Re-Branding Your Organization
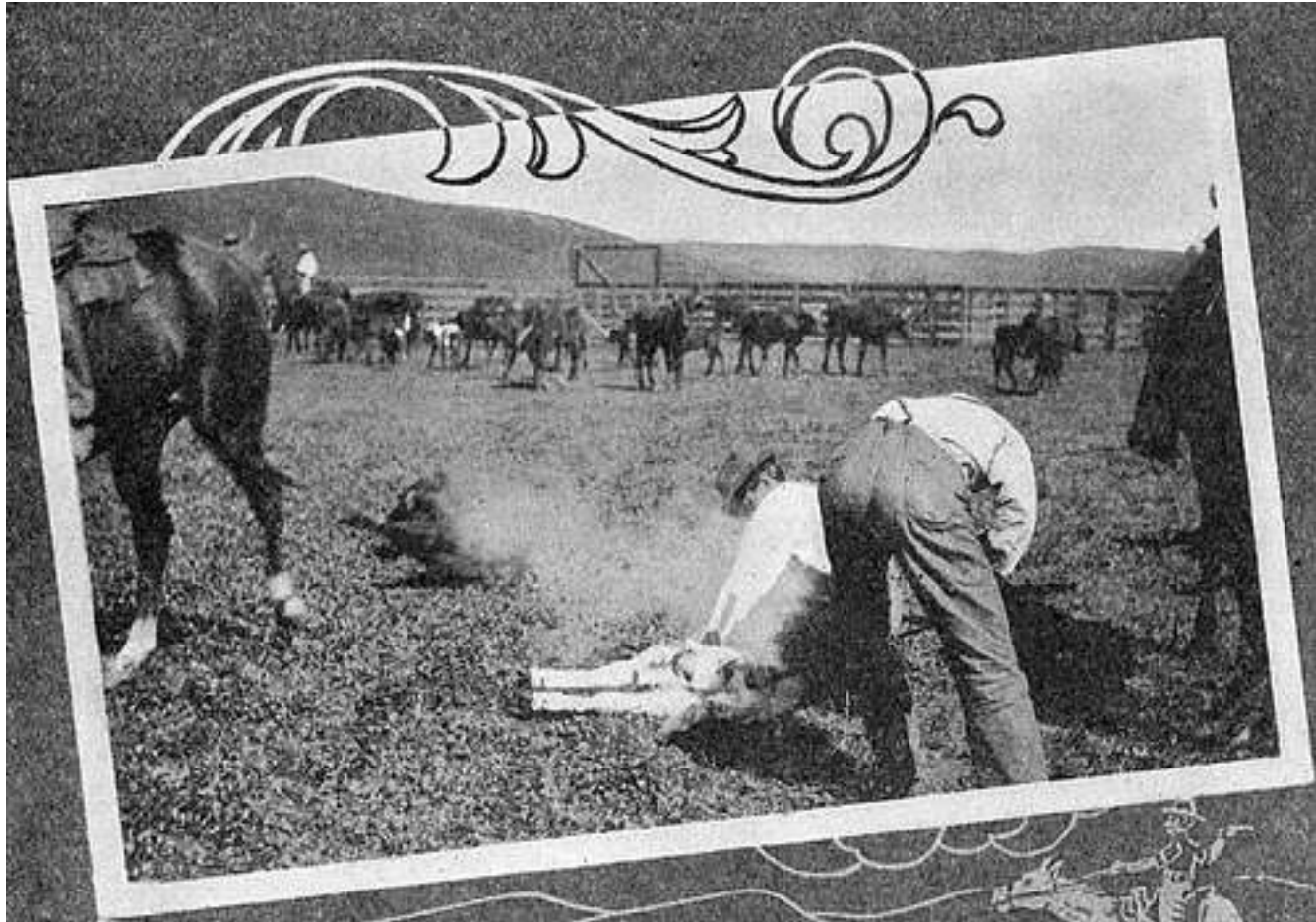# A Case Study: WNC Livable Communities Initiative

October 16, 2012

2012 NADO Annual Training Conference

ALLISON
DEVELOPMENT GROUP

What is a brand?

Notable Brands

What makes a brand effective?

