

Re-Branding Your Organization

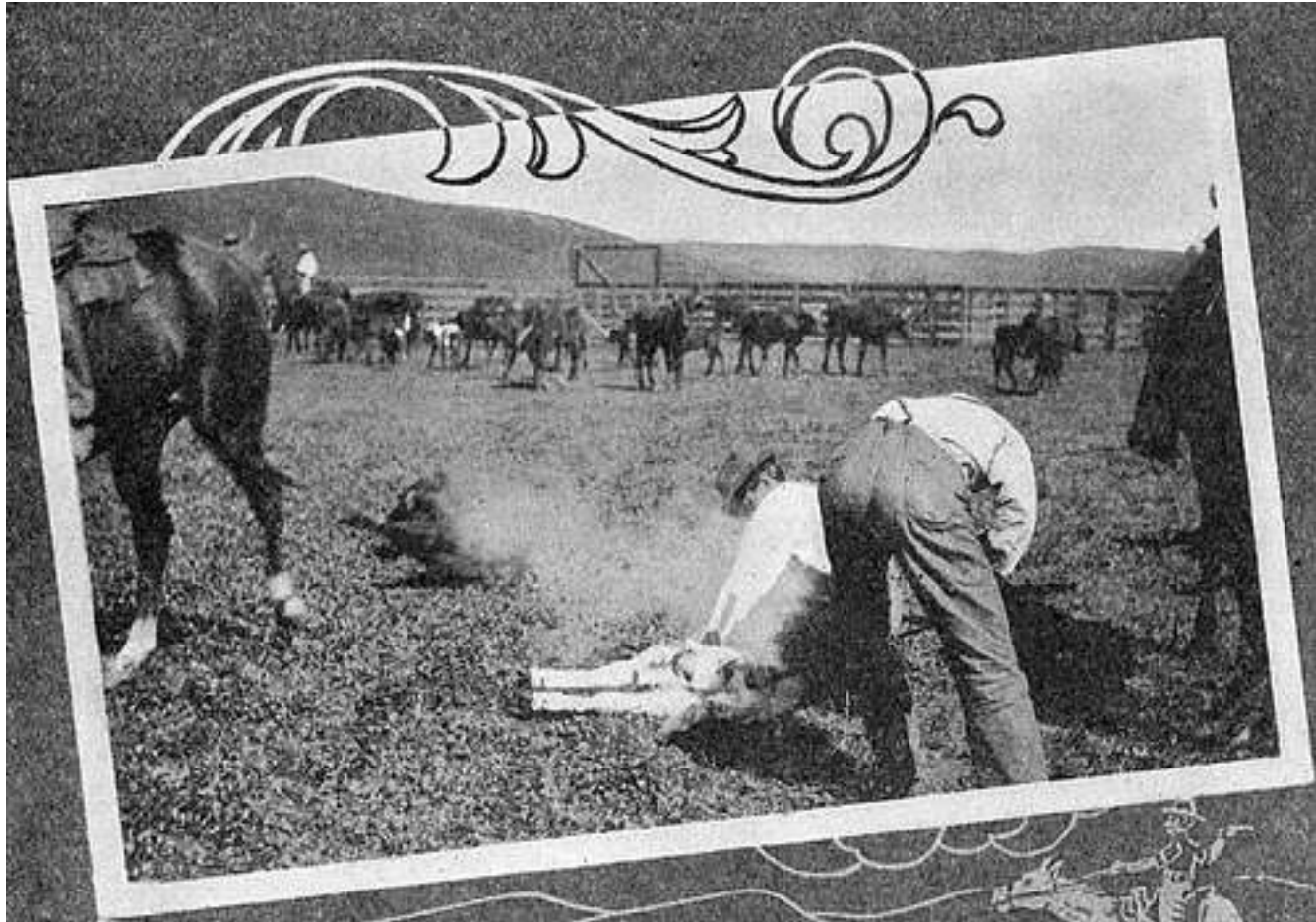
A Case Study: WNC Livable Communities Initiative

October 16, 2012

2012 NADO Annual Training Conference



What is a brand?



Notable Brands

Coca-Cola

P&G

What makes a brand effective?



Resiliency

Consistency

Adaptability

Expansiveness & Reach

What makes a brand effective?



Resiliency

Consistency

Adaptability

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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:

