



Time of presentation: 5-10 minutes

Learning Objectives:

- Build awareness of the Toastmasters brand
- Create shared understanding of why Toastmaster is rebranding
- Next steps – when they will be involved/ how clubs and district will be affected


Branding



- Brand refresh
 - Purpose
 - History
 - Research
- Next Steps

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Notes:

- You may have heard of the brand refresh project through board minutes or board briefings over the past 2 years.
- I'm sure there are questions about what we mean when we say "brand refresh".
- Today, we will talk about why the organization embarked on this project, the research that's been conducted and what our next steps will be.
- But first, can anyone tell me what a brand is?
- A brand is more than a logo. It's the essence of an organization or a product. A brand encompasses many things:
 - Color
 - Images
 - Logo
 - Personality (the words we use, the tone we set)
 - At its core, a brand is who we are and what benefit we offer, personified

Purpose

- Increase club membership
- Increase brand awareness across cultures, generations and professions
- Appeal to a younger demographic without alienating existing member base

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Notes:

- There are three solid, Toastmasters-specific business drivers propelling the need to refresh our brand.
 - Build clubs and bolster membership
 - Increase brand awareness across cultures, generations and professions
 - Appeal to a younger demographic without alienating the existing member base
- A clear, consistent brand tells one story about who we are. An inconsistent brand tells many stories. Some accurate, some not.
- By refreshing the brand and telling the world one consistent Toastmasters story, the organization will be better able to build clubs, increase awareness and meet the needs of a broad range of prospective members.



Notes:

- Over the years, Toastmasters clubs, districts and regions have increasingly distributed conference brochures, meeting materials and other communication with unique designs that were intended to display their individuality.
- By early 2008, it was clear that this customization had evolved to the point where the Toastmasters brand was suffering as a result.
- While the Executive Committee determined that a true evaluation of the brand was likely necessary, other initiatives such as the a temporary text emblem were developed to give leaders an option instead of changing the TI globe emblem.
- By early 2009, the organization needed to not only regain control of the brand, but truly evaluate how the brand was perceived if it was to survive and thrive.
- Branding agencies were researched and interviewed. In November 2009, Innovation Protocol was selected. Innovation Protocol not only specializes in non-profit brand development, but it has consulted with many global organizations on their brand and many of its employees are current or former Toastmasters.



Notes:

- Our agency partner spent 4 months researching Toastmasters.
 - They talked with members, district leaders, board members, potential members and one-time visitors of Toastmasters clubs
 - They reviewed our materials
 - They attended conferences, club meetings and club leader training
 - They researched the competition
- Out of this research, came many significant challenges that face our organization.
- One of these challenges is perception control.
- Here, you see how the flow of messages are sent.
- Toastmasters International sets the positioning and messaging. Those messages are delivered to the districts to deliver to the clubs. The club perception of Toastmasters impacts the individual member more than any other link in the channel.
- For organizations that are in control and on-brand at all times, the understanding of its mission, benefits and culture is consistent throughout the entire audience channel. However, for this to happen, there must be continuity in look, feel, message, tone and context.
- Here is the reality of Toastmasters today: (next slide)



Notes:

- This sampling of district and club logos says it all. The Toastmasters brand is lost. How is a member or prospective member expected to identify with the global brand and have a shared perception of the organization without continuity?
- When a potential member determines that they want to grow, develop their skills in speaking and leadership – they think of Toastmasters, they don't think of a specific club.
- Club and district individuality is an important part of what drives our membership and member retention. However, it's the expression of that individuality that creates confusion and breaks the brand. Clubs and districts CAN display their individuality while communicating a consistent message. These are not mutually exclusive actions.
- There have been many requests for global advertising, as a means to help districts and clubs increase membership. Today, an advertising campaign would fail because of the inconsistency. If you look at the different banners, you'll see that only one actually uses the logo. And three don't mention Toastmasters at all. How can we advertise for those clubs?

Research

- Communication challenges are **twofold**: the **message and the vessels** in which the message are **being communicated**
- **Strong disconnect during membership recruitment** - promotional **strategies vary**
 - District to district
 - Club to club
- Significant **value** lies **outside** of the **public speaking** core competency

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Notes:

- Other key findings from the research:
 1. There are communication challenges not only in the message, but how the message is delivered.
 - There are many potential points of failure in the path from awareness to joining a club.
 - We need to communicate when and where people are looking for the message.
 2. Promotional strategies are in-consistent and at times ineffective.
 3. The perceived benefit of membership is greater than simply public speaking.



Notes:

- Districts should help themselves by embracing the opportunities that come with consistent branding.
- District leaders are responsible for communicating to their clubs and members.
- The research tells us there are great opportunities to reset our brand, but they require us all to be consistent.


Next Steps

- Brand development and launch
- Training
- Support
 - brand@toastmasters.org for questions
 - Read www.toastmasters.org/prerebrandfaq for updates



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Notes:

- Since December, TI has been preparing for this rebrand by updating all of its materials and working with its vendors to ensure that districts and clubs have the support and materials they need.
- The next steps for us is to wait for the rollout of the new brand. The actual rollout of this new brand will be on August 17, 2011 (the first day of Convention 2011)
- Before this happens, training will be conducted for all district and club leaders.
 - Training will be conducted via:
 - Webinars in June and July
 - There will be a live Brand Workshop event in August on Wednesday morning at the International Convention, in Las Vegas, Nevada, USA
 - Ongoing support and assistance from Toastmasters International Club and District Leaders, Brand Ambassadors and World Headquarters. Contact brand@toastmasters.org with questions and be sure to read over the Pre-Rebrand FAQ.



Be sure to submit the frequently asked questions from your presentation to brand@toastmasters.org.