



## Public Outreach Outreach Trailer



### US Army Corps of Engineers Jacksonville District

Jacksonville District's area of responsibility encompasses the state of Florida and the Caribbean. Providing planning, engineering, construction and operations products and services to meet the needs of the Armed Forces and the nation.

## The Challenge

The U.S. Army Corps of Engineers Natural Resources Program requested Multi Media Marketing Associates, Inc. to provide conceptual and development services for a mobile outreach tool their rangers, volunteers and administrators could use to educate the public.

**Photos:** Outreach trailer closed and ready for transport.



## Work

Multi Media managed all services needed to fulfill the project requirements. Our team collaborated with Corps administrators to define the key outreach messages. Once key messages were determined we developed conceptual sketches, content, and graphic design that educated the public on the Corps, navigation, and the recreational opportunities along the Okeechobee Waterway. Multi Media installed a video digital system with buttons, designed the outer wrap, and worked with a local theming company to outfit the trailer based on approved shop drawings.





## The Results

The completed trailer is an impressive outreach and educational tool used by the USACE Natural Resources Program at schools, county fairs, boat shows, job fairs and trade shows.

**Photos:** Conceptual drawings along with the final display; one side of the trailer features interchangeable graphics.

