



**The Gathering Place**  
*a refuge for rebuilding lives*

# BRANDING 201

Determining our brand personality  
and how to use it to our advantage.

**The Gathering Place**  
All Staff Meeting  
January 8, 2013

# BRANDING 201

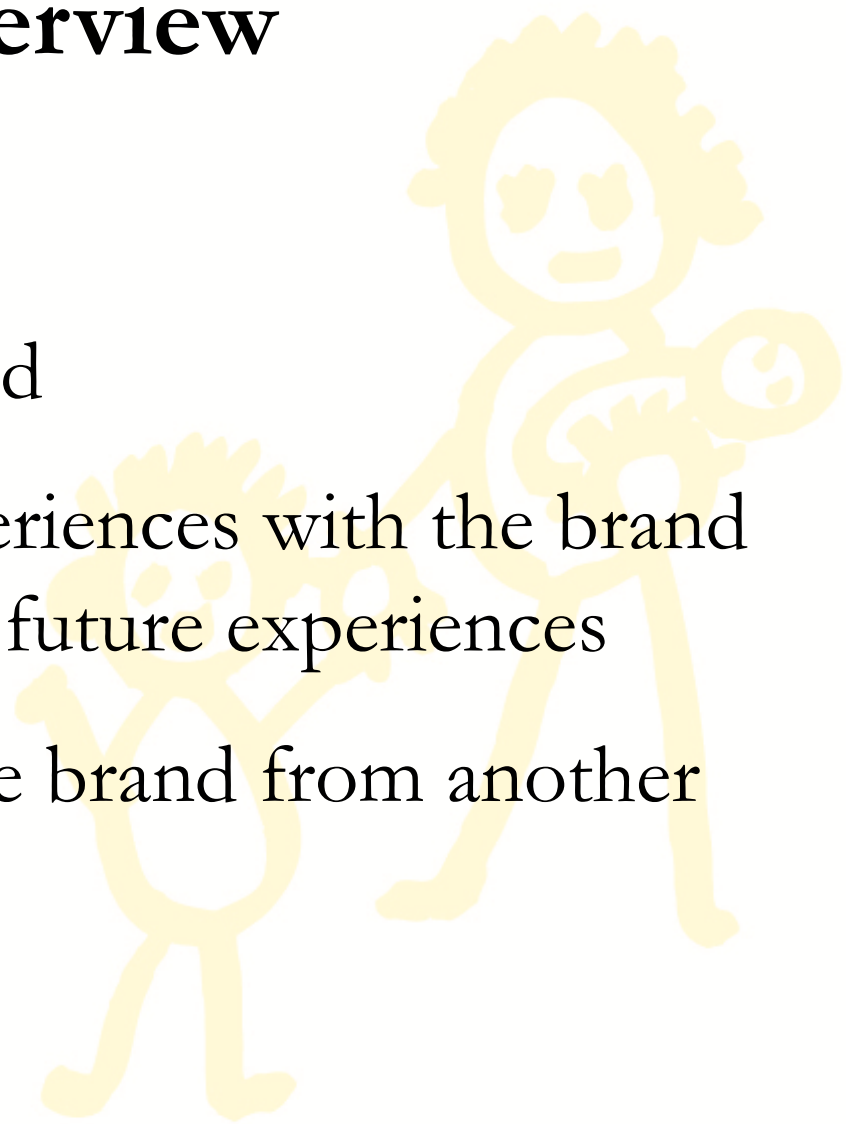
- Brand personality overview
- Survey says...
- Who are we?
  - Personality exercise
- Why is this important for us?
  - Audience exercise



# Brand personality overview

What is brand personality?

