

Building Brands by Building Bridges

Presented by Melanie Schmidt

March 10, 2009



What A Way to Start The Day!

- Opportunities abound
- But what is “branding” anyway?
- Value of strategy, process & engagement
- Let’s infuse some creativity!
- Take control of the discussion



Goals of Strategic Decision Making

% of respondents, ¹ n = 2,327

Type of decision



Of the decisions reported by the more than 2,000 respondents, 78% were aimed at **revenue** growth.

SOURCE: "How Companies Make Good Decisions: McKinsey Global Survey Results," *The McKinsey Quarterly*, January 2009.



What Drives Strategic Shifts

What was the basic nature of the largest strategic initiative in your company's most recent full fiscal year?

% of respondents,¹ n = 1,552

Major product innovation (existing market segment)

31

New market segment (existing product/service)

22

Merger or acquisition

15

Change in capacity

15

Price restructuring

6

Divestiture of a business unit

4

¹ Respondents who answered "other" are not shown.

Companies change strategies for a host of reasons: **external** (broad economic changes, competitors' moves) and **internal** (the results of a strategic planning process).

But **two reasons stand out.**

Each executive was asked what drove the largest strategic initiative in his or her company during the previous fiscal year, **excluding** a competitor's move or the current economic turmoil.

SOURCE: "How Companies Can Understand Competitors' Moves: McKinsey Global Survey Results," *The McKinsey Quarterly*, January 2009.



A Silver Lining for Marketing

- Marketing is at the heart of strategic decisions
- Opportunities abound for savvy marketers
 - CEOs care about shifting **consumer behavior**
 - CFOs care about bottom-line **pricing**
 - Shareholders **need** assurance
 - Consumers are raw and ready to **share**
 - Employees are dazed and **confused**



Brand Development gets to the heart
(and head) of the matter.

It shifts the goal away from the sale;
the goal is to **become part** of the way
people think and live their lives.



Brand : | : Strategy

{a logo does not a brand make}

- A brand is a **collection of experiences**
- A brand **connects people**
- A brand **generates common understanding** of intent
- A brand reflects & guides how people **tell your story**
- A brand is **built by organizations** & shaped by stakeholders



Effective organizations
link strategic planning
and messaging



Familiar Components

Strategic Planning

- Mission & Vision
- Values
- Strategic Plan
- Action Plan

Messaging

- Name & Tagline
- Messaging Framework
- Stakeholder Strategy
- Collateral & Outreach



ACTION

IMPRESSION

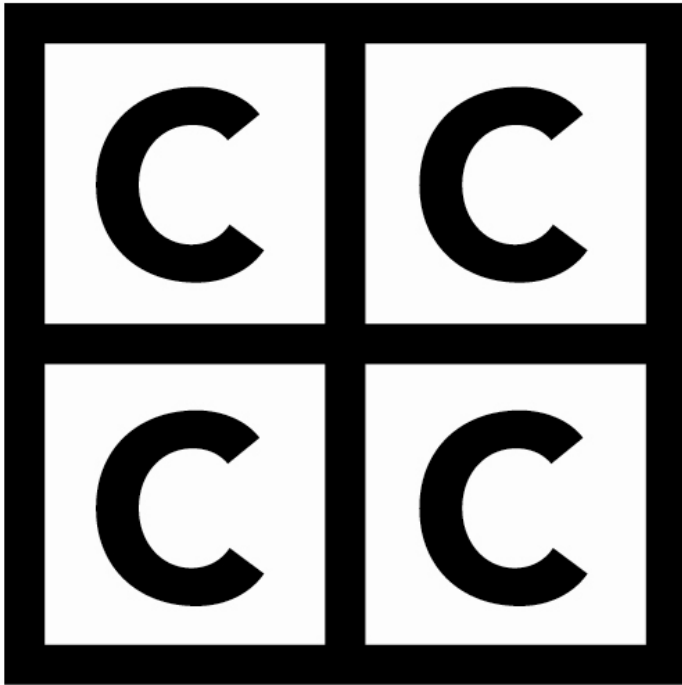
<p>Progress Reports MONITORING, SURVEYS, CHECK-INS How is it going and what's needed to adapt?</p>	<p>Assessment & Audit CONVERSATIONS, REVIEWS, ANALYSIS What impression are we making?</p>
<p>Implementation Map ACTIONS, RESOURCES, TIMELINES What exactly will we do to make it happen?</p>	<p>Integrated Outreach COLLATERAL, ONLINE, EVENTS, PR How will we reach our stakeholders?</p>
<p>Strategic Direction GOALS, OBJECTIVES, CHAMPIONS What do we want to accomplish with whom?</p>	<p>Messaging Strategy THEMES, STATEMENTS, STORIES How will we connect with our stakeholders?</p>
<p>Ideology MISSION, VISION, VALUES What is our purpose and our legacy?</p>	<p>Brand Framework NAME, LOGO, FONTS, STANDARDS How will we reflect our identity?</p>