Resiliency

Consistency

Adaptability

Expansiveness & Reach

What makes a brand effective?

Resiliency

Consistency

Adaptability

Expansiveness & Reach

Core Elements of a Brand

- Name
- Logo
- Tagline or Catchphrase
- Graphics
- Shapes
- Colors
- Sounds
- Scents
- Tastes
- Movements ("Hammer" time, anyone?)

What about the message?

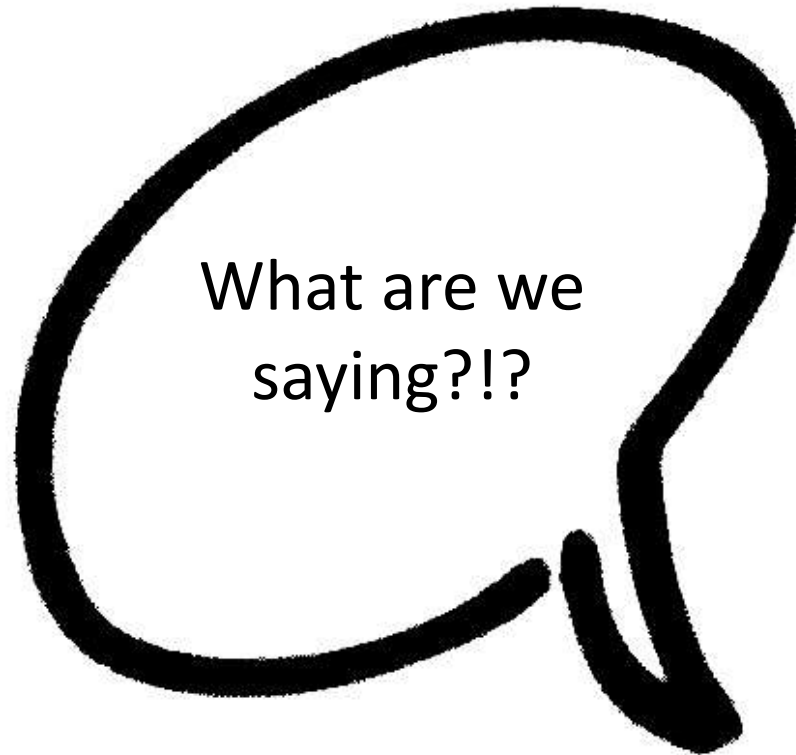Message can support or destroy the brand.

Case Study:
WNC Livable Communities Initiative

- Funded by the U.S. Department of Housing and Urban Development Grant

- **Sustainable** Communities Regional Planning Grant

Watch that word!

Who are we talking to here?

Case Study:
WNC Livable Communities Project

WHAT

- **Economic prosperity >> JOBS**

HOW

- **Existing plans** and **strategies**

- Extensive **public involvement**

- New ideas and **real solutions**

WHO

- **Consortium** to guide and facilitate

- **Community** to lead

WHY

- So that **Together, We Create Our Future**.

Are we hitting our target?

Livable Communities Initiative

Or, are we even on the board?

Original Brand: Logo

- **Busy, Complicated**
- **Multiple, competing colors**
- **Trying to be all things to all people**
- **The T-Shirt test**

Original Brand: Message

- **Missing one target in particular**
- **Jumbled Message**
- **Initiative and Livable out of step with region**
- **Lacking context**

Targeted Branding

What was that message again?

Brand Evaluation

☐ Name

☐ Logo

☐ Graphics

☐ Shapes

☐ Colors

☐ Tagline or Catchphrase

Brand Evaluation: Message

- ❑ Regional
- ❑ Collaborative
- ❑ Contextual
- ❑ Positive
- ❑ Serious Business!
- ❑ Jobs & Economic Development

What makes a brand effective?