- Personification of a brand
- References previous experiences with the brand and sets expectations for future experiences
- Helps to differentiate one brand from another

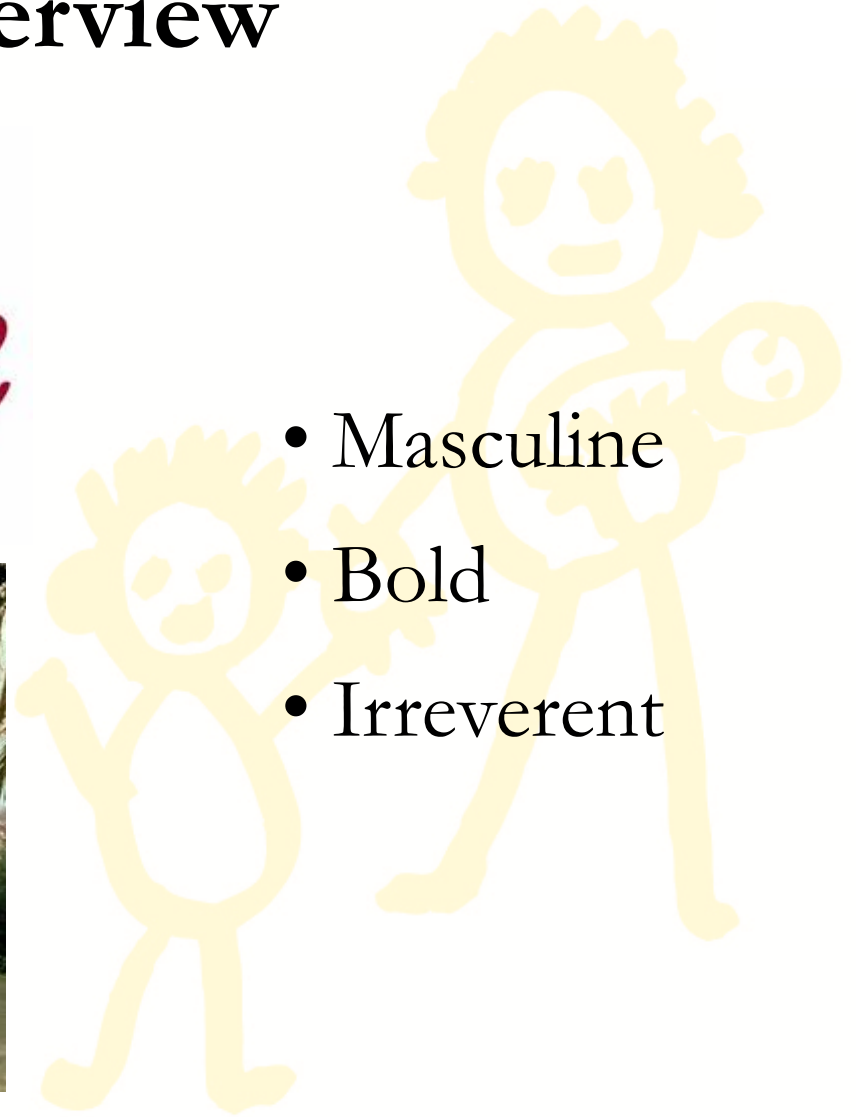


# Brand personality overview

# Old Spice



- Masculine
- Bold
- Irreverent



# Brand personality overview

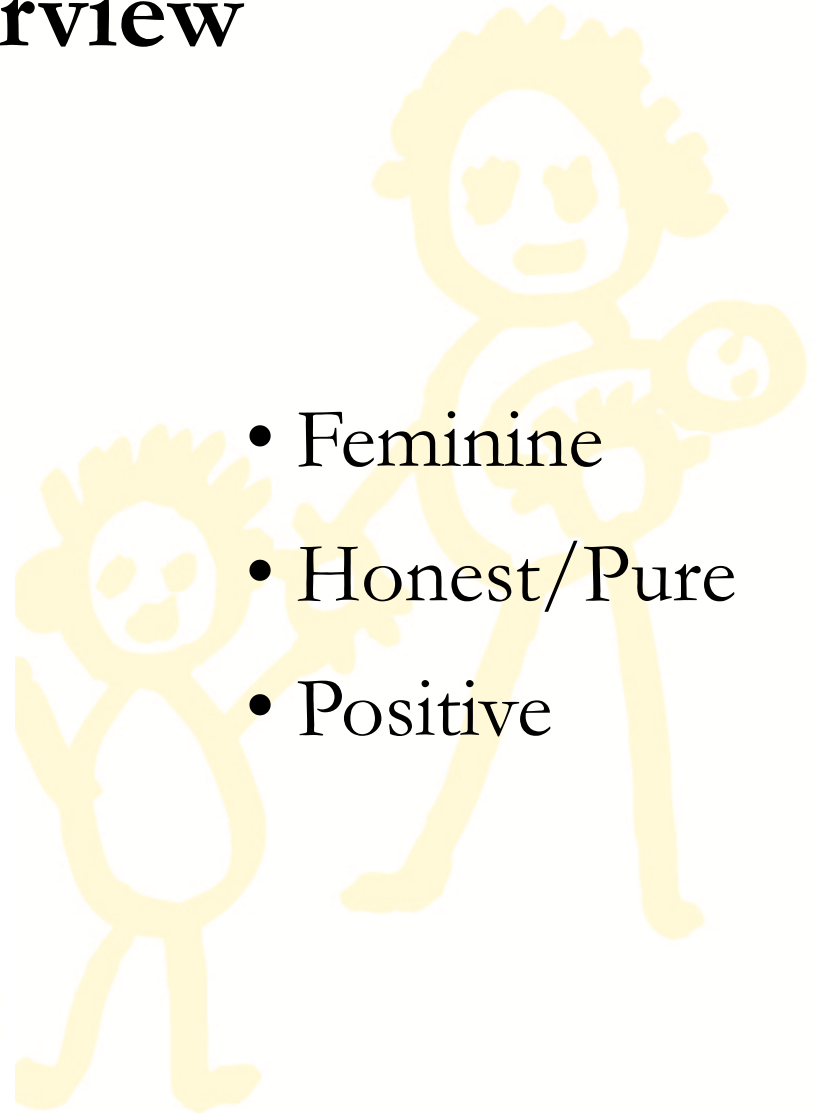


The Dove advertisement features a grid of 16 diverse women's faces, including various ethnicities, ages, and hair styles. In the center of the grid, the text reads: "None of these women are hair models. After all, neither are you." The Dove logo is visible in the top right corner of the ad. At the bottom, there is a paragraph of text and two images of Dove hair care products.

None of these women are hair models. After all, neither are you.

Dove believes all women have beautiful hair when it's deeply cared for. No matter what length, style, cut, color or texture, you can discover the beauty in your own hair with the deep care in Dove Shampoos and Conditioners. Learn more at [www.campaignforrealbeauty.com](http://www.campaignforrealbeauty.com)

- Feminine
- Honest/Pure
- Positive



# Survey says...

Why did we do the survey?

