

THIS
MUST
BE THE
PLACE

Content outline

What's in a brand?

Vision, mission, values: are they all about you?

Practical application: is the experience of your church reflective of your roots and trunk?



Claire Cowles

Brand strategy and creative communications

Helping organisations to define and communicate their identity and message



Connect with me on LinkedIn

What's in a brand?

What's in a brand?

Logo

Colours

Typeface

Strapline

Audio assets



Those are just the tip of the iceberg.

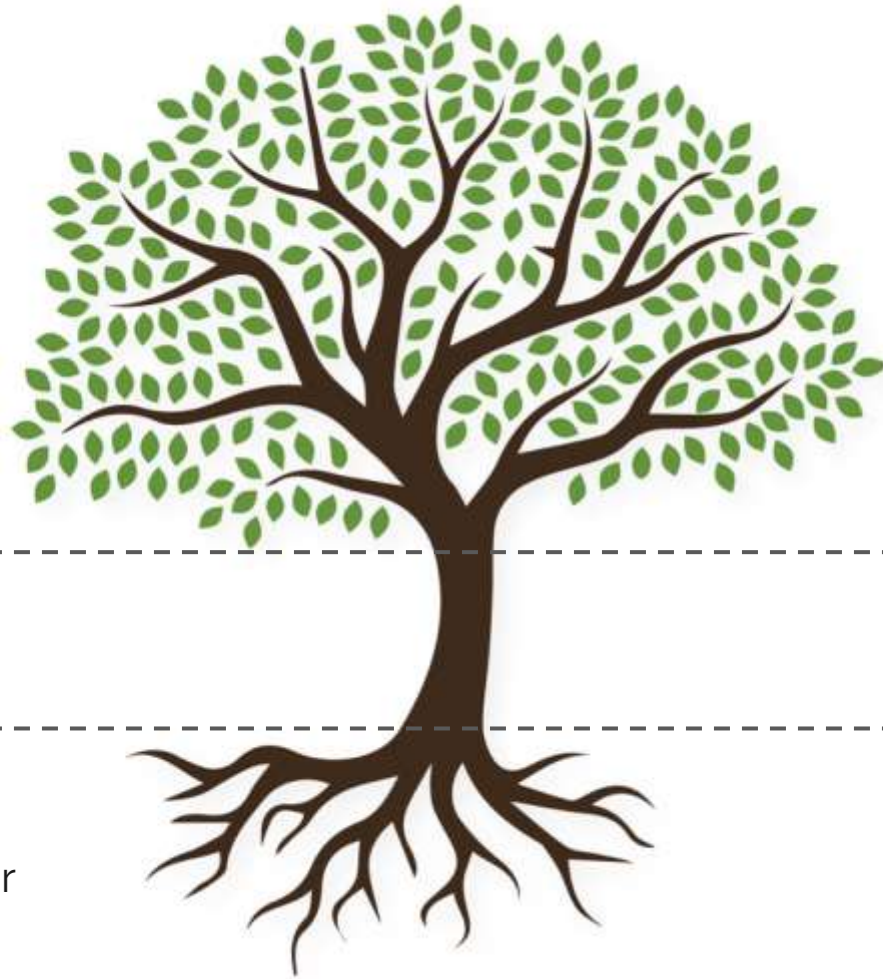
Magical



WALT DISNEY

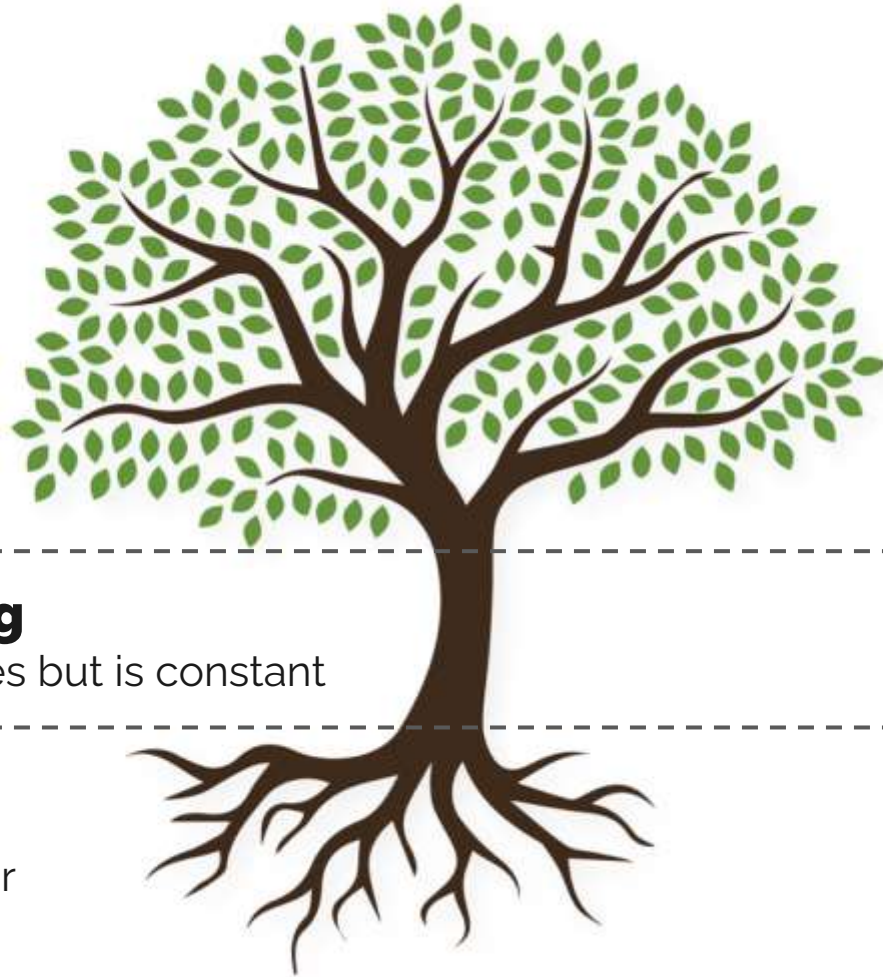
The logo features the name "WALT DISNEY" in a white, stylized script font against a dark blue background. Above the text is a white silhouette of a castle with a central spire and two smaller spires on either side, all enclosed within a semi-circular arch.





Purpose
Why? | Anchor

Vision
'Brand promise'



