



AMS Communications

brand development & communications design

Developing “NewOrg” Brand Identity Workshops

Purpose:

The purpose of this workshop is to identify important elements of brand identity based on employees and associates personal experience of the two joining together organisations. Each of the organisation posses strong points of their brands which were achieved through continuous work in the past years. To be able to identify the best characteristics of the “NewOrg” both organisation need to identify their best strengths.

Design / methodology/approach:

In order to identify its strengths of the two joining together organisations I suggest running short workshops with brainstorming session. These should take up 1.5 - 2 hours at most. Interactive game led by the workshop leader should be helpful to achieve the purpose of the workshop.

In order to achieve maximum results distribute a single note sheet to each participant couple of days before planned workshops. Please find it as a separate document attached. - Describe *brand personality** of your organisation and your emotional engagement with it.

Each participant should be able to express their opinion freely and appropriate time of 5 - 10 min should be given.



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Please find below topics to be discussed. Outcome of these findings should be carefully noted and every participant's opinion should be registered.

1. What are we really good at?
2. How do we stand out compared to other organisations?
3. What colours do you associate with your organisation and why?
4. How would you describe your organisation welcome approach to the potential client?
5. Describe in one word (give as many examples as you can think of) how your organisation inspire you or others.

Please ensure that participants work in teams of two or three people as this helps to inspire each other in the creative way. Hand out large sheets of paper to each team and ask to write down single word answers to the above questions. No more than 5 minutes should be given to complete the task. Please follow the procedure with each team and each separate question.

As a follow up to the outcome of the workshops among the participants please distribute workshop summary including person's name and the input among the workshop's participants.

Findings:

Findings of this workshop ought be particularly helpful during the process of creating the "NewOrg" brand identity and be useful and inspirational for the next step of the branding process when creating the logo for the new organisation.



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Brand Personality - A set of human characteristics that are attributed to a brand name. A brand personality is something to which the consumer can relate, and an effective brand will increase its brand equity by having a consistent set of traits. This is the added-value that a brand gains, aside from its functional benefits.

Brand Identity - The visible elements of a brand (such as colours, design, logotype, name, symbol) that together identify and distinguish the brand in the consumers' mind.