- If a brand is a psychological construct, we have to ask others who we are.
- To do that, we conducted the same survey with different groups.
- We wanted to see if our internal perceptions matched the brand external perceptions.



# Survey says...

## Internal

- Welcoming-19
- Inspiring-10
- Collaborative-9
- Resourceful-9
- Safe-9

## Members

- Caring-8
- Resourceful-7
- Dedicated-5
- Encouraging-5
- Helpful-4

## External

- Inspiring-12
- Respectful-11
- Welcoming-11
- Caring-10
- Positive-9
- Collaborative, Diverse, Resourceful-8

### Themes

- Caring-7/Empathetic-7
- Resourceful-9/Helpful-4
- Adaptable-6/Flexible-3

### Themes

- Caring-8/Empathetic-2
- Resourceful-7/Helpful-4

### Themes

- Caring-10/Empathetic-5
- Resourceful-8/Helpful-5
- Respected-6/Visionary-5/Leader-2



# Survey says...

- Caring
- Resourceful
- Welcoming
- Inspiring
- Collaborative



*More importantly, who do we want to be?*





# Who are we?



- Created by Dr. Carol S. Pearson
- Based on the work of Carl S. Jung: He created the word “archetype” to define underlying patterns that recur in stories, art, symbols, etc.
- Used for individual and organizational development, branding, storytelling, and more



