

The Brand IDEA Framework

Based on the 2014 book *The Brand IDEA*
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Community Action Branding

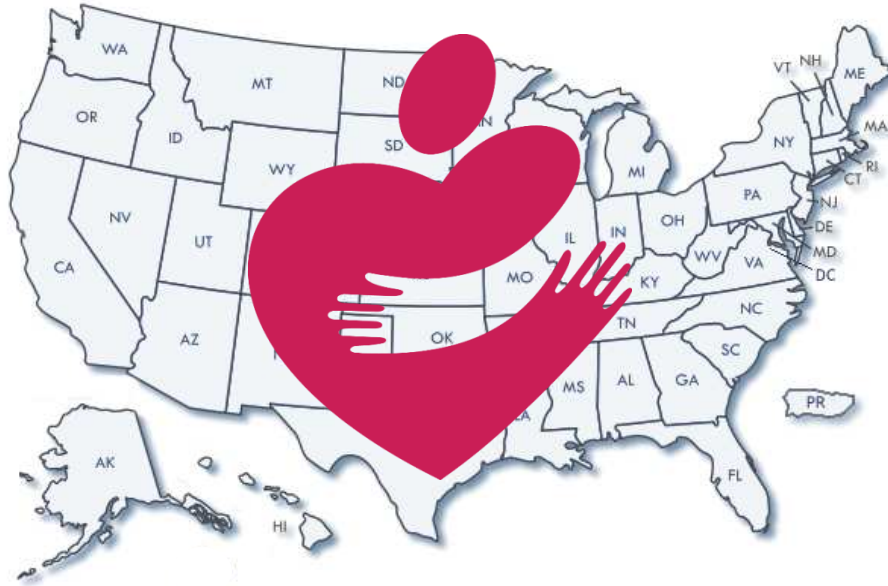
From Wheel to Huggy Heart



Community Action changes people's lives, embodies the spirit of hope, improves communities and makes America a better place to live. We care about the entire community and we are dedicated to helping people help themselves and each other.



Community Action Network



1000+ Agencies, 44 State Associations, 50+ State CSBG
Offices, National Partners,
more than 15 million people served



2000-2002

- Consultant and Partnership board led rebranding effort
- Promise was developed
- Huggy Heart selected
- Branding Countdown newsletter
- Brand Training Symposia
- Webpage and required content (lots of “musts”)
- Branding change assistance
- Association Efforts
- Promise Magazine



National Branding Devices

- The Promise
- Huggy Heart graphics
- *Helping People Changing Lives*
- *America's Poverty Fighting Network*
- Today, national logo or not is okay
- Theory of Change
- Colors and fonts (flexible)



Ohio CAA Brands



What is a brand and what can it do for you?



Brand IDEA Paradigm Shift

	Old	New
Definition	A logo	Strategic asset that embodies the mission and values
Goal	Fundraising and PR	Mission impact
Positioning	Competitive advantage	Clarity and effective partnerships
Communications	One-way projection of a specific image	Participative engagement
Audiences	Donors	Internal and external stakeholders
Organizational home	Marketing and communications	Executive team, board and all brand ambassadors
Requirements	Money and expertise	A brand management mindset

Source: The Brand IDEA, 2014, p. 8



What is the brand role?

- Simplifies decision making
- Communicates to the public
- Creates loyalty and trust
- Acquires resources
(i.e. financial, human, partnerships)
- Articulates the mission
- Drives organizational cohesion



Brand IDEA

- Integrity
 - Aligns identity with the mission, strategies, and values of the organization
 - Know who you are, what you do, and why it is important
 - Aligns internal identity with external image
 - Connected to strategic planning
 - Rebrand if confusion or misaligned
 - Results in cohesion and trust



Brand IDEA

- Democracy
 - Engages stakeholders
 - Staff, board, community, more
 - Creates ambassadors
 - Staff, board, community, more
 - Encourage story sharing
 - Provide templates, guidelines, training
 - “Free the brand!”



Brand IDEA

- Affinity
 - Leverages reputation
 - Builds partnerships
 - Identifies and attracts partners to work toward shared goals
 - Drives mission impact
 - Greater impact on the community focusing on specialties and working with partners



The Role of the Brand Cycle



Source: The Brand IDEA, 2014, pg. 57



Managing Sub-brands

- Required by some programs
 - (i.e. Head Start, United Way)
- Sub-brands can eclipse a parent brand resulting in stakeholder confusion and lack of cohesion
 - Resulting in silos
- All brands should focus on common mission to drive impact
- Consider “a program of” type program branding



When should you rebrand?

- When the brand no longer aligns with the mission
 - Not just a logo change/refresh
 - Not just a name change/update
- Clarification to stakeholders



Rebranding Considerations

- Who are you?
 - What is your mission, vision, values, impact?
 - What are your goals?
 - How will you get there?
- Internal processes
 - Committee, leadership, board,
- Financial considerations
 - Logo update, letterhead, signage
- Rollout plan
 - Internal, media, partnerships, etc.



Implementing the Framework

- Embrace the paradigm shift
- Use research, reflection, participative process
- Recognize alignment is an ongoing effort
- Support brand ambassadors; share stories
- Free the brand!
- Identify, attract, promote partners
- Make brand management part of everyone's job



OACAA Plan

- How can OACAA support your efforts for strong brand management?
- How can your work support our brand efforts?
- Next steps



Elevator Speech

- I work for _____
- We do _____
- We are part of _____
- We are special because _____
- I care because _____



PEST Analysis

- **P**olitical
 - Legal, regulatory, political
- **E**conomic
 - Economic growth, employment, financial
- **S**ociocultural
 - Demographics, believes, behaviors, norms, roles
- **T**echnological
 - Communications, access to information and delivery of services



Brand Integrity

- Align the Community Action brand with the mission and values
- Align internal identify with external image



Brand Democracy

- Engage internal audiences
- Engage external audiences
- Empower brand ambassadors



Brand Affinity

- Key local partners
- Common objective
- Drive collaboration

