



The Gathering Place
a refuge for rebuilding lives

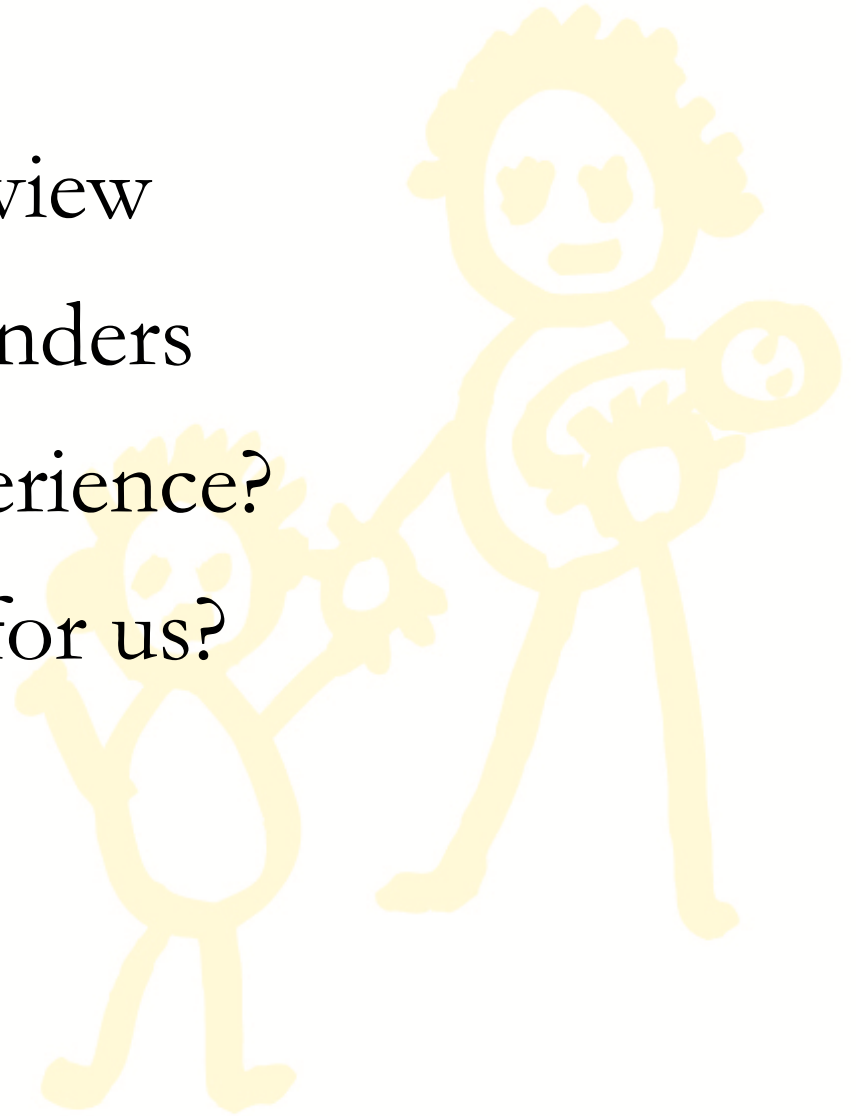
BRANDING 301

Brand experience: What it means
and what we want ours to be.

The Gathering Place
All Staff Meeting
February 26, 2013

BRANDING 301

- Brand experience overview
- Brand personality reminders
- What is our brand experience?
- Why is this important for us?



Brand experience overview

What is brand experience?

- Brand personality acted out
- Using brand traits to make decisions, determine values, enhance customer service
- Ensures a consistent, high quality interaction for everyone (internal and external)



Brand experience overview



**SOUTHWEST
AIRLINES**

- Low-cost
- No frills
- Fun

“THE low-fare airline”



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Brand experience overview

NORDSTROM

- Affordable luxury
- High-quality
- Excellent service

“The best customer service in the industry”



Brand personality reminders

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
- Resourceful
- Welcoming
- Inspiring
- Collaborative

Brand archetype

- Magician
- Visionary leader
- Holding hope
- Inspiring change



What is our brand experience?

Exercise

- Members, volunteers, donors
- How is our brand currently represented to these groups?
- What are three ways we could make the brand experience better for these groups?
- “Human services done differently”



Why is this important for us?

- Ensures a consistent, high quality interaction for everyone (internal and external)
- Allows us to make decisions, determine our values, and enhance customer service
- Helps others to predict future experiences through consistent, past ones with us
- Cements our reputation in the community





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Thank you for your participation!

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