

The Anniversary Advantage

A generational opportunity
to build culture, engagement,
and long-term success



Why Your Company Anniversary (Should) Matter

Whether it's 10 years or 100, company anniversaries are an ideal time to engage your top audiences—but you need a clear strategy to maximize the moment.

Reflection + Vision

A natural “hinge” moment to both honor achievements and present a POV on what's next.



Rare Opportunity

By definition, milestone anniversaries are limited and only happen once—so make the most of them.



Proven Value

Top companies embrace anniversary campaigns. In 2025 alone: Chrysler, Caterpillar, Delta, Modelo, and more.



Common Anniversary Event Mistakes

Treating it as a party, not a platform

Many companies see anniversaries as one-day celebrations, approaching them as a fleeting moment with no lasting impact.

Starting with tactics, not strategy

Jumping straight to event planning or creative tactics can fragment efforts and dilute messaging.

Focusing on optics, not impact

Focusing only on branded collateral, media presence, and external stakeholders often neglects the most important audience—employees.

Burning budgets, not creating value

Spending heavily on a single event or splashy production can undercut long-term value if there is no broader engagement strategy.

Prioritizing invites, not engagement

Large-scale events that prioritize attendance over experience can feel impersonal and transactional.

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- **An anniversary isn't a moment. It's a launchpad for the future.**

The HLG Approach: Anniversary as Strategy

We don't just plan events—we dig deep into your heritage, craft a compelling narrative, and ensure it reaches the right audiences for maximum impact.

ROOTS

Recommit to your company's history, core values, purpose, and legacy of impact.

RESONANCE

Establish a cohesive campaign to build buy-in, elevate leaders, and activate employees.

REACH

Orchestrate owned, earned, and partner channels to extend influence across stakeholders.



High Lantern Group Turns Anniversaries Into Opportunities for Influence and Engagement



From concept to completion

We have the capabilities to help build, plan, and execute an anniversary strategy—for any size, scope, or sector.

Expertise across industries

We have decades of experience with dynamic, complex industries such as biotech, software, manufacturing, tech, and finance.

A trusted partner for long-term success

We work as an embedded partner to make your anniversary into a platform for reputation, engagement, and growth.

Comprehensive Anniversary Services that Create Lasting Value

We provide end-to-end anniversary services, ensuring that strategy, creative, and execution all reside under the same roof.

STRATEGY & CREATIVE



Theme and narrative development
Anniversary brand identity
Multi-channel campaign architecture

STAKEHOLDER ENGAGEMENT



Employee recognition
Partner activations
Community relations
Philanthropic alignment

EXECUTIVE COMMUNICATIONS



Keynotes
Talking points and scripts
Media training

EVENT PLANNING & SUPPORT



Run of show
Vendor coordination
Audience journey

CONTENT STUDIO



Videos
Microsites
Branded collateral
Tangible artifacts

PRESS & MEDIA RECOGNITION



Earned media outreach
Thought leadership placement
Social media amplification

**Celebrate your
past, communicate
your future.**



Anniversary as Advantage

Amplify your story.
Engage essential stakeholders.
Create lasting impact.

