



Neka
creative

U.S. BANK STADIUM

The U.S. Bank Stadium is an extraordinary facility. It's also an extraordinary equity achievement.



BROCHURE COVER



BROCHURE SPREAD

THE WORK

Brand Strategy
Onboarding
Qualitative research

Brand Implementation
Concept development
Equity stories
Copy
Design
Production
Event support

CHALLENGE

The Minnesota Sports Facilities Authority (MSFA) had a must-support mission to make equity hiring during the design and build of the stadium a winning part of Minnesota history. Some initially felt it was an impossible goal but a serious game plan was put into place. With city support, human rights oversight and an uncompromising commitment to victory, equity goals were trounced for women, veterans and people of color. Our challenge was to tell this compelling story in a legacy book.

SOLUTION

We conducted primary research with city thought leaders and stadium officials. We interviewed a diverse group of design and construction companies. We created an overarching theme that showcased this important success story. After conceptualizing, writing, designing and producing the legacy book, we extended the theme to all communications and events materials.

RESULTS

The equity campaign and legacy book showcased a very proud achievement for Minnesota. It showed that the MSFA and the city followed through on their word. It celebrated successful outcomes for woman, veteran and minority-owned businesses. It proved that equity must and can happen.