

EFFECTING CHANGE AND GETTING BUY-IN

**WE KNOW THAT TO
REALLY ENGAGE PEOPLE
YOU HAVE TO FIRST
ENLIST THEM, AND THEN
GET THE RIGHT BALANCE
BETWEEN EDUCATION
AND MOTIVATION.**

STRATFORD DISTRICT /

HOW DO YOU ENSURE BUY-IN TO A NEW BRAND IDENTITY WITH STAKEHOLDERS WHO WEREN'T PART OF THE PROCESS?

The Stratford District Council (SDC) CEO and several members of the management team had been involved with the development of the Taranaki Regional Brand.

They were keen to achieve buy-in for the use of the brand with a representative community and Council stakeholder group. In doing this they wanted to agree its use in a district signage project and for a re-design of the Council's website. They also wanted to identify a marketing slogan that could be used with the brand to identify Stratford District's unique position in the rich 'Taranaki mix'.

DNA facilitated a workshop with a group of 30 Council and community representatives. This involved:

- A presentation on the regional brand project and its outcomes.
- Facilitating a discussion around its application across SDC applications.
- Facilitating a brainstorm session to identify a SDC positioning slogan.

The process achieved positive outcomes with agreement around use of the brand and a new positioning slogan, 'In the heart of Taranaki'. DNA then provided documentation covering these points for final approval by the group.

The Taranaki brand identity and 'In the heart of Taranaki' have subsequently been applied successfully by SDC across multiple formats.

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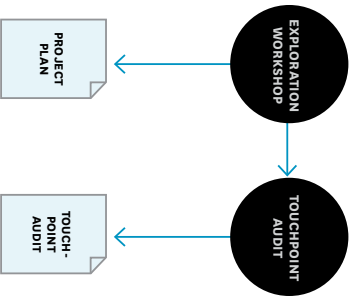


**THE FOLLOWING PAGE
DEMONSTRATES OUR
HIGH LEVEL PLACE
BRANDING CREATION
AND COMMUNICATION
MANAGEMENT PROCESS.**

KEEPING IT SIMPLE - PLACE BRANDING

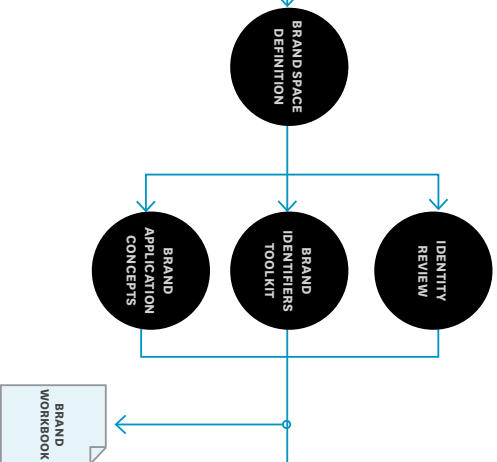
1. EXPLORE

BLUEPRINT / UNDERSTANDING



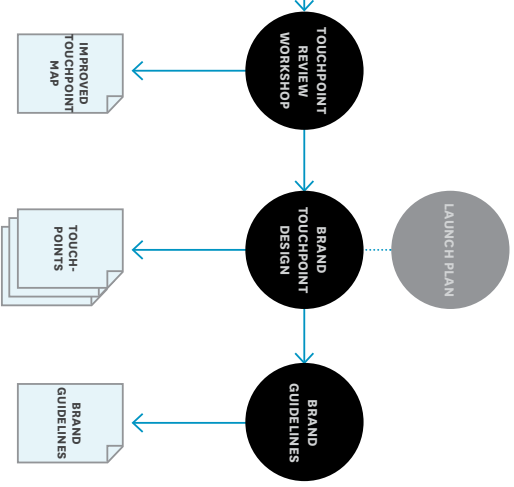
2. BRAND EXPRESSION

IDENTITY REVIEW / CREATION



3. BRAND DELIVERY

IDENTITY APPLICATION / DOCUMENTATION



DNA can define and design every aspect of the experience customers have with your business – your products, your brand, your service delivery, your retail and online environment – ultimately helping you win and grow customer commitment.

We champion insight, questioning and challenging information until we get to the heart of the issue. We use a mix of strategy and creativity to resolve issues and deliver customer experiences that are integrated and relevant. We have a unique mix of services, but only ever apply what your situation demands.

Our services cover insight/strategy, brand/experience and online/interactive. Regardless of the project (large or small) our services typically fall within four key steps:

1 / Define the issue

**Customer Experience Audits
Brand Audits / Health Checks
Insight and Research
Retail Experience Audits
Stakeholder Facilitation
Channel Audits
User Needs Analysis**

2 / Devise the approach

**Business Strategy
Brand Strategy
Brand Architecture
Retail Strategy
Culture Shaping Strategy
Online Strategy
Solution Definition**

3 / Create the experience

**Brand Creation
Brand Engagement
Brand Experience
Stakeholder Engagement
Product Engagement
Naming
Brand Environments
Cultural Engagement
Interaction Design
Interactive Design
Website Design
Content Creation
Development
Site Promotion
Optimisation / Usability**

4 / Measure the return

**Brand Management
Brand Audits / Health Checks
User Testing
Research / Effectiveness
Optimisation**

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