



For Purpose Organisation Branding

Presented by Michael McGann

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Content slide

This session will explore the following elements of organisation identity:

- What is a brand;
- Why is brand important;
- Value Proposition and Positioning;
- Brand Archetypes;
- Measuring Brand Strength;

What is a brand



What is a brand?

“a promise to the public that an organisation possesses certain features or will behave in certain ways”

*Adrian Saregeant, The Robert Hartsook Professor of Fundraising,
Indiana University*



What is a brand?

“All of the components of your organisation that influence how you are perceived by the world that you engage with”

Michael McGann - skysdesign

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Why is brand important



Changing relationships

- Less money
- More focus on social outcomes and impact
- Social media changing communication strategies from one-way (brochures, website, annual reports) to two-way (facebook, twitter)
- Brand definition is more 'democratic'
- Partnerships and collaboration

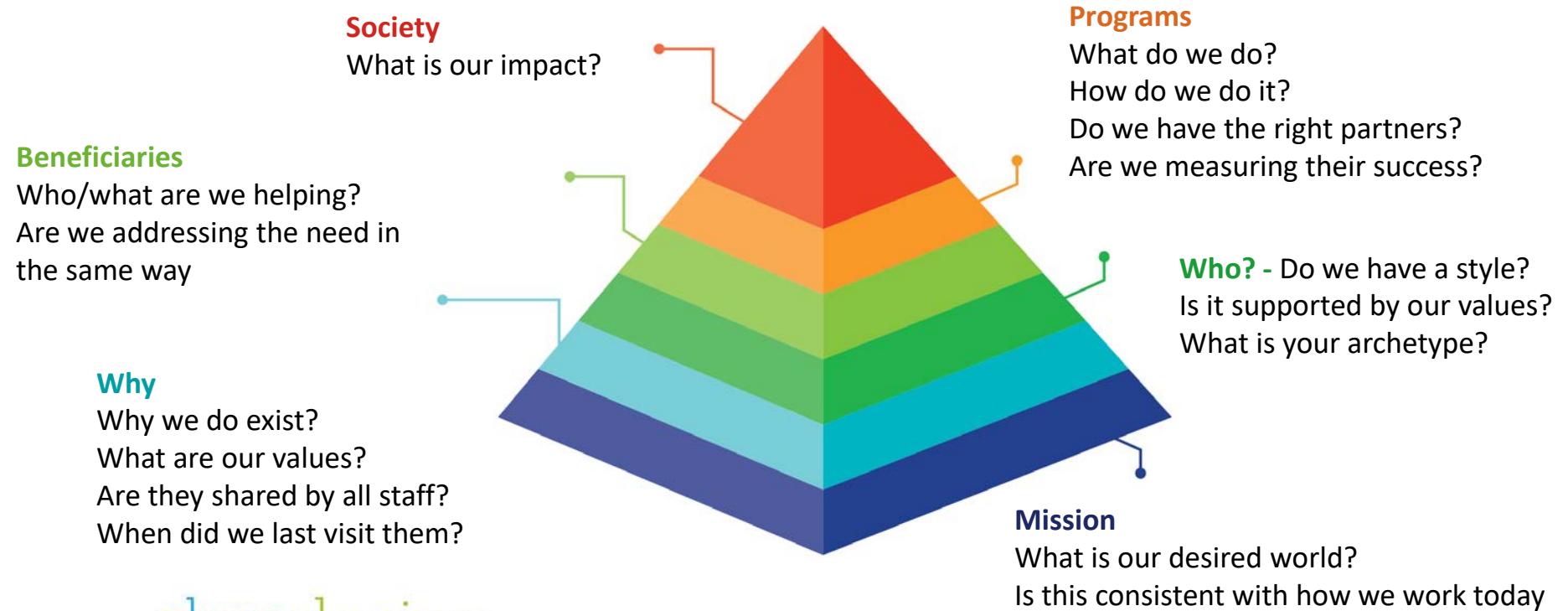


For Purpose branding

1. Organisation culture and structure
2. Employees
3. Collaboration
4. Managing complexity
5. Reinforcing mission

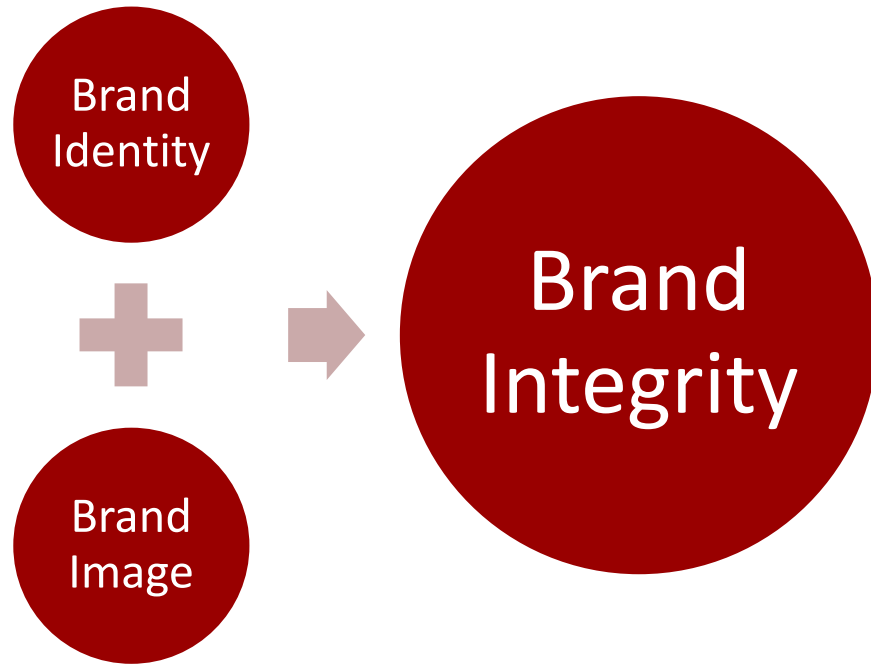


Purpose Hierarchy^(c)





Brand Integrity



Value Proposition and Positioning

- Who is our audience?