# Who are we?



- Caregiver
- Everyperson
- Lover
- Hero
- Magician

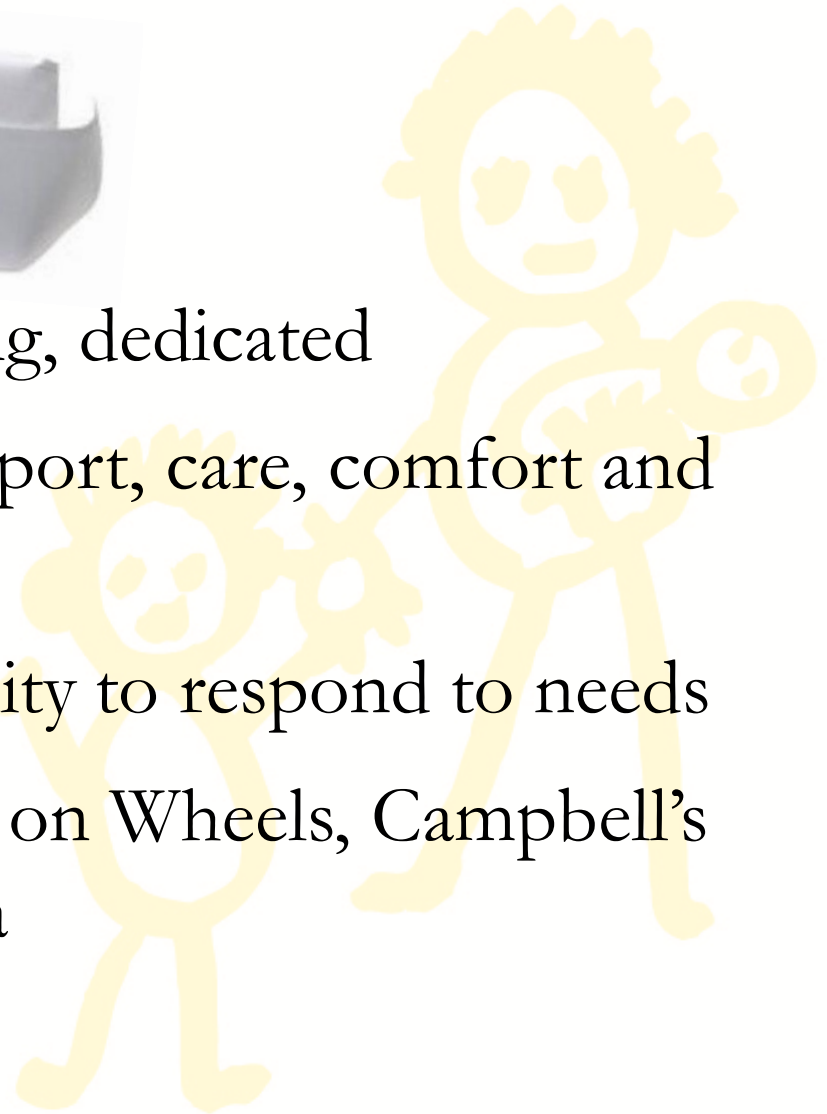


# Who are we?

## The Caregiver



- Compassionate, nurturing, dedicated
- Provide high-quality support, care, comfort and are recognized for it
- Excited by the opportunity to respond to needs
- Examples include Meals on Wheels, Campbell's Soup, and Mother Teresa



# Who are we?

## The Everyperson



- Empathetic, unpretentious, communitarian
- Provide a sense of belonging, foster camaraderie, and promote building relationships
- Excited by the opportunity to unite individuals around a task or cause and invite all to contribute
- Examples include The Wikimedia Foundation, Gap, and Jimmy Carter



# Who are we?

## The Lover

- Passionate, appreciative, committed
- Longs to build relationships, enjoy life, and create a better world
- Fulfilled by helping others celebrate, embrace, and appreciate life
- Examples include The Central City Opera, Calvin Klein, and Julia Child