Positioning

How? | Evolves but is constant

Cultural values
Mission & behaviours

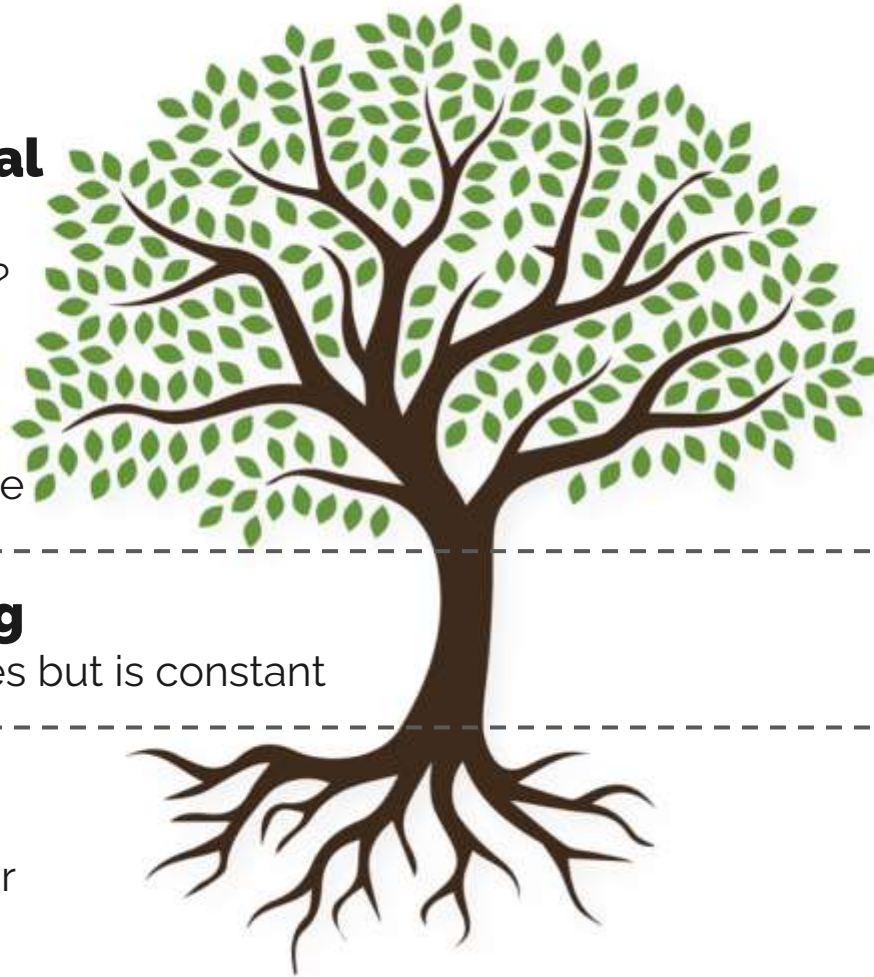
Purpose

Why? | Anchor

Vision
'Brand promise'

Execuational elements

Who? Where?
When?
Seasonal
change but
true to the tree



Visual ID
Tone of voice
Ministries
Services
Mission partners

Positioning

How? | Evolves but is constant

Cultural values
Mission & behaviours

Purpose

Why? | Anchor

Vision
'Brand promise'



Execuational elements

Who? Where?
When?
Seasonal change but true to the tree

Positioning

How? | Evolves but is constant

To offer a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.

Purpose

Why? | Anchor

To create a better everyday life for the many people



A modern bedroom with a bed, a desk, a wardrobe, and a doghouse. A dog is standing on a rug in the center of the room. The text "Life is not an IKÉA catalogue" is overlaid in the center.

Life is not an IKÉA catalogue



Discussion space

Can you think of a brand you've chosen because of its purpose?

Can you think of a time your experience of a brand hasn't been what you expected?
Where or why might it have come adrift?

Vision | Mission | Values





Vision

Our vision sets out **what** we want to achieve in the world.

Transformed lives.

Thriving churches.

An end to UK poverty.



Mission

Our mission defines **how** we will progress towards our vision.

Release people across the UK from poverty.

Enable churches to help end poverty through their communities.

Encourage people to live with faith, actively served by their church.



Values

Our values are our core set of principles that guide our organisation in everything we do. They **shape our behaviours.**

Determined

Compassionate

Expert

Collaborative

**How brand can pull
you back on track**

Pampers

A relentless commitment to reaching their audience



THE WET STOPS HERE.

Babies are thrilled with Pampers® and its blue waist shield. And for good reason. Because this unique blue waist shield helps keep wetness from leaking up better than any diaper with a regular waist ever did before. So Moms are thrilled. Because they know that means drier T-shirts, drier sheets... and a drier baby from top to bottom!

KEEPS BABIES DRIER FROM TOP TO BOTTOM.



© 2008 Pampers, a Division of The Pampers Company. All rights reserved. Pampers, Baby Wipes, and the Pampers logo are trademarks of The Pampers Company. Baby Wipes are made with 99% water.

Pampers

From 'dryness' to
'development'



Consistency and authenticity

My local benefice

Consistency at Christmas



Activity: Metaphors

Metaphors can help us
uncover and verbalise ideas



IF OUR CHURCH WAS A _____ ,
THEN IT WOULD BE A _____ ,
BECAUSE _____ .



Reflections



THIS
MUST
BE THE
PLACE