

# Lecture 5: Branding

MK355 Marketing for Not-for-Profit Organisations

# Review

- Raising your mark for discussion questions
- Week 1 – the Australian not-for-profit sector
- Week 2 – Not-for-profit marketing distinctives
- Week 3 – Marketing research
- Week 4 – Strategic marketing planning for NFPs

# Introducing brands

- What are some of your memorable brands?
- What makes them memorable? Or what makes you loyal to them?
- What kind of factors do you think will come up for not-for-profit brands?



# What is a brand?

- A defining / distinguishing “name, term, design, symbol or any other feature”
- Purpose
  - To inform stakeholders about what organization offers
  - To reduce consumer risk in choosing among competitors
  - To create a positive image in minds of stakeholders
- Defined by the best and worst of your organization
- Can be influenced by company but ultimately determined by perceptions of consumers
- Emotional bonds based on consistent delivery of quality and trust

# Brand strength

## **INTERNAL DIMENSIONS**

- Clarity
- Commitment
- Governance
- Responsiveness

## **EXTERNAL DIMENSIONS**

- Authenticity
- Consistency
- Differentiation
- Engagement
- Presence
- Relevance



# Brand personality

- Personality traits that reflect the vision, mission, unique selling proposition, values, actions and principles of the organization
- Organisations that share a common cause often share common personality traits
- For example?

# Brand appearance / components

## Grau:

- Visual expression – logo, colour palette, typography, design elements, photography, illustrations
- Verbal expression – name, key messages, tone of voice, positioning, endorsements

## Kotler:

- name, logo, slogan, “look”, promise, spokesperson(s), artifacts, modeling
- When is it time for a “brand refresh”?



# Brand communities

- A specialized, non-geographically bound community, based on a structured set of social relationships among admirers of a brand
- Examples of brand communities?
- Drivers of brand community:
  - Consciousness of kind – the bond between brand and members
  - Shared rituals and traditions
  - Moral responsibility – shared duty

# Importance of branding for NFPs

A brand is an asset

- Brands enhance stakeholder learning
- Brands reduce risk – for donors, volunteers
- Brands provide insurance – against negative events
- Brands build loyalty – finding identity in affiliation

Branded charities more likely to attract voluntary donations than unbranded charities whose causes and values may be less clearly defined and less well-known

Brands can have monetary value (intangible asset)

# Why is it difficult to brand not-for-profits?

## Grau

- Disconnect between target audience and beneficiaries
- Intangibility of needs being addressed through programs and services
- Often not a pay-for-service financial transaction
- High cost and lack of skill-set in not-for-profits
- Public already appreciates what not-for-profits do
- When faced with a choice between carrying out mission and investing in or cultivating a brand, NFPs prioritise the mission

## Kotler:

- Budget limitations
- Frequent changes of activities (seemingly inconsistent)
- Must address multiple stakeholders – accusations of wasting money
- Expectation that NFPs don't compete with one another



# Ranking brands

One European study found the top four most trusted brands in Europe were non-profits:

- Amnesty International
- World Wildlife Fund
- Greenpeace
- Oxfam

More trusted than the top four corporate brands:

