Reinventing your Image without Reinventing the Wheel

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Who am I?

• NC born and raised
• Spent over 10 years in non-profit field
• Spent over 15 years focused on brand building/rebuilding and now am the Education Services Manager with the NC AWWA-WEA
• Newlywed
• Three amazing kids and one on the way
What is “image?”

- “a reproduction or imitation of the form of a person or thing; especially: an imitation in solid form”
- “a mental picture or impression of something: a mental conception held in common by members of a group and symbolic of a basic attitude and orientation”
- “a popular conception (as of a person, institution, or nation) projected especially through the mass media”
GAME TIME!

Who Am I?
GAME TIME!

Who Am I? 2.0
The Importance of Image

• Not just a logo
• A collective of
  • What you’ve heard
  • Seen about them in the media
  • Personal relationship

“Brand image is more than a logo that identifies your business, product or service. Today, it is a mix of the associations consumers make based on every interaction they have with your business. Most entrepreneurs and small business owners don’t really think about their brand image until there's a problem with the image they're developing.”
Why Reinvention?

- Bad image
- Stale image
- Change direction of the company

“The real reason to rebrand is to alter the expectations you're setting for the public... Changing your brand strategy means becoming different company.... it's not just changing your name or your logo.”
What Does it Take?

• Teamwork
  • Establish diverse team that can commit to the timelines
• Time
  • Set realistic goals, but SET THEM!
• Deep Dive
  • Mission
  • Demographics
  • Target audience
  • Marketing analysis
  • What is salvageable?
• Implementation
• Don’t overthink it!
Old Spice

• Started in 1937
• Colonial/nautical theme
• Maintained same image for nearly 60 years
Old Spice (cont.)

• Purchased in 1990 by Proctor and Gamble
• Introduction many forms of deodorant, body washes, and body sprays in several scents under the Old Spice name
• 2016 “Make a Smellmitment” campaign
National Geographic

- Started in 1888, right after the society itself was established
- Society
  - One of the largest non-profit scientific and educational institutions in the world
  - Focus is on environmental and historical conservation, and the study of world culture and history, geography, archaeology and natural science
- Intention was a scholarly journal at first
- Started including photos and evolved into what we know today
National Geographic (cont.)

- 1990s came
- Decline in print media
- 2001, Launched National Geographic Channel
- 2015, Partnered with 21\textsuperscript{st} Century Fox
- 2016, “In a broad move across all of its commercial and non-profit ventures, National Geographic today announced a rebranding effort to unify its offerings and present a more focused strategy. The changes include a redesign of National Geographic magazine’s cover, dropping the word “channel” from its broadcast entities, using consistent fonts across all print and adding the word “Further” to its logo
MARS
A SIX-PART TELEVISION EVENT SERIES
AS SEEN ON NATIONAL GEOGRAPHIC CHANNEL

NATIONAL GEOGRAPHIC EXPLORES
THE RED PLANET

Mars is the next frontier in space and National Geographic is ahead of the curve. Building on the success of The Hubble Cosmos, Mission to Mars, and Mars Up Close; and following the hit movie and book The Martian, National Geographic Channel, Magazine, and Books team up to deliver a stellar triple combo.

WATCH
the series	coming in November 2016
READ
the book	available in stores October 25, 2016
EXPLORE
digital extras and more on Mars at MakeMarsHome.com

NC AWWA-WEA American Water Works Association North Carolina Section
Honorable mentions...
No matter how much you love your brand, eventually it may come time to change things up. Your target market may grow uninterested, you may develop a questionable reputation, or new competitive forces may put pressure on you to adapt. When you face these challenges, you only have two viable options; you can cling onto the old branding standards that got you into this mess, or you can rebrand your company with a new image and new vision, and start to rebuild.

What Do They Have in Common?

- Understood the need for a revamp
- Understood that revamp didn’t mean reinvention
- Took what they knew and grew – back to basics!
- Simplified the brand

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Locally – What Did We Do?

• 2014 – AWWA Rebranding
  • We took our opportunity to revamp
  • Deep dive into what we wanted to represent
• Findings
  • Logo needed an update
  • Our brand was good, but stale
  • We needed to breathe new life into our brand
Our Publications
Our Events (cont.)
Our Events (cont.)

98th Annual Conference
Making a Play for Your Future

Raleigh Convention Center
Raleigh, North Carolina
November 4-7, 2018

NC AWWA-WEA
Our Programs

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| **LEVEL II: Advanced**         |                              |
| 1. Water Treatment Processes   |                              |
| 2. Water Quality Standards     |                              |
| 3. Water Distribution Systems  |                              |

**Registration Form**

- Full Name
- Address
- City, State, ZIP
- Phone Number
- Email Address
- Employment Information
- License Information
- Emergency Contact Information

**NC AWWA-WEA**

American Water Works Association
North Carolina Section
Our Programs
Locally – Where Are We Going?

• Publications
  • Bring consistency and an updated look to each of our printed publications
  • Make our information more relevant and easier to understand for our organization members

• Events
  • Continue to revamp our image by adding some playfulness to our large events
  • Create buzz around our events, making them more appealing

• Programs
  • Offer the latest and most significant programs for our members
  • Continue to pursue new ways to market our programs in order to reach maximum potential
ACTIVITY TIME!

Who Will You Be?
What Could Go Wrong?

• Straying from what works
What Could Go Wrong?

- Straying from what works
- Being too simple
What Could Go Wrong?

- Straying from what works
- Being too simple
- Going too bold
What Could Go Wrong?

- Straying from what works
- Being too simple
- Going too bold
- Not paying attention to your audience
ALL 23 FLAVORS JUST 10 MANLY CALORIES

IT'S NOT FOR WOMEN.

Welcome gentlemen, to the manliest tab on Facebook. A lady-free zone of rugged, macho, hair-on-your-chest awesomeness that’s definitely not for women.
What Could Go Wrong?

- Straying from what works
- Being too simple
- Going too bold
- Not paying attention to your audience

“More and more companies are engaging in rebranding campaigns. 20th century companies are beginning to hit their midlife crises, and as with people, that means lazy attempts to catch up with current trends...For a company, it means slapping on a flat-design logo and hiring that man to call their Twitter followers “bae.” That’s why most bad rebranding campaigns are of the trying-to-fix-what-ain’t-broke variety.”
Final Thoughts

- Rebranding comes in many forms
- Rebranding is not for everyone
- Take your time and set goals when you rebrand
- Avoid going too fast and falling into pitfalls
Thank you!