

Living the Brand

Understanding, Building and Protecting
the Creative 360 Brand

An orientation for our Instructor Community



Key Initiatives

- **Become Sustainable** financially by creating a \$4 million dollar endowment, increasing fee-for-service revenue and increasing underwriting from businesses and benefactors.
- **Build Our Promise** by developing a brand and marketing strategy and launching a new brand identity.
- **Broaden Our Base** by significantly increasing the numbers and diversity of people who participate in all activities of the Center.

Rebranding Objectives

Build Our Promise

- Change the perception of CSC
(not a church or religious organization)
- Increase awareness and positive perception

Broaden Our Base

- Introduce value proposition to broader audience

Become Sustainable

- Provide platform for community outreach, increased participation and endowment campaign

Rebranding Process

May – Dec. 2008 Research Phase

- Survey research with current and former staff, board, volunteers, instructors and participants
- Intercept research with 196 members of general public

Jan. – Mar. 2009 Creative and Strategy Development

- Brand promise and platform developed based on research findings
- Multiple names and logos considered by marketing committee
- Final recommendations presented to the board 2/26
- Marketing strategy and tactical plan now being implemented

Research Findings

- **Overall agreement on strengths:** A place where individuals can express themselves creatively in a safe, no-failure atmosphere.
- **Current audience:** Middle aged and older women, well educated, 2/3rds with children at home
- **Highest priority audience:** people with strong interest in the creative process and families within a 50-mile radius of Midland
- **Highest marketing priority:** Increase community outreach and participation
- **Intercept survey:** 70% could not accurately describe CSC and its offerings; 30+% thought it was a church

What is a brand?

- The promise you make as an organization
- An articulation of your unique, value-creating capabilities
- A set of guidelines and behaviors that guides the members of the organization in all brand “encounters”

Requirements of branding

- Must be real, deliverable and sustainable
- Must be focused and distinctive
- Must be embraced and practiced by everyone who impacts the perception of value you wish to create

Creative 360 Brand Promise

- Diverse opportunities for individual creative expression
- Freedom to explore in a safe, inclusive, non-competitive environment
- Opportunity to learn/experience something new and different
- Commitment to the underserved

Brand Platform

Experience

In a culture where the daily experience of creativity is often limited to a few, we provide diverse and unique opportunities for all people to be involved in multiple aspects of the creative life, through performance and exhibits, classes and events, soirees and excursions, and exposure to the creative community that we encourage and support.

Expression

To those who would say, “I’m not creative,” we offer myriad options for active engagement in the creative process in a safe, inclusive, non-competitive environment. Our primary goals are to foster relaxation, enjoyment and self-confidence, leading to enhanced physical, spiritual and emotional wellness.

Expansion

We exist to help people of all ages and backgrounds to explore and expand their full potential. Our unique offerings enable participants to go beyond the conventional to achieve greater awareness of themselves and others through the creative arts, wellness practices, brain-building experiences and multicultural entertainment.

Exceptional Experiences for Everyone



Creative 360

Gallery, Stage & Studios



Creative 360

- 360 is for circle, community, inclusivity, continuity
- Connotes the whole self: physical, mental, emotional, spiritual
- Conveys the wide variety of experiences available at CSC: music, dance, wellness, visual arts, writing, etc.
- 360 also is roughly the number of days in the year, suggesting creative opportunities virtually every day of the year
- Creative 360 has an upbeat, sophisticated, yet welcoming tone

How to “Live the Brand”

- **Walk the walk**
 - Embody the Vision . . . *a world in which creativity is integral to every life and its value is recognized.*
- **Talk the talk**
 - Take every opportunity to tell people about opportunities at Creative 360 Gallery, Stage and Studios
 - Experience, Expression, Expansion
 - Exceptional Experiences for Everyone
- **Be consistent and unified**
 - Use the brand tools -- don't invent your own
 - Adhere to the graphic standards

“Living the Brand” Summary

- Incorporate brand concepts and graphics whenever possible
- Adhere to brand standards in all executions
- Consider the brand promise and platform as you plan and present programs, interact with members and visitors and represent Creative 360 in the community
- Create a “brand experience” for visitors, users, members and others that delivers on Creative 360’s brand promise

Living the Brand – How You Can Help!

You are the face of Creative 360 to most of our clients; therefore we have developed specific expectations to help you fulfill our brand promise!

- 1) Respect diversity of people and their creations
Don't compare students' work
- 2) Celebrate the creative process and have that be the focus of your class
- 3) Share your joy!

Living the Brand – How You Can Help!

4) Create an excellent experience

The Basics

1. Start and end on time
2. Arrive before your first student and create the space
3. Greet and welcome anyone new
4. Respond to the energy of the group
5. Know how to handle disruptive students
6. End class on a positive note

Living the Brand

Finally, we support our instructors by fostering a sense of community that is reflected in our Instructor Round Table gatherings each session.

At these potluck gatherings you can meet other instructors, network, and have professional development opportunities as we host speakers and other activities to help you become a better instructor.

Attendance is encouraged and we try to make them fun!

Living the Brand

We welcome and encourage your input and tips on living the Creative 360 brand, and appreciate your willingness to share yourself with our members!

THANK YOU!!!