

NEW NARRATIVES: BRANDING YOUR TRANSFORMATION

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WHAT IS A BRAND?

- “The intangible sum of a product’s attributes.” - David Ogilvy
- Perception in customer’s minds about the qualities and attributes of a product or service
- Factual
- Emotional
- **YOUR BRAND IS NOT YOUR LOGO OR TAGLINE.** It is the embodiment of your organization’s mission and values.



Shapes the perception of your organization

Evokes positive emotions

Builds trust and loyalty

Differentiates your organization

BRAND CONSISTENCY



Brand is focused on the mission not the consumer

Brand positioning is used for organizational clarity not to gain a competitive edge

Brand management is used for participative engagement not control

**NONPROFIT BRANDING IS
DIFFERENT**

What if Bloomington, Indiana were the best place on the planet to be a child?



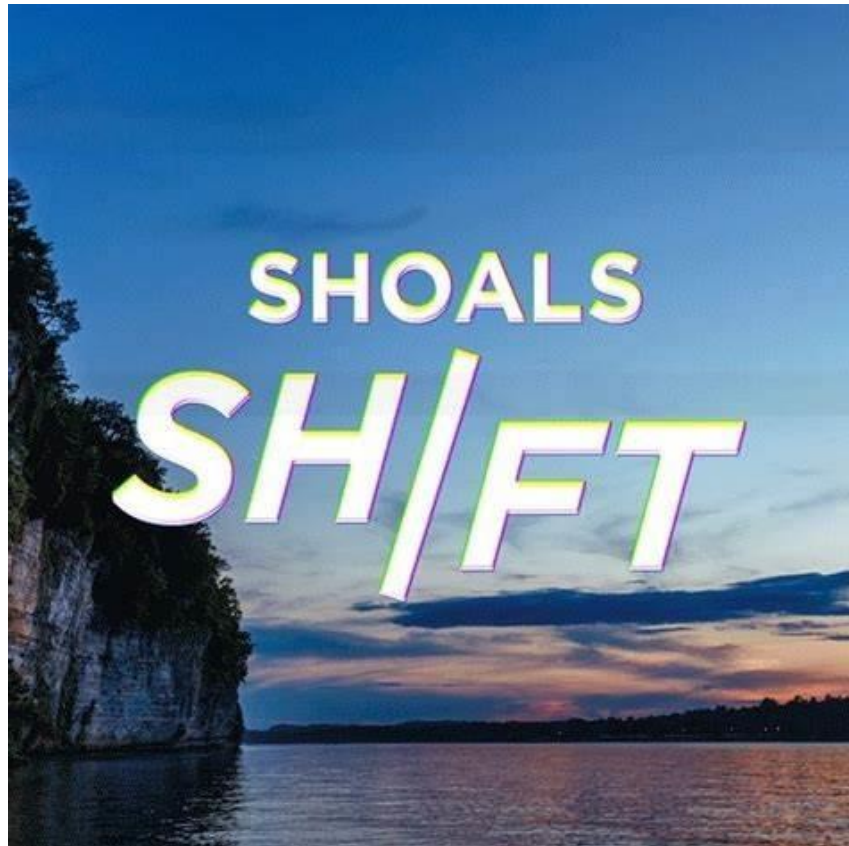
What's Our Value Narrative?

		(listening)		(telling)	
	Who cares?	What do they care about?	How do we know?	What do we say?	How do we say it?
What we seek (now, soon, ultimately).					
What we create .					
What we do .					
What we need .					



