



Vive la Difference!

Branding Your Citizen Review Panels

**Seventh Annual National
Citizen Review Panel Conference**

The River Rushes On

**May 22, 2008
St. Paul, Minnesota**



Vive la difference!

You have to look deep into the soul of your Citizen Review Panels to find your uniqueness.

You should develop a brand based on differentiation.

Based on an article by
Ed Roach, Vive la Difference



Vive la difference!

With a unique position you can hope to compel your audience into action.

Put yourself in your audiences' shoes and ask, "Why do I believe the Citizen Review Panel can help me achieve my goals?"

Ed Roach, Vive la Difference



Vive la difference!

If you want to make your brand as powerful as it can be, you must shout out your difference.

Ed Roach, Vive la Difference



Here's what I thought about when I heard the words, “branding” your Citizen Review Panel:

- Consistent color schemes in promotional materials
- Consistent logo instead of many icons to represent your panel on materials
- Always use logo on materials
- Materials reflect and state the purpose of the Citizen Review Panel and the role of the panel members
- Materials develop recognition with your audiences
- Materials represent who you are and what you do.



A Powerful Brand is One That:

- Defines a compelling purpose, a big idea that stands out from the crowd and really matters to people.
- Reflects the audience, builds an image and reputation in the mind of the audience that has personal relevance.
- Engages the audience in achieving the big idea, delivered in a way to make people want to be involved.
- Enables panels and audiences physically or emotionally to do even more.
- Anchors audiences to something familiar and important.
- Evolves as the panels and audiences evolve.
- Attracts target audiences.
- Retains its audiences, building loyalty and encouraging support.



Brands are about people rather than products.

Three simple components:

1. Functional/Rational
2. Emotional
3. Comparative

Branding

From article: Forget branding, invest in relations
by George, Torak, May 12, 2008





What do we do?

Citizen Review Panels evaluate the child protection system and make recommendations to improve it.



Why do we do it?

Citizen Review Panels evaluate the child protection system and make recommendations to improve it to **keep children safe from abuse and neglect.**



However, it's not what we do...

It is:

- How is what we do received?
- How is what we do perceived?
- What is the image that forms in peoples' minds?
- What is the reputation that forms in peoples' minds?

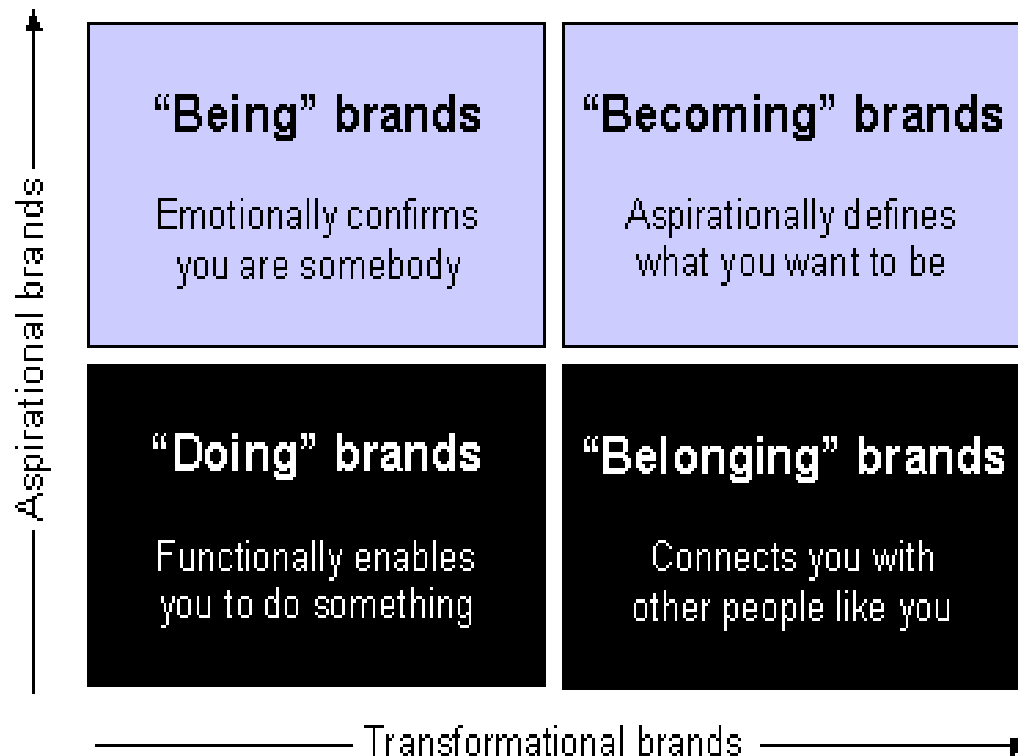


Brands help people do more in four ways:

1. Do what they seek to achieve better.
2. Be how they want to be perceived.
3. Belong to a community of which they want to be a part.
4. Become more than they are.

Branding

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Ten Commandments of Emotional Branding

1. From audience to people
2. From product to experience
3. From honesty to trust
4. From quality to preference
5. From notoriety to aspiration
6. From identity to personality
7. From function to feel
8. From ubiquity to presence
9. From communication to dialogue
10. From service to relationship

From: Forget branding, invest in relationships, George Torak



Our working definition of branding

A brand is a combination of attributes communicated through a name, or a symbol, that influences a thought-process in the mind of an audience that creates value.

Vincent Grimald:
Fundamentals of Branding



Resources

- The Fundamentals of Branding by Vincent Grimaldi
- Vive la Difference! by Ed Roach
- Forget branding, invest in relations by George Torak