# Who are we?

## The Hero



- Protective, helpful, determined, focused
- Want to make a difference for others; can be very goal-oriented
- Challenged and excited about the idea of prevailing against the odds
- Examples include the American Red Cross, Nike, and Michael Jordan



# Who are we?

## The Magician

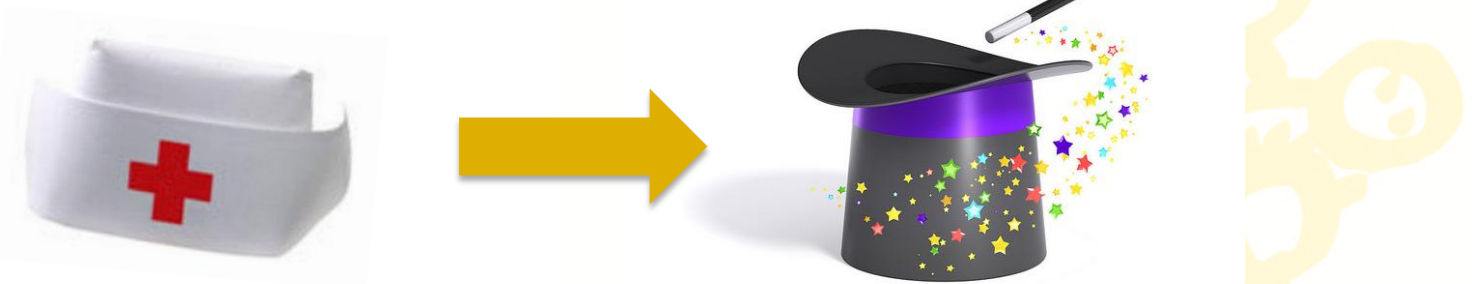


- Insightful, inspiring leader
- Visionary, often the catalyst for change
- Helps others see a better future or different reality and then encourages them to reach for it together
- Excited by empowering others, leading change
- Examples include Kiva.org, Nikon, and Martin Luther King, Jr.



# Who are we?

Transitioning from **Caregiver** to **Magician**.



We are compassionate, known for providing high-quality support and care, and responding to needs.

We aspire to **change** the social conversation about those we serve and **create** a world where others believe and operate by values similar to ours.





# Personality exercise

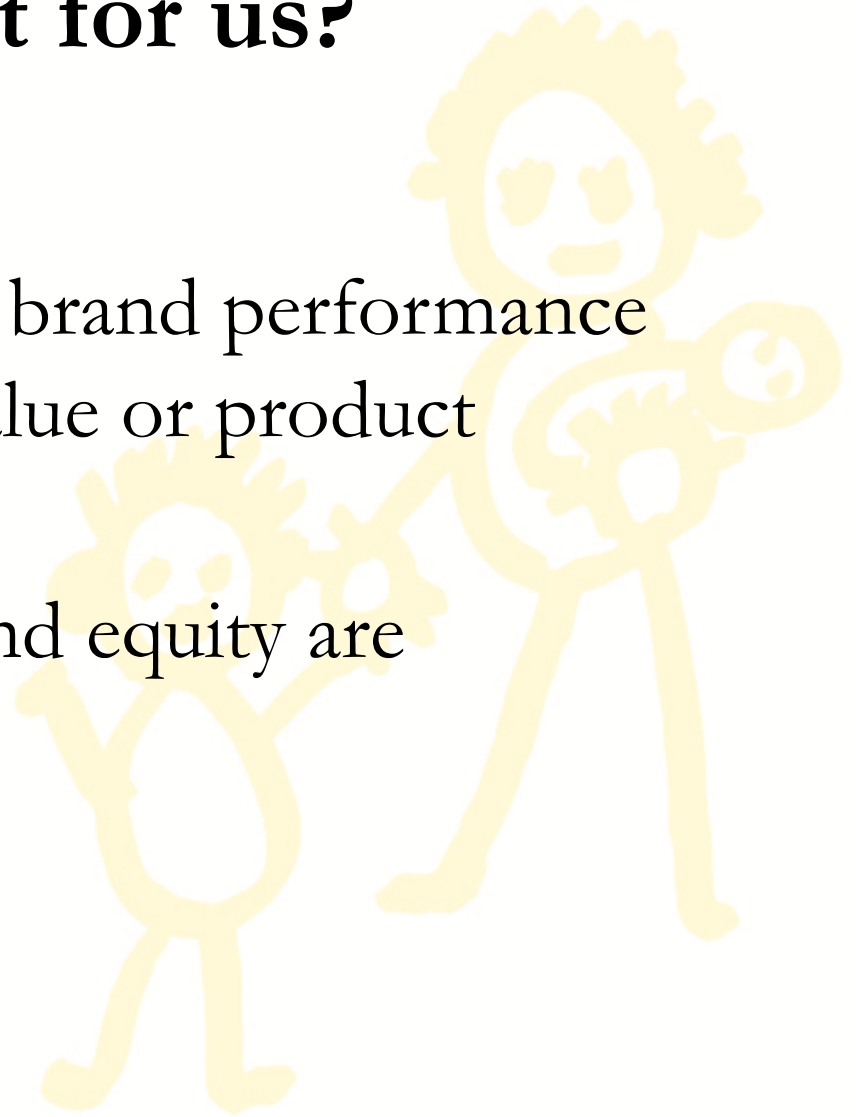
If The Gathering Place was a car,  
what car would it be?



