

ACE 2017 Summer Symposium

BRAND

or be

BRANDED (ouch!)

What is a **Brand** and why in the world would I need one?

It is

- o your **VOICE**
- o your **PERSONALITY**
- o your **SET OF VALUES**

What is the primary purpose of a **Brand?**

- **Differentiates** your organization from its competitors
(the key to cutting through the clutter)
- **Clarifies** your value proposition
(what you offer that other people want and are willing to pay for)
- **Forms the basis** (the entire foundation) for your marketing program

So....if a **Brand** is that important,

Then....how do I begin to develop one?

T E A M

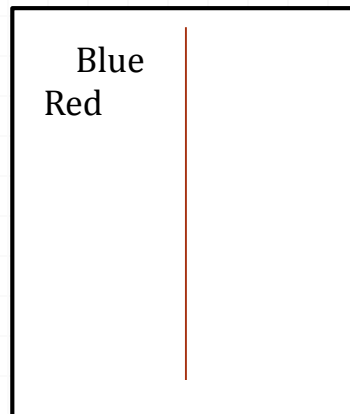


Something To Remember

- o The more ideas you have, the more likely you will have great ones.
- o The best ideas for brands often take place at the intersections of ideas = the Medici effect.
- o Diversity in opinion and framework is essential to successful branding = 10 clowns don't make a circus
- o Innovation = creating new intersections of ideas from diverse and unexpected sources

Finding Your Voice

A quick exercise to begin the branding process:



Finding Your Voice

Question 1

Do you see your approach as more.....

Fun

Serious

Finding Your Voice

Question 2

Does your school or program behave with.....

Spontaneity and lots of energy

Careful thinking and planning

Finding Your Voice

Question 3

Does you see your school or program as being more.....

Modern and high tech

Classic and traditional

Finding Your Voice

Question 4

Is your position in your local district or service area.....

Cutting edge

Established

Finding Your Voice

Question 5

Is your school or program more.....

Personable and friendly

Formal and professional

Finding Your Voice

Question 6

In terms of availability, is your school or program.....

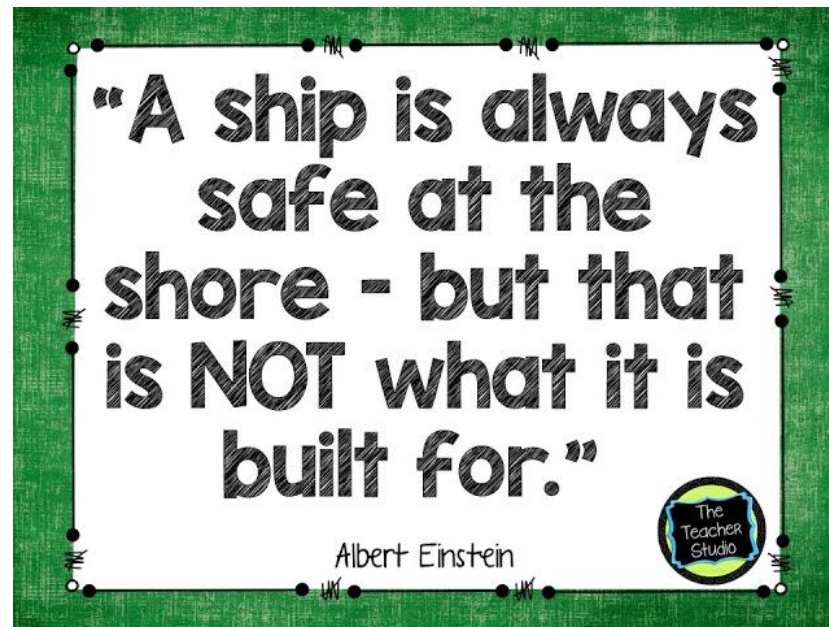
Accessible to all

Limited by resources

What do you see?



Ready, Set.....



GO!



**Because....The road of life is paved with flat squirrels
who couldn't make a decision.**