Finding Your Voice
A Discussion About Branding

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Greg Robertson
Leveraging the Corporate Legacy Position to Engender Better Client Relationships

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How to Figure Out Your Story And Use It To Go Get New Friends

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Finding Your Voice
A Discussion About Branding
So what IS branding?
Branding is...

...deciding who you want to be when you grow up.

- It’s about putting a voice to what you become next.
Branding is...

...deciding who you want to be when you grow up.

...choosing the name you will call yourself.

- Do outsiders know who "UCC" is? Is that good, bad, or does it matter?
Branding is...

...deciding who you want to be when you grow up.
...choosing the name you will call yourself.
...defining your group’s values.

- Until you write them down, they might as well not exist.
Branding is...

...deciding who you want to be when you grow up.
...choosing the name you will call yourself.
...defining your group’s values.
...clarifying the journey you want prospects to take with you.

- What does the UCC want from people? From the community? From each other? Where can it take me?
Branding is...

...deciding who you want to be when you grow up.

...choosing the name you will call yourself.

...defining your group’s values.

...clarifying the journey you want prospects to take with you.

...creating materials that tell your story your way.

- Branding begins as ideas and strategies, but extends to how you say and picture those ideas and strategies.
Branding is...

...deciding who you want to be when you grow up.
...choosing the name you will call yourself.
...defining your group’s values.
...clarifying the journey you want prospects to take with you.
...creating materials that tell your story your way.
...finding exactly the right places to tell that story.

- Context matters. Part of your branding strategy should include where you brand to be most effective.
The Bad News:
You Do Not Control Your Brand
The Bad News:

You Do Not Control Your Brand

Coke and Pepsi don’t control theirs either. Neither do AT&T...Unilever...Pepperidge Farm... ...Blue Cross Blue Shield... ...or JP Morgan (Just #AskJPM)

They make efforts to grow their brands, but can’t control how outsiders interpret those efforts. Neither can you.
Your Brand is Controlled By The Marketplace.
Because Your Brand is What People Think You Are.
Example:  
“My bologna has a first name...”

**Question 1:** Why do we know this song 20 years after they stopped using it?  
**Because of branding.** They spent millions to get us to like Oscar Mayer with a charming little boy eating bologna and singing about it.

**Question 2:** If it was so successful, why don’t they use it anymore?  
**Because of branding.** Oscar Mayer didn’t want to be “the bologna company” anymore. It was a branding decision to STOP using it.

Did it work? Probably, since it’s mostly older people who know the song. So what you DON’T say affects your brand just as what you DO say does. But be patient, consistent, and persistent, because how people see your brand can persist *long* after you try to change it.
Your Brand is What People Think You Are.
Is “Finding Your Voice” Really Enough?
Well, you *could* leave it divine intervention.

“I think you should be more explicit here in step two.”
Or...
...use some of these proven branding approaches


We clarified for audiences exactly what Big Sisters do – mentor girls to help them achieve their dreams – which more than tripled Big Sister volunteer recruitment the first year and helped them surpass their fundraising goal 5 months ahead of plan.
...use some of these proven branding approaches

2. Clear up a misperception.

Too many people thought of social workers as volunteers or “the people who take away your kids if your home is in crisis.” If the public thinks you are something you are not, or do something you don’t, an effort to publicly lay claim to what you ARE can work wonders.

Don’t be afraid to appeal to people’s most elemental beliefs. How you say it makes a difference — a touch of levity in your serious message can have a big impact — but say what’s important to your brand.
...use some of these proven branding approaches

4. Tell a story that makes them want to be one of you.

This campaign for single malt scotch was about their generation-to-generation commitment to quality. If your church is 300 years old, maybe try a story of one generation helping the next through life’s challenges, while recognizing the new energy and ideas of younger generations.
5. Connect your history to their future.

The above re-branding effort is an origin story...stepping back to make use of their community’s affection for the long-dead founder of this nursing center at a time when they were expanding their capabilities.

Today, Sam Adams is as much a beer brand as he is a historical figure, so if your church is 200+ years old, there may be some characters worth talking about in its history to personalize your brand and take it beyond the “old building” that people like but only go into to show visiting relatives.
...use some of these proven branding approaches

6. Show them where the journey could go together.

Many people see church as a duty instead of as an opportunity to express themselves, do more, or find more of what is important TO THEM. If your branding efforts show off things your members achieved or hope to achieve through your church — some expected, some unexpected — it helps outsiders see where joining you could take them.
7. Use who you’re **not** as well as who you are.

The ad above contrasts their high-end beauty against price to say they’re not as expensive as perceived. For a historic church, you might juxtapose your history to your progressive views, like “We’ve been here 300 years because we’re always thinking about tomorrow.” Or, “Our church is historic, but we don’t live in the past.” Maybe, “We’re glad you like our classic design outside, but it’s what’s inside that is building the future.”
8. And remember that even the most basic human needs have more appeal when they are packaged well. It’s easy to think that if you have values that others agree with, it doesn’t matter how they are presented. That is a mistake. A well-designed product or campaign says to outsiders that others care about this, so they should, too.
Thank You