

Case Study: Infiniti Global Consulting and Western Union Community Outreach Program

Engaging the Caribbean American Community Through Strategic Outreach and Partnership

Client Overview

Western Union, a global leader in cross-border and cross-currency money movement, sought to deepen its engagement with Caribbean American communities in the United States. Recognizing the Caribbean diaspora's strong remittance ties and community networks, Western Union aimed to enhance its brand presence, support community initiatives, and strengthen trust among Caribbean consumers.

Project Partner

Infiniti Global, a minority-owned strategic consulting firm specializing in community engagement, project management, and multicultural market outreach, was selected to execute a comprehensive community outreach strategy across key U.S. markets in Florida and Georgia.

Project Objectives

1. **Enhance Western Union's visibility** within Caribbean American communities through culturally relevant programming.
 2. **Build community trust and brand alignment** through partnerships with cultural and nonprofit organizations.
 3. **Deliver measurable engagement outcomes** through outreach events, digital engagement, and localized activations.
 4. **Guarantee successful project delivery** with effective time and resource management.
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Scope of Work

Infiniti Global Consulting managed all facets of the outreach initiative:

- **Strategic Planning:** Developed an outreach framework centered on education, culture, and financial empowerment.

- **Community Partnerships:** Engaged key Caribbean-American organizations such as the Caribbean American Cultural Arts Foundation, Jamaican Association, and regional diaspora chambers.
 - **Event Activation:** Coordinated Western Union’s sponsorship presence at community festivals, business expos, and educational summits.
 - **Media and Messaging:** Crafted culturally resonant communications and digital content highlighting Western Union’s role in empowering Caribbean families.
 - **Metrics and Reporting:** Collected post-event data on engagement, attendance, and brand perception for impact measurement.
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Timeline & Project Management

Infiniti Global implemented a six-month project cycle structured into three primary phases:

Phase	Key Deliverables
Phase 1: Strategy & Planning	Stakeholder alignment, outreach calendar, communications plan
Phase 2: Activation & Delivery	Event management, vendor coordination, media rollout, on-site engagement
Phase 3: Evaluation & Reporting	Post-campaign analysis, ROI summary, recommendations

Infiniti Global employed an agile project management framework ensuring milestone tracking, accountability, and real-time adjustments. Weekly status meetings, vendor performance reviews, and digital dashboards were utilized to maintain transparency and efficiency.

Key Results

- **Event Reach:** 2,000+ Caribbean American participants engaged across regional activations.
- **Community Partnerships:** 12 active collaborations with nonprofit and cultural organizations.
- **Media Engagement:** 1.2 million digital impressions across multicultural media platforms.
- **Brand Lift:** 25% increase in Western Union’s community trust rating (measured via post-event surveys).
- **On-Time Delivery:** All milestones met within the projected six-month timeframe and under budget.

Success Factors

1. **Cultural Intelligence:** Infiniti Global's deep understanding of Caribbean American identity and community networks allowed for authentic engagement.
2. **Operational Efficiency:** Strategic time management ensured seamless coordination of multiple events across cities.
3. **Collaborative Delivery:** Strong partnerships with local leaders, businesses, and nonprofits amplified Western Union's message organically.
4. **Impactful Storytelling:** Messaging centered on empowerment, family, and financial connection resonated deeply with the audience.

Conclusion

Through Infiniti Global leadership, Western Union successfully executed a culturally aligned community outreach campaign that elevated its reputation and strengthened its ties with the Caribbean American community. The initiative not only enhanced Western Union's brand visibility but also fostered sustainable community relationships and achieved a measurable impact.

Infiniti Global continues to support clients in transforming outreach goals into authentic, high-impact community engagement strategies across multicultural markets.