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
- 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?

What are we saying?!?
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

GROWNC

Together we create our future
What was that message again?

What are we saying?!?
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
Housing
Natural & Cultural Resources
Energy

GROWNC

TOGETHER WE CREATE OUR FUTURE
Health

GROW NC
Together we create our future
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
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
How should WNC grow? Residents offer ideas, opinions.

GroWNC to streamline 5-county development plan

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

Last week I spoke with members of the GroWNC Consortium, and found out that this project - now in its 14th month of work - was formed thanks to...
Brand Management: News Jacking

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/

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:
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.