



ASPIRE! ONE
strategy : creative : branding

Planning	Implementation
<ul style="list-style-type: none">• Growth Strategy Planning• Brand Positioning & Architecture• Marketing Plan Development	<ul style="list-style-type: none">• Website Development• Integrated Marketing Campaigns• Brand Identity Design• Capital Campaign Promotion

[brand]

v., The practice of
delivering a promise
that reflects the mission,
uniqueness and personality
of your organization.

~~Logo~~

~~Ad Campaign~~

~~Website~~



[blanding]

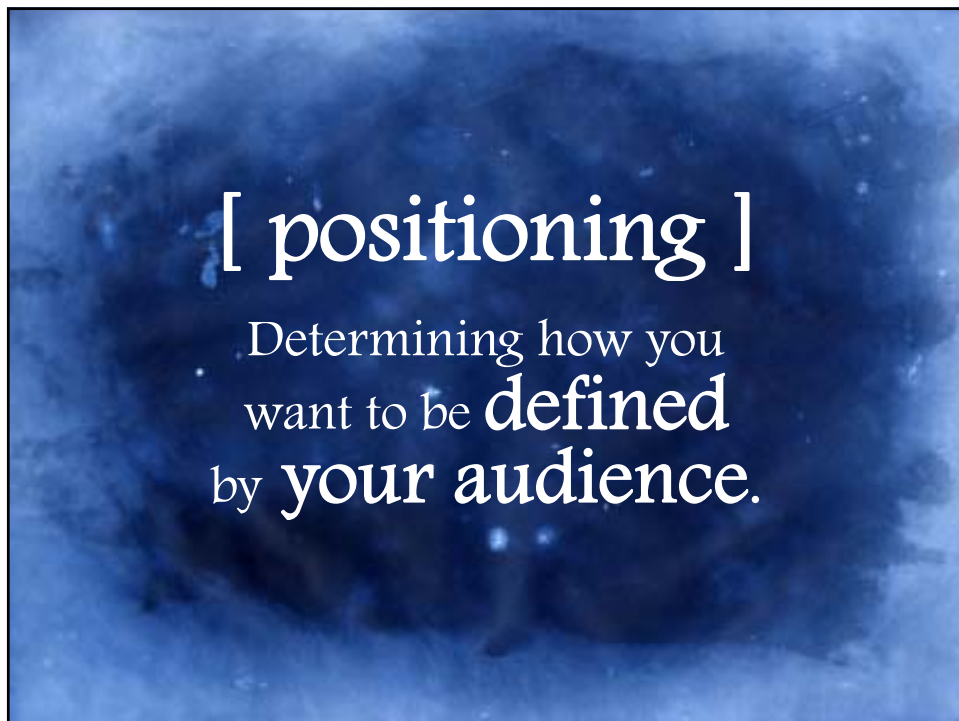
When a brand attempts to be all things to all people, it becomes watered-down & “bland.”



[GROUP PARTICIPATION]

“New Beginnings”





[BRANDING MYTH]

“We haven’t done
a branding program
therefore
we don’t have
a brand”

[reality]

You have a brand.
The question is,
“Are you intentional
about it?”



[key take-away]

If we're not intentional
about defining who
we are, others will
do it for us.

We remember

10% of what we READ

20% of what we HEAR

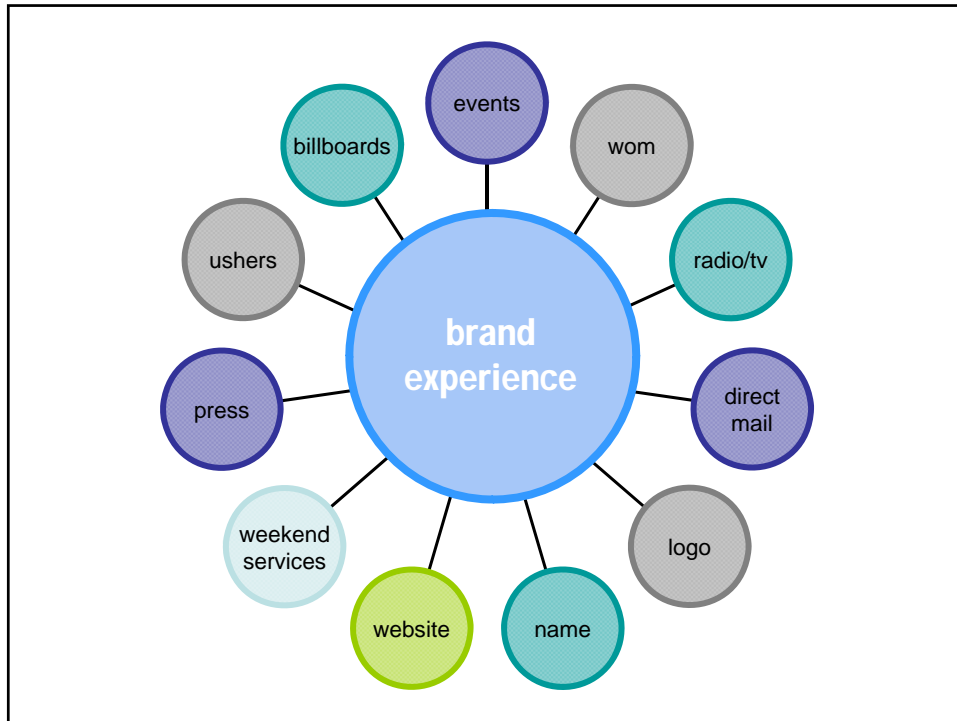
30% of what we SEE

40% of what we DO

a n d

100% of what we FEEL

Dr. Karl Bribram



CONNECTION LAW #542

There's a difference between

“Reaching
more people”

AND

“Reaching people
more effectively”

Branded House : Disney



House of Brands [Proctor & Gamble]



Endorser // Co-branded Approach



Original primary church logo



Co-branded logo
> Audience is uniquely segmented, but still part of the church

Two Primary Ways to Roll Out Your New Brand

Soft Launch

- New brand is integrated over a longer period
- Beneficial if more time is needed for the transition to be accepted
- An option if physically or financially challenging to convert everything at once

Hard Launch

- Date is set and everything changes simultaneously
- Typically coupled with a promotional blitz to create a “buzz”
- More noticeable impact, can create a renewed sense of energy within the organization



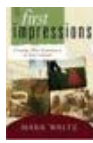
Where to Start?

- ✓ Clarify the vision
- ✓ Identify your biggest fans
- ✓ Give them something remarkable to talk about & tools to share the story

Resources



Purple Cow
Seth Godin



First Impressions
Mark Waltz



*Good to Great
& the Social Sectors*
Jim Collins



Pop Goes the Church
Tim Stevens



*200 Pomegranates
& an Audience
of One*
Shawn Wood



Meatball Sundae
Seth Godin

Blog Must Reads

kemMeyer.typepad.com

churchMarketingSucks.com

shawnsBlogSpot.com

timschraeder.typepad.com/cr8ve/

ChurchRelevance.com