# Why is this important for us?

## Brand equity

- Is often used to measure brand performance in terms of consumer value or product revenue.
- But other aspects of brand equity are important for us:
  - Brand awareness
  - Brand image
  - Brand reach



# Why is this important for us?

## Brand awareness

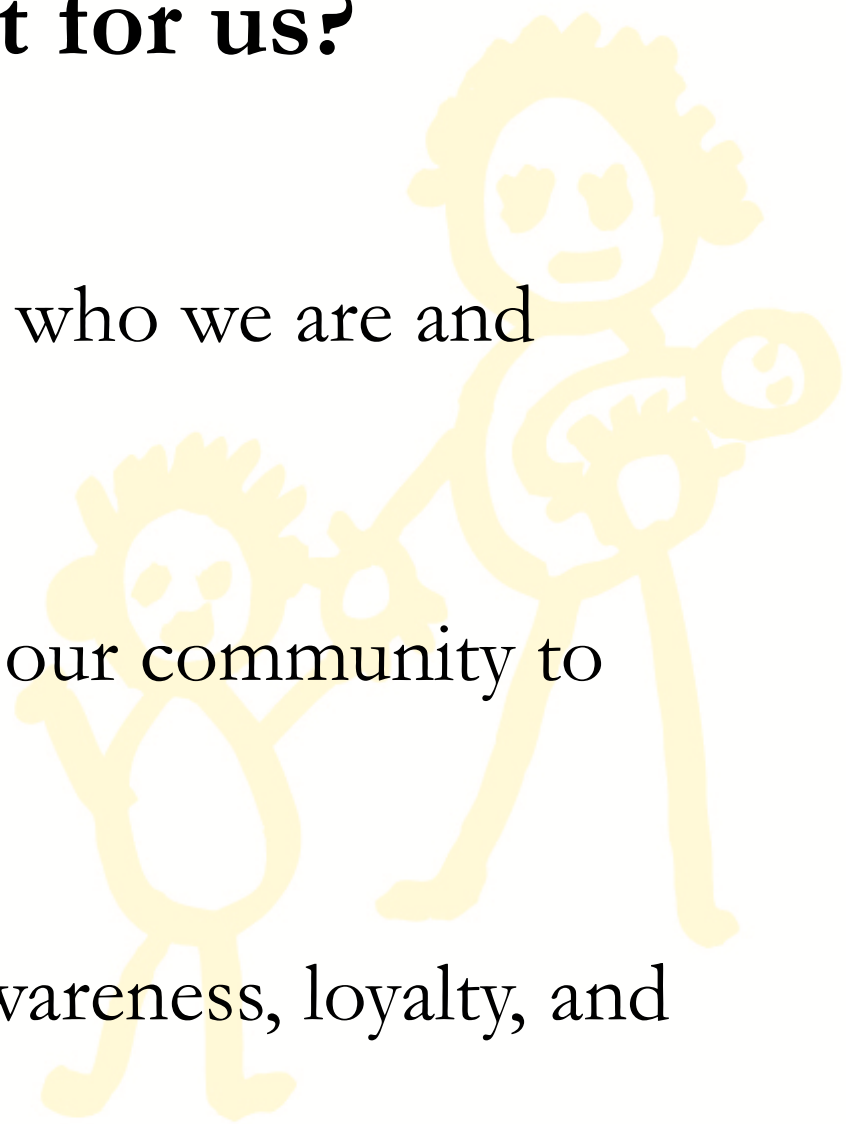
- We want people to know who we are and what we do.

