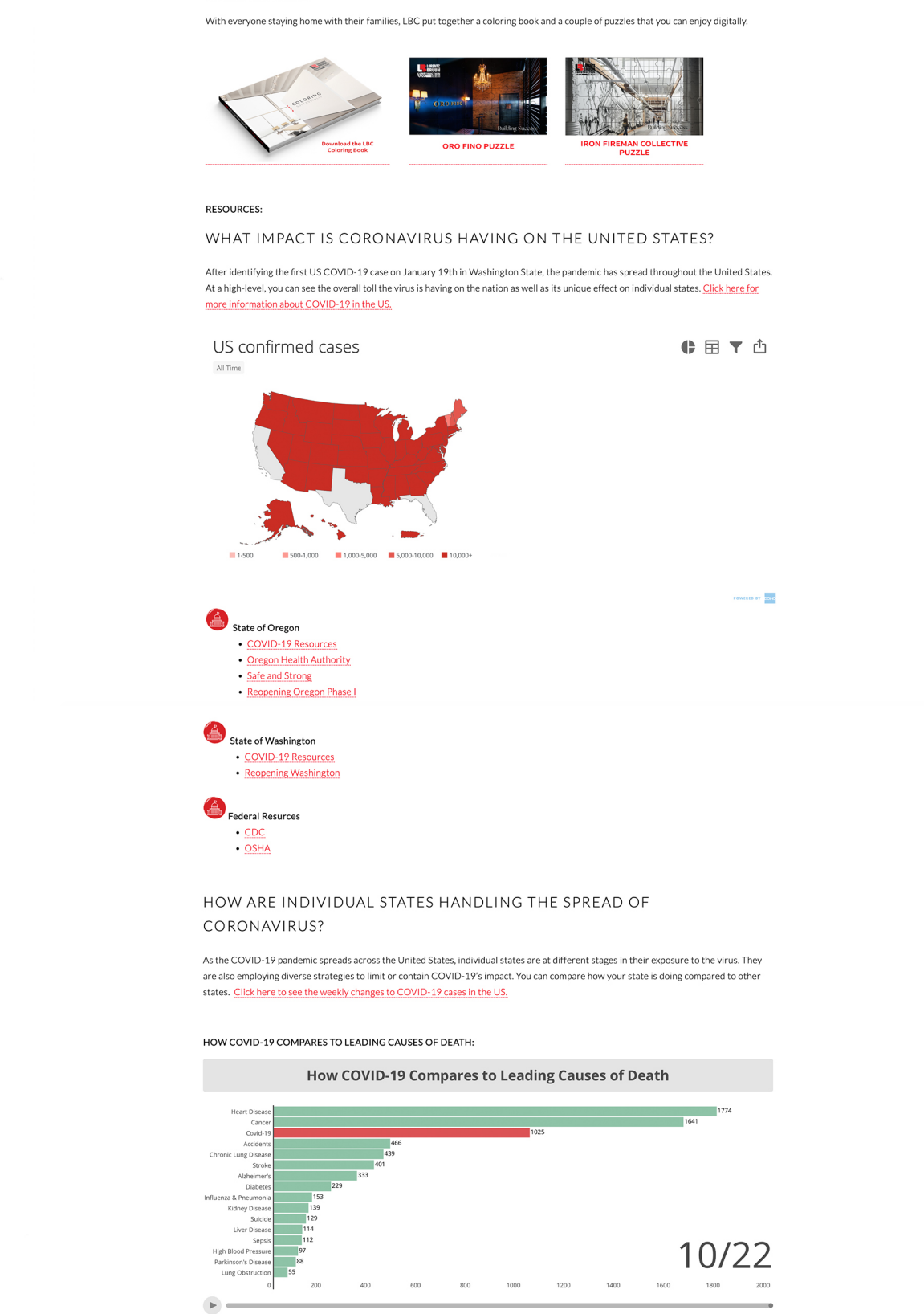
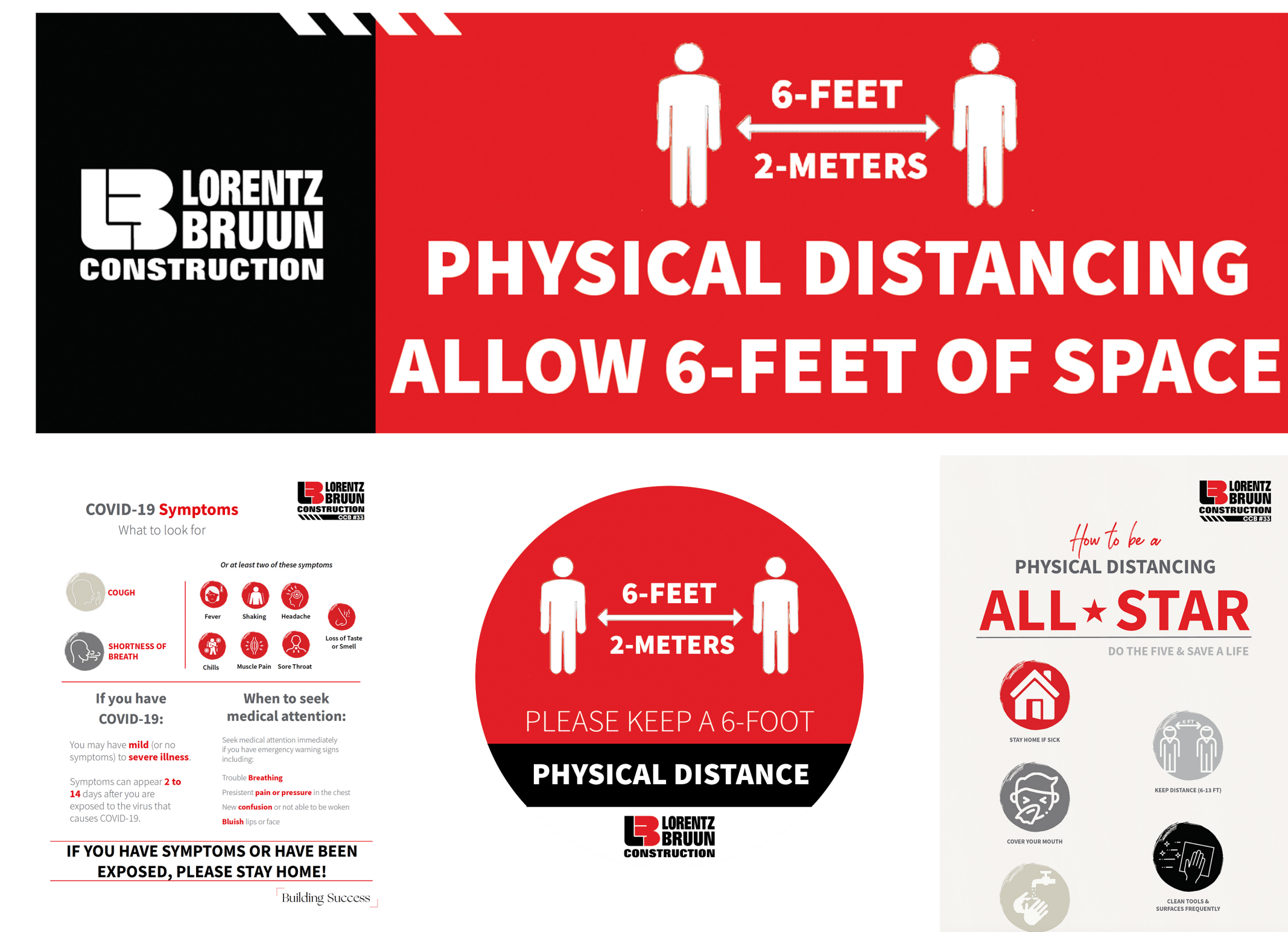
Resources Web Page



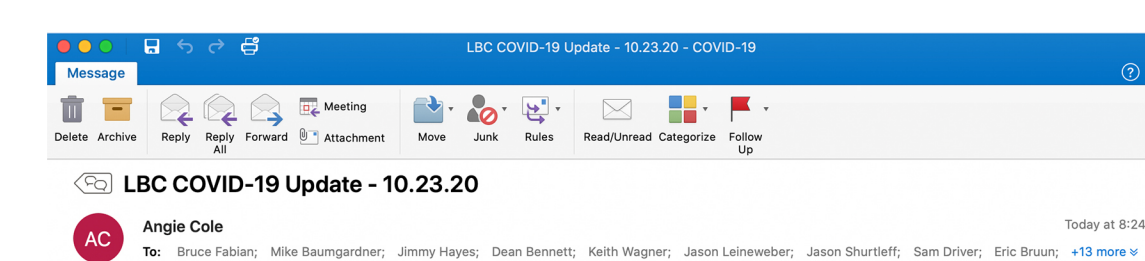
The Fun Stuff



Signage and Printed Materials



Weekly Newsletter



Resources



Return to Work Booklet