Components
linked for
greater
effectiveness

STRATEGIC
PLANNING

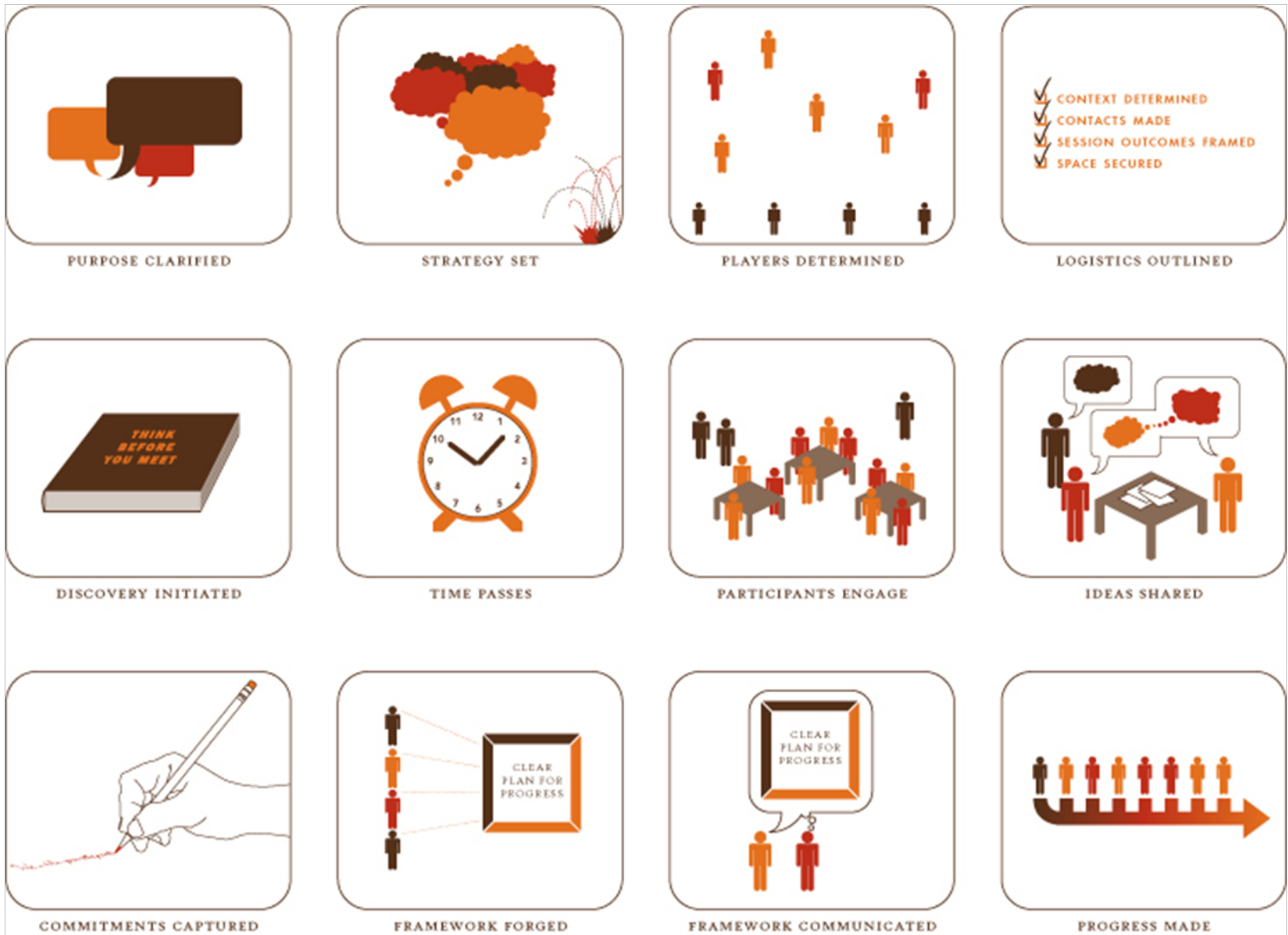
COMMUNI-
CATION





- **Clarity**
- **Curiosity**
- **Commitment**
- **Communication**

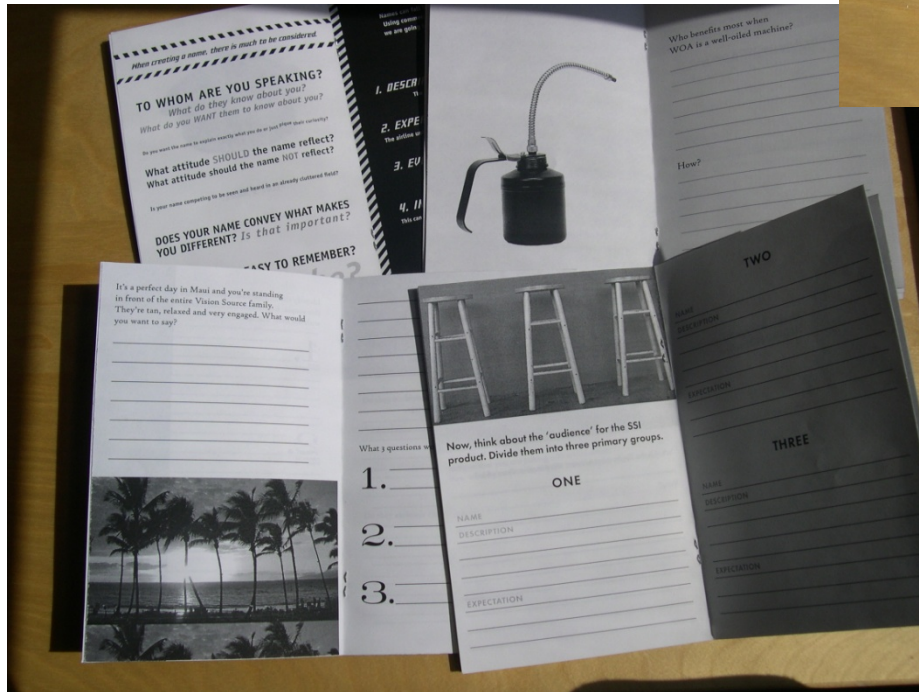
Methodology for **Whole-Brained** Progress



Storyboard of **Discovery** Process



Discovery Books spark curiosity



Process engages and aligns stakeholders



Active in world

causing, not following

A ^{SS} passionate, Christ-centered faith in an accepting community that produces resources and which maintains a balance between taking outward and inward.



A vertical decorative banner with a purple background and a white dandelion seed head. The banner is part of a larger graphic design for the church.

Journey in Christ

Mission Spread God's Love through Ministry, Fellowship and Outreach

Vision Passionately use our God-given resources to invite individuals into a diverse church family and accept where Christ leads us in the world

Values Community
Compassion
Faith
Growth

 Bethany
United Methodist Church



Branding Backbones

Watch Words

- Clarity
- Consistency
- Connection

Key Actions

- Framework Channels
 - Themes
 - Messages
 - Color & Font Intentions
 - Imagery Direction



Strengthening Brands

- Create a framework
 - Apply the framework
 - Infuse the environment
 - Expand the experience
 - Reinforce the connection
 - Adapt for new programs
- What is the brand channel?
 - What is the core message?
 - What is the desired action?



Moving the Brand Forward

- Who is your **target** audience?
- What is your **main** message?
- What is the **most important** word of the message?
- What brand **trait** do you want to reflect?
- What is the desired **action** as a result?
- How will you **compel** your target?



Infuse Creativity

- Create **safe** space
- Take 30 minutes for “**yes** and”
- Host a Mr. Sketch **idea** race
- Get **outside** of yourself (or your team)



Engage Stakeholders.
Link Branding with Business.
Create Creativity.
Enhance Your Impact.