**Nudge,
Connect,
Promote!**

CASE STUDIES

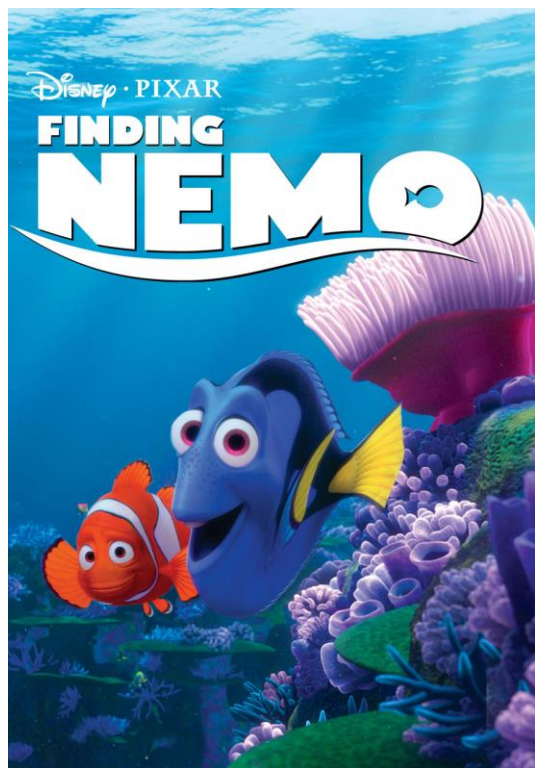


Northern Illinois University + Rock Valley College

**NIU &
RVC**

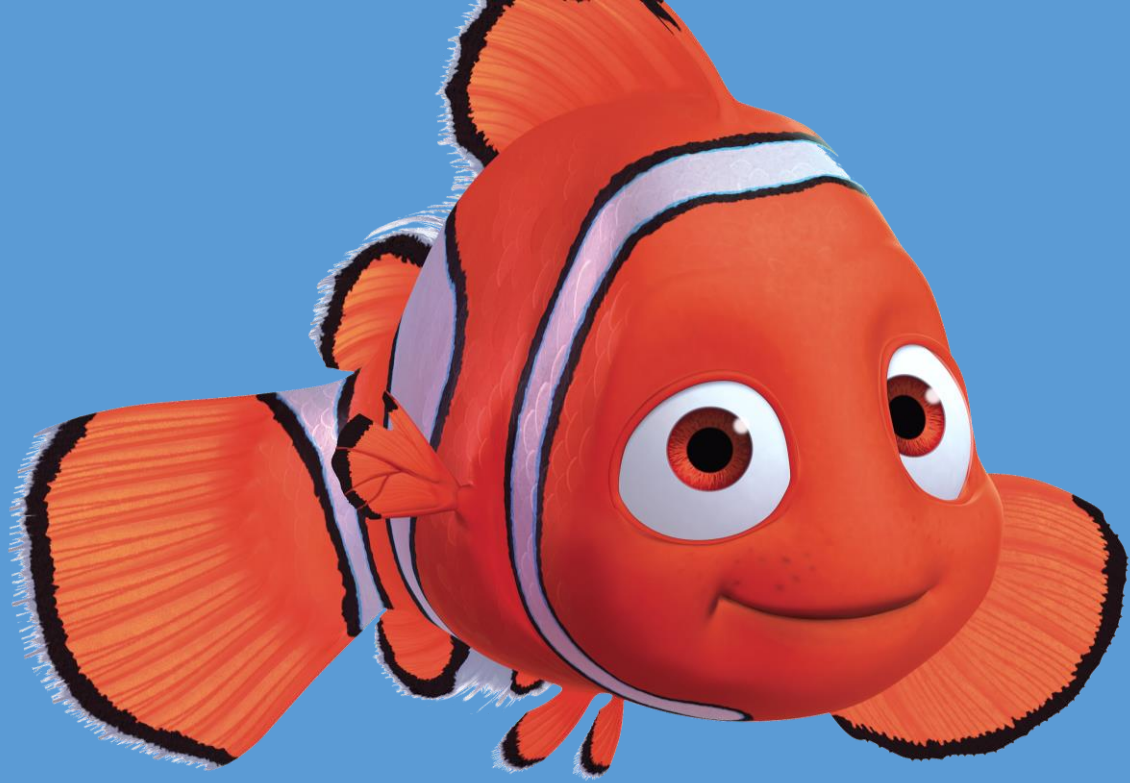
ENGINEERING OUR FUTURE

(be)tter together



THE STORY SPINE

THE STORY SPINE	STRUCTURE	FUNCTION
Once upon a time...	Beginning	The world of the story is introduced and the main character's routine is established.
Every day...		
But, one day...	The Event	The main character breaks the routine .
Because of that...	Middle	There are dire consequences for having broken the routine. It is unclear if the main character will come out alright in the end.
Because of that...		
Because of that...		
Until finally...	The Climax	The main character embarks upon success or failure
And, ever since then...	End	The main character succeeds or fails, and a new routine is established.



TELL YOUR STORY

Once upon a time _____.

And every day _____.

Until one day _____.

And because of this,

_____.

And because of this,

_____.

Until finally,

_____.

And ever since that day,

_____.

The End