## Brand image

- We want all members of our community to think positively of us.

## Brand reach

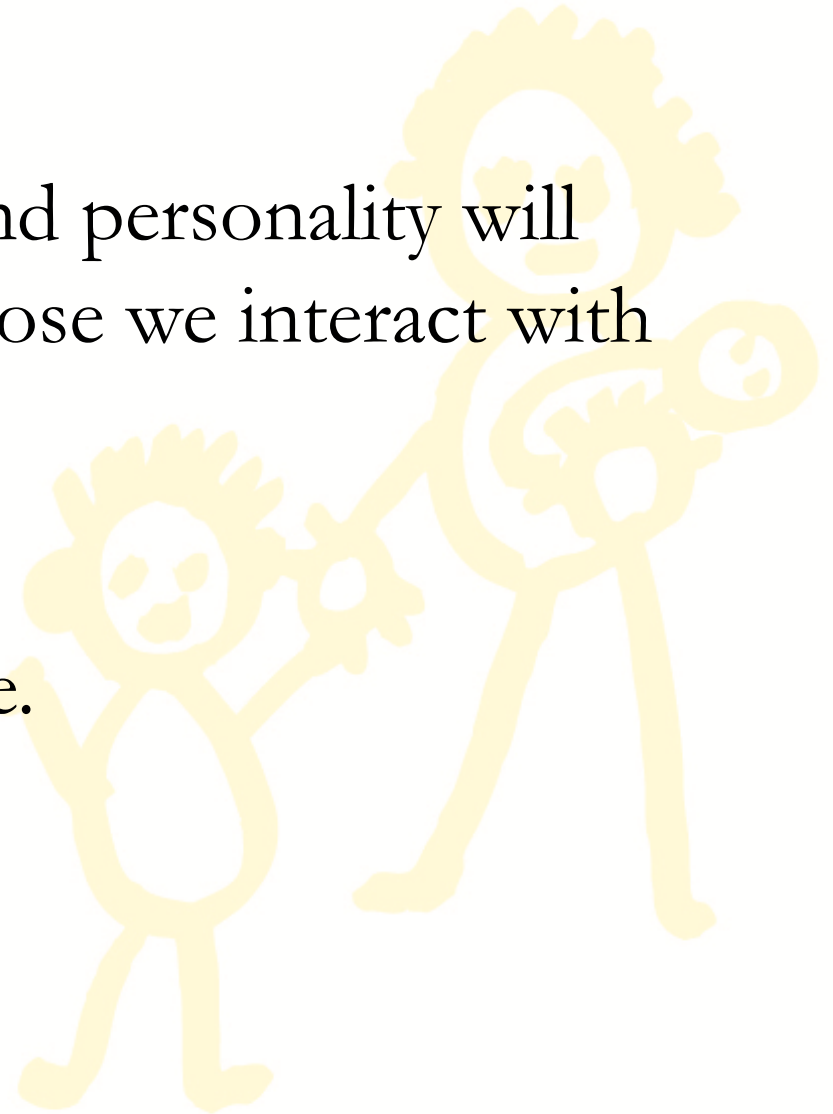
- We want to extend the awareness, loyalty, and values of our brand.