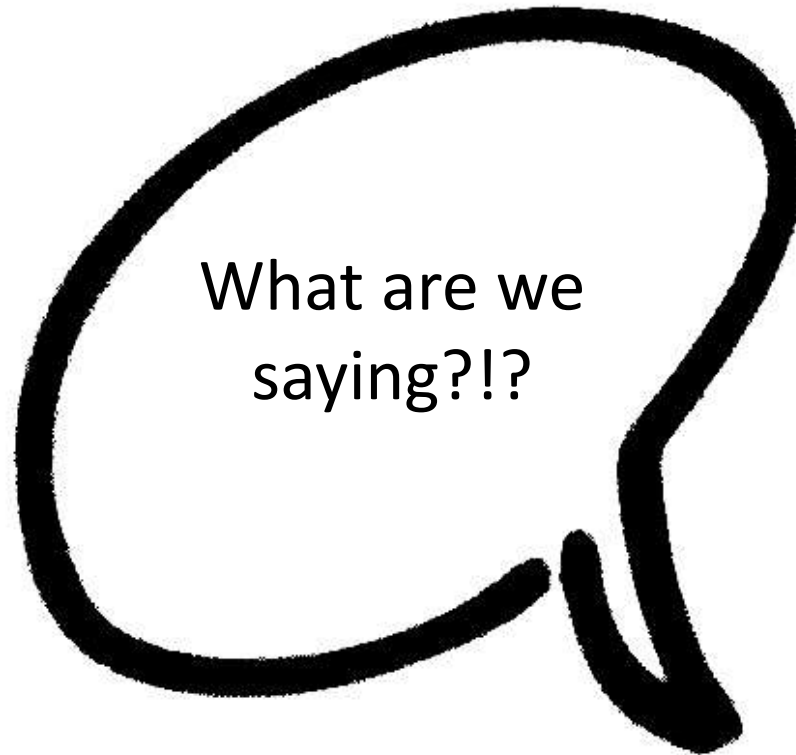
WNC Livable Communities Initiative



- 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?





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



Energy



Health



Land Use



Successful Launch of Re-Brand





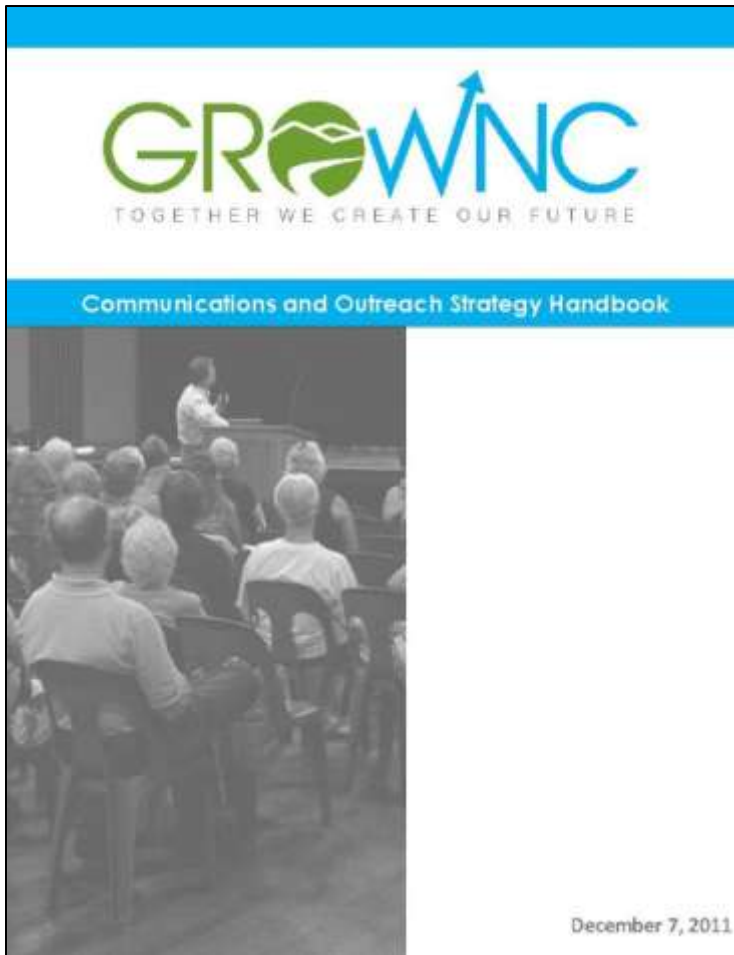
When you pivot...

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](http://www.un.org/esa/dsd/agenda21/) 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 Janeiro, 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

facebook  

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GroWNC
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Admin Panel
Now
March
2012
Founded

Brand Management: Media Relations



How should WNC grow? Residents offer ideas, opinions...

Written by Kate Bailey on June 4, 2012 in Business, Community, Environment, History, Healthcare, Housing, Jobs and the Economy, Medicine, Region, Resources, Special Reports, Top News, Transportation · No comments



GroWNC to streamline 5-county development plan



GroWNC shared a link.

May 10



Did you catch the GroWNC interview on WNCW this morning? Hope to see you at our upcoming Community Meetings! The first one is today in Madison County. Please join us!



Thursday on Morning Edition: GroWNC Is Not Just About Agriculture | WNCW
wncw.org

Last week I spoke with members of the GroWNC Consortium, and found out that this project - now in it's 14th month of work - was formed thanks to

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1 3

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Brand Management: News Jacking



GroWNC shared a link.
July 20

Interested in transportation? The French Broad River MPO needs your input. They are conducting a survey to assess transportation needs in WNC—very important as our community grows. The results of the survey will be used to identify travel needs and develop new services to make it easier to travel around the region.

It's a short survey AND you get entered to win a \$50 gift certificate. <http://pollinateasheville.com/2012/07/17/i-get-around-how-do-you-get-around/>



I Get Around! How do you get around?
pollinateasheville.com

Fill out this survey and be entered to win a \$50 gift certificate for organic produce delivery (yes, groceries delivered to your front door) from Mother Earth Produce! This is a survey to ga...

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51 people saw this post




GroWNC
April 9

By now you've probably heard about New Belgium Brewery's announcement about locating their second brewery in Asheville. At the announcement on Thursday they had tags with a checklist of all the reasons they chose WNC as their second location - many of them are issues that are being discussed as part of the GroWNC project:

<http://www.newbelgium.com/Community/Blog/12-04-05/Really-Big-News-Asheville-we-re-coming-for-you.aspx>



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.** 



Develop your ideas
Develop your message
Develop your business



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