Resiliency

Consistency

Adaptability

Expansiveness & Reach

Economic Development

Housing

Transportation

Natural & Cultural Resources

Health

Land Use

Successful Launch of Re-Brand

When you pivot…

STAY ON POINT
COVER YOUR BASES
DON'T IGNORE THE ELEPHANTS

Brand Integrity
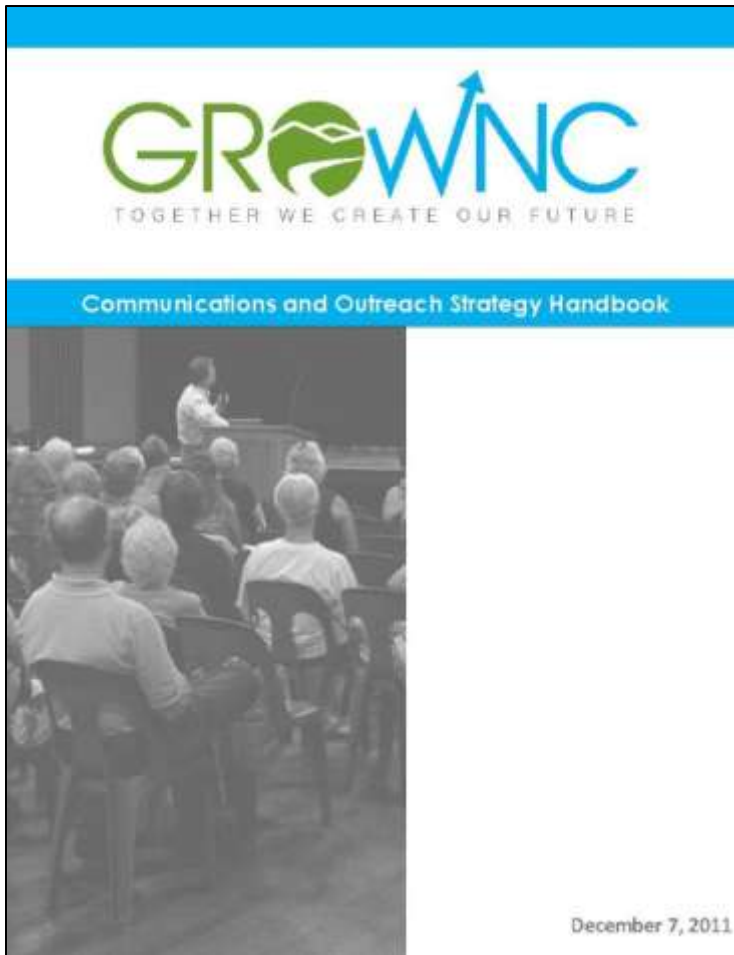
- **Messaging & Talking Points**

- **Frequently Asked Questions**

- **Meeting Protocols**

- **Communication Tools**

- **Templates**

- **Graphic Standards**

minding the elephants...

2. Wasn't it called something else? Livable Communities Initiative?

Yes, it was. Our planning team felt it would be better understood if we used an action term to convey the concepts of growing together as a region; growing our choices in Housing, Transportation, Energy, Land Use, Health and Natural Resources...all coming together to achieving Economic Growth and Prosperity for the region.

10. Does this have anything to do with UN Agenda 21?

GroWNC has nothing to do with a concept called Agenda 21.

According to the United Nations, Agenda 21 is "a comprehensive plan of action to be taken globally, nationally and locally by organizations of the United Nations System, Governments, and Major Groups in every area in which human impacts on the *environment*." It was adopted by 178 Governments at the United Nations Conference on Environment and Development (UNCED) held in Rio de Janerio, Brazil, 3 to 14 June 1992.
http://www.un.org/esa/dsd/agenda21/

Unlike the focus of Agenda 21, GroWNC will work with the residents in the five counties of this study area to develop strategies to preserve and strengthen local economies, which ultimately strengthens the regional economy. These strategies can be adopted by the local governing bodies, or modified to suit their unique situations and goals.

Brand Collateral

www.gro-wnc.org

Brand Management

Brand Management: Media Relations

Brand Management: News Jacking

Bottom Line Branding

❑ **Logo,** colors, and tags are important – to your AUDIENCE!

❑ View your Message thru a **Marketing Lens**

❑ **Context, Content & Communication**

❑ Be **fearless** in changing what isn't working, *BEFORE* it doesn't work.

❑ ALWAYS be ready to **ADAPT** and **PIVOT** and when you do…

❑ Stay **on POINT.** ⟸

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