- What are they trying to achieve?
- What are their challenges?
- How do we help solve them?
 - What do we do ?
 - How do we do it?
- Why is it of benefit to them?

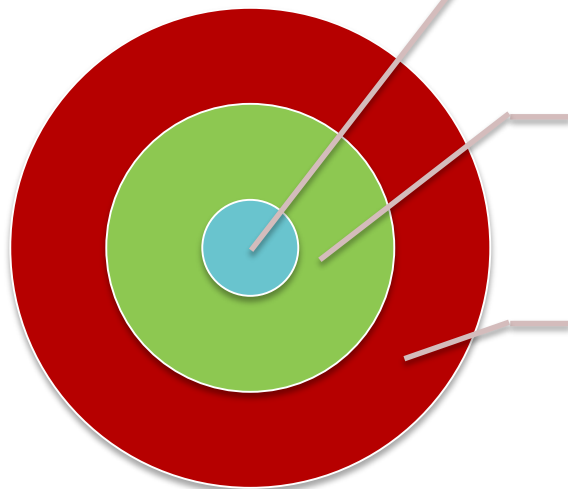


For Purpose Brand Positioning

- Target audience
 - Who is in your tribe?
- Brand Clarity
 - Coherent identity
 - Differentiation with other, similar services
 - Purpose and approach to purpose
- Streamlines marketing & fundraising



The Golden Circle*



WHY?

- Very few organisations know **WHY** they do what they do. WHY is the purpose, cause or belief. This is as true for NFPs as for commercial

HOW?

- Some organisations know **HOW** they do it. The things that make them special or unique from other organisations – their competition.

WHAT

- Every organisation in the world knows **WHAT** they do. These are the services or products that are offered

Tribe Building

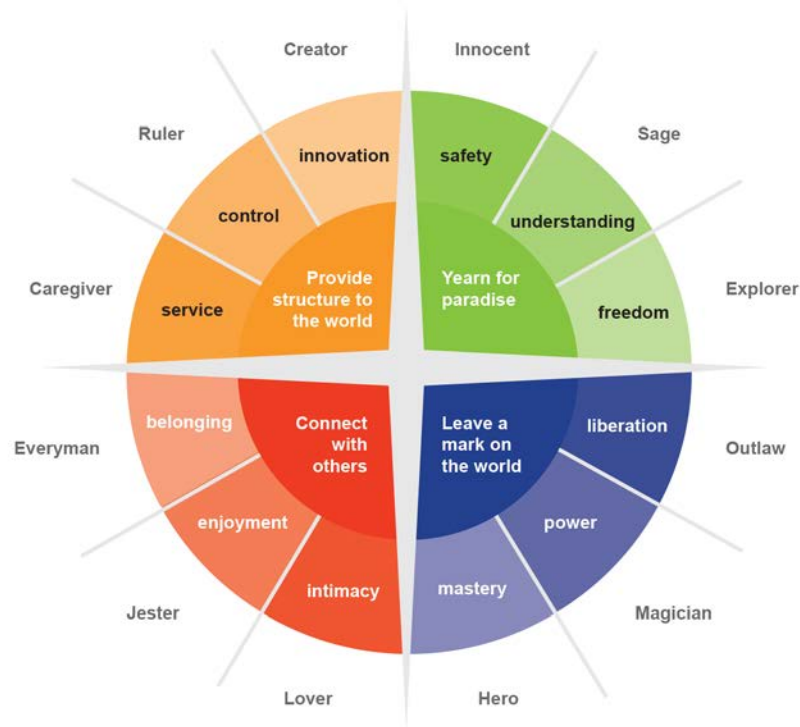


(Japancommunications, 2016)

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Brand Archetypes

Brand desire and how each archetype meets it





revenge or revolution, to
destroy what is not working

mastering a secret knowledge and
manipulating tools to control
things

exert mastery in a way that
improves the world

- https://www.youtube.com/watch?v=_gq8PO9XK2Y

- <https://www.youtube.com/watch?v=kCAh1Q71XSE>

- <https://www.youtube.com/watch?v=epqV7IFdew4>



Brand Equity - Measures Brand Strength