# Audience exercise

Various aspects of our brand personality will resonate differently with those we interact with on behalf of our brand.

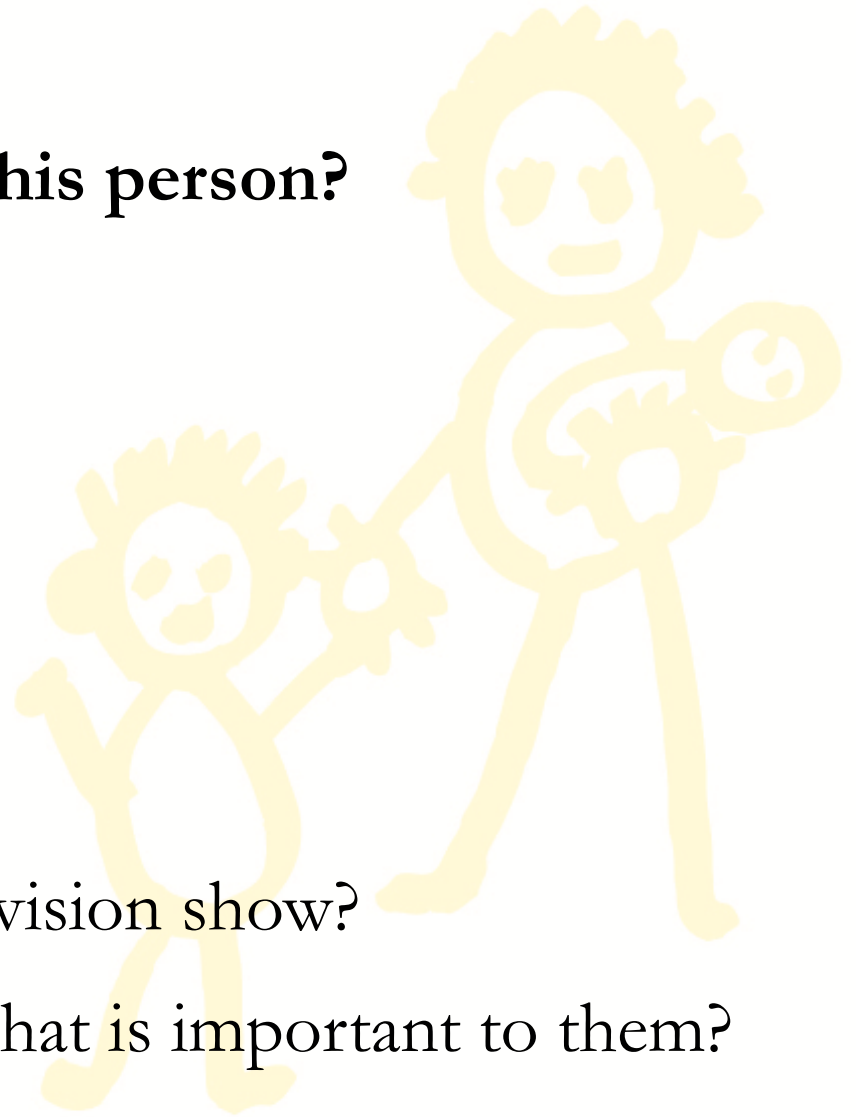
Let's explore this a bit more.



# Audience exercise

## Build out a profile: Who is this person?

- Give them a name.
- How old are they?
- Where do they live?
- Where do they work?
- What do they do for fun?
- What is their favorite television show?
- What do they value? *or* What is important to them?



# Audience exercise

**Mission:** We are a community of safety and hope where positive relationships, choice, and essential resources transform lives.

**Vision:** Fight indifference. Insist on connectedness. Inspire.

## Brand personality traits

- Caring/Empathetic
- Resourceful/Helpful
- Welcoming
- Inspiring
- Collaborative

## Brand archetype

- Magician
- Visionary leader
- Holding hope
- Inspiring change





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Thank you for your participation!

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