



Branding

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What is a brand?

A brand is the total experience that a person has with a product, organization, or cause. Its basic elements are a logo, and imagery and messaging (like a slogan) used in promotional campaigns in advertisements, on a web site, and on social media.

Some important considerations to guide the development of a campaign brand include:

- Is it recognizable?
- Is it memorable? Will people easily recall its name, its look, and what it's about?
- Is it visually interesting? Is there something about it that will catch people's attention?

Why do I need to brand my campaign?

- A good brand helps a campaign get noticed by the right people, by providing words, images and messages to which they can easily relate.
- It helps people remember the campaign as they encounter it in different places so that they can see and understand the "big picture" about the campaign issue.
- A memorable name for a campaign makes it easier for people to recall the campaign so they can find it online through search engines or social media.

How do I start to create a campaign brand?

- Choose a short, simple, and memorable name for the campaign. If you add a local element to it (like a community name) it will be more personally relevant to your audience. Search the name you select in a search engine, to see if anyone else has used it. This helps to avoid confusion with other campaigns that are similarly named.
- Think of a key message that summarizes what you want to achieve, like "Making our roads safer," or "Working together for a more livable city." This does not have to be unique, but should be true to the objectives and spirit of your group or campaign.
- Think of colours that feel representative of your message. For example: reds imply passion or danger; oranges, caution; greens, environment and positivity; blue, order and authority.
- Think of images to help convey the campaign message. The style of images should be used consistently and can be realistic (photos of people in ordinary situations) or symbolic (icons or illustrations). Keep in mind the cost of images that you select for a campaign as some types of images may be more costly to obtain than others. Look at other campaigns to see what styles of images can be considered.



How do I launch my campaign brand?

- The first step is developing a look and feel. Important components include a logo, choosing a font and a primary colour (with just a few complementary colours) for your brand. The logo, font(s) and colours should be used consistently across all campaign materials so they are recognizable as belonging to the same campaign. These elements of the brand can then be used to develop basic materials like a website, Twitter or Facebook pages, posters, presentations, and fact sheets.
- Another important step is to look at what similar organizations or causes in other communities are doing; particularly those that are relevant to your campaign issue. Connect with them on social media so you can share resources and cross-promote. Also, connect with local stakeholders, such as police agencies, health agencies, transportation agencies and other community groups that have a similar approach to issues.
- Consider turning your name, or slogan, into a hashtag (e.g., #saferroadsottawa). This allows you to make the material and content that is shared on social media easily searchable by interested people.

How will I make sure my campaign brand is successful?

- The road safety community is international and very helpful. You can get inspiration for grassroots campaigns, or content to share, simply by asking for advice.
- Act locally. Invite community groups, such as business improvement areas, chamber of commerce, neighbourhood associations, or school councils, to meet with you to discuss the most important road safety issues and ways that they have addressed them.
- Be mindful that your campaign brand respects the diversity of people and opinions in your community, and avoids any messaging, imagery, or other content that offends groups of people (is racist, sexist, homophobic, transphobic, ableist, ageist).
- Listen to feedback, including criticism. If you make a mistake with something, and you are told it is offensive, simply understand the nature of the problem, apologize, and make changes you think will solve the problem. Everyone makes mistakes, but the challenge is to learn from them.
- Search for "Branding 101" or "Community group branding" on the internet. There are many free online resources available.

**This document is part of the Community-Based Toolkit for Road Safety Campaigns.
Visit www.tirf.ca to download digital copies of the complete set.**

**To order a printed toolkit please contact the Manager, Marketing and Communications
at the Traffic Injury Research Foundation.**

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