- Microsoft
- Bayer
- Ford
- Coca-Cola

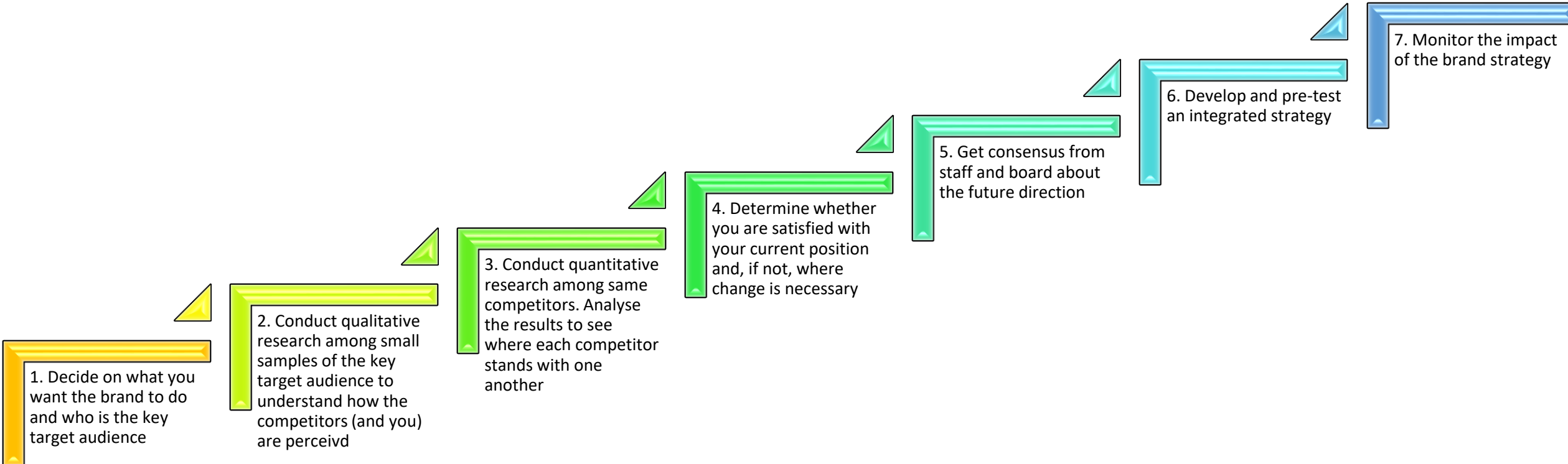
# Marketing strong NFP brands

The brand idea should be:

- simple
- conveyed in a clear and consistent voice
- distinctive and show a relevant difference from “competitors”
- inspirational and emotional in its promise
- portable
- engaging
- relevant

Benefit to having a *brand ambassador* responsible for consistency and cohesiveness of message. Requires decision-making authority and internal education of employees

# Building or repositioning an NFP brand





# Building or repositioning a brand

What to look for:

- Does the brand have sufficient salience?
- Does the brand have a fuzzy image?
- Does the brand achieve points of parity?
- Does the brand have a perception problem or a reality problem?
- Remember that a brand generates both perceptions and feelings
- Appoint a brand champion
- Make sure everyone is singing the same song – internal communications plan
- Use a brand specialist (if you can afford it)
- Monitor how the brand is doing

# The brand audit

A tool or set of tools that allows for an organization to assess its communication effectiveness.

Three kinds of brand audits: internal, communication or external

Can be qualitative or quantitative. Sample questions?

Good moments for a brand audit:

- When there is a shift in focus or direction
- When there is a growth phase in size or network
- When there is geographical growth to new areas

Objective:

- You are looking for evidence of consistency across the organization.



# The power of stories

- People remember stories, not statistics
- Not-for-profits often have multiple stories, but they can be tied together into a metanarrative
- Metanarratives have three overarching components: character, chronology, causality
- What are the elements of a great story?
- Research-based story plots for NFPs include: (1) the challenge plot (2) the creativity plot and (3) the connection plot



# Tips for social media storytelling

## Blogs

- Choose a topic and be passionate about it
- Create resources to post and have a strategy for regular posting
- Have staff buy-in and use guidelines for blog authors
- Set goals for the blog (visitors, links, subscribers etc...)
- Respect fair use and copyright (CCA)
- DO your homework on who else is blogging
- Don't overedit; it does not have to be perfect
- Promote blogs through ping-backs and RSS feeds

## Podcasts

- Determine who your audience is and what they want to hear
- Find a niche and offer valuable and unique content
- Plan your content and production schedule
- Get the equipment
- Promote through RSS feeds and iTunes as well as other podcast directories

## Photo sharing

- Find a good staff photographer to be the official documentarian
- Buy a good digital camera (they are cheap now)
- Learn basic photo composition rules (a good photography or design book will suffice)
- Take a lot of pictures
- Upload the good ones into a public directory or other outlet (such as Flickr)
- Solicit participation of supporters through sharing photos and comments

## Video sharing

- Buy a good video camera (they are also cheap now)
- Set up a nonprofit channel on Youtube
- Select content with the most impact that engages audiences and offer them ways to support the organization without high barriers to entry
- Decide what product quality is appropriate
- Learn video editing
- Recycle and edit existing content for additional impact



# Brand equity

- A set of brand assets and liabilities linked to a brand, its name or symbol that add to or subtract from the value provided by a product or serve to that firm's customers.
- Can rest on four variables:
  - Consistency
  - Focus
  - Trust
  - Partnership