

2006 NABE Communications Section Workshop
RISING TO THE TOP OF
BAR COMMUNICATIONS

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PLENARY

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Brand and Identity
Strategies

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Brand and Identity Strategies

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What Does Brand Mean to You?

- Organization Name
- Logo
- Slogan or Tagline

THE LOGO GAME

The mark a company or organization uses to identify itself can be an important part of its overall brand. Take a few moments to review the current and former logos below, and see if you can identify them by name.

			
_____	_____	_____	_____
			
_____	_____	_____	_____
			
_____	_____	_____	



Branding is Much More

A collection of images and ideas representing your organization; including concrete symbols such as a name, logo and design scheme, as well as the accumulation of experiences with your specific product or service, directly relating to its use.



My Definition:

The total emotional and intellectual involvement your members, vendors, peers and the general community have with your organization and its products and services.



What Does This Mean?

- **External identity** – logo, tagline, style of communications pieces, etc.
- **Member identity** – how your members view you, from your customer service to the value of your products and services
- **Internal identity** – how your employees and staff view your organization and how well they understand your mission, vision and values



Base Your Brand on Your Core Values

Brands may change slightly or be revitalized over time, but they could send a set message to a clear audience to encourage recognition, recall and referral of your brand.



Exercise

Can you list your Bar Association's mission, vision or core values?



Branding is a Constant Process

The effort of building and maintaining a brand must be constant. Your brand provides a roadmap, but the destination is ultimately having members who believe you provide needed, valuable services and who are happy to refer your organization to their peers and to the public.



What is Brand Value?

The opinion and actions your staff and members are willing to take because of how they feel about your organization. You want them to associate your organization name and services with high quality and high value.



How to Rebuild or Reenergize Your Brand

Start at the Top

- Your executive director, management group and key board members need to be involved



How to Rebuild or Reenergize Your Brand

Build Your Own Brand

- One size does not fit all
- Market value-added services


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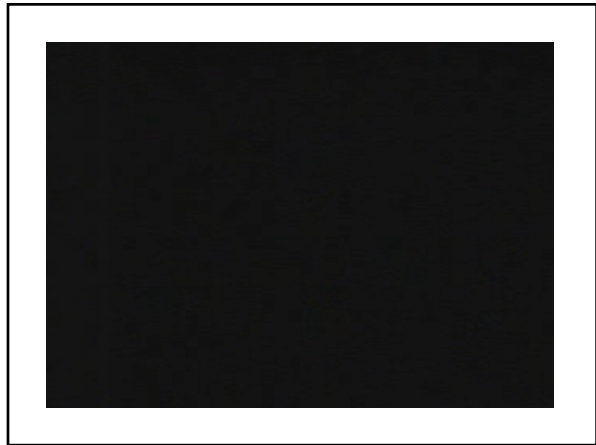

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Involve Your Stakeholders – Including Your Members

Set aside 5% of your budget for research

- Surveys (on-line or printed)
- Focus groups



Advance Your Organizational Vision

- Educate and align everyone around your values and pathway
- Don't forget your internal publics – 50% of making a brand successful



Understand Key Uses for Your External Brand

- Printed Publications
- Electronic Publications, Intranet & Website
- Budgetary Considerations



Empower People to Become Brand Ambassadors

- Your most important asset is your people
- Train everyone in your brand strategy (vision, values, etc.)
- Make sure they believe in what you are doing



Create the Right Delivery Systems

- Right products and services
- Right partnerships
- Right mix of customer service
- Always deliver on what you promise




Communicate

- Use well-planned, well-executed marketing activities
- Messages should be clear, consistent and relevant to the target audience
- Messages should be concise and easy to understand
- Don't try to communicate everything at once



Measure Your Brand Performance

- How much value does it add to your organization?
- How is it perceived by your customers?
- Is it memorable?
- Does it truly reflect your organization?
- Has it helped you grow? Met your objectives?



Be Flexible

Things change everyday. You have to stay relevant, differentiated and consistent throughout time. Be willing to raise your own Bar – and become a change agent for a great brand.

Case Study: The New Mexico Bar Association

Different Division Were Using Different Brands






Case Study: The New Mexico Bar Association

- Consistent, Professional, Progressive Look
- Advisory Committee
- Several Meetings to Identify Direction

New Brand
(Which is Just in the Process of Being Introduced)



How the Brand Will be Marketed

- Website, Specialty Advertising
- Soft Introduction to Members





Branding Trends for the Future

- 1) Do not over-promise or under-deliver
 - Members expect organizations to deliver products and services and they must.




Branding Trends for the Future

- 2) Connect with your members whenever and wherever you can
 - Don't limit your marketing efforts to your office. Remember, less is more and keep it simple



Consider Forming Alliances With Non-Traditional Partners, But Do So Cautiously

- Can enhance your brand value or cause substantial damage
- Should be somewhat alike in core values
- Think about the long-term



Be Member-Focused

Know what your members want and need and respond to those wants and needs

- Check in frequently – but not too frequently
- If you do a survey, let them know your response to the survey results



Don't Over-Extend Your Brand

Keep it relevant and consistent



Your Brand is Your Organization's Soul

- Long-term asset
- Helps you form strong, lasting relationships with your members
- It's intricately tied to your organizational growth and success
