



A draft brand strategy for Rotary...





Context for the brand strategy:

One brand

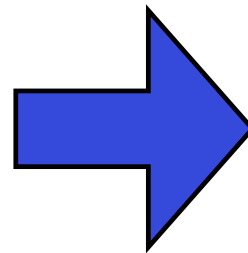
1.2 million Rotarians

32,000 Rotary clubs

over 200 countries

Many points of contact

Under many different situations



Need to precisely articulate
our brand, its parameters
and the promise we offer
to ensure a cohesive and
consistent experience





The brand identity is a composite of:

- the brand essence
- the personality traits/brand attributes of the organization
- its values and mission
- the benefits offered by the brand (functional, emotional, self-expressive)





The brand identity: The heart of the brand and fundamental values. The identity is at the core of the brand and contains the key lasting associations (which may be aspirational)

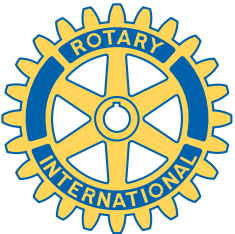
Mission	To provide service to others, promote high ethical standards, and advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders.
Vision	To be universally recognized for our commitment to Service Above Self to advance world understanding, goodwill and peace.
Values	• service • fellowship • diversity • integrity • leadership
Brand attributes (personality)	1. Competent, professional 2. Ethical, tolerant 3. Caring and fun-loving 4. Community builders 5. Shared vocabulary 6. Concerned with the journey <u>and</u> the results
Products/services	educational and humanitarian programs that bring people together to build world peace and greater understanding
Who we serve	people of all ages, colours, religions and creeds from around the world
Relationship with our stakeholders	relationship of mutual respect, ethics, warmth and openness





The broader brand: The elements that complete the brand identity and provide information necessary for complete understanding and strategic use

<p>History</p>	<ul style="list-style-type: none"> • over 100 years of service to humankind • a grassroots organization populated by Rotarians forming over 32,000 clubs in over 200 countries
<p>Image and logos</p>	<p>The Rotary wheel</p>
<p>Metaphor</p>	<p>A large extended family tree. Strong bonds extending over time and geography. Family members who support, encourage and enjoy each other.</p>





Brand Promise

The functional, emotional and self-expressive benefits tied to the brand. These benefits greatly influence a stakeholder's decision to enter into a long term relationship with the brand.

Self-expressive benefits	Through fellowship I can serve the world we live in.
Emotional benefits	I find joy and a sense of belonging from being part of my Rotary Club and Rotary International.
Functional benefits	I get to improve the quality of life in local and international communities, demonstrate leadership, and have fun along the way.





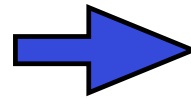
Brand Essence

World fellowship through service above self.



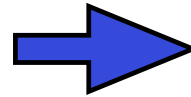


For the people of the world



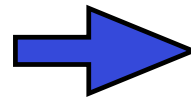
a large international stakeholder group of possible members, participants and recipients of our programs

Rotary is an organization comprised of men and women



a social group of men and women with shared values

building ethical relationships of warmth and trust by aspiring to put service above self



working together to make the world a better place is both accomplished and made richer through fellowship and the joy and belonging it brings to each of us





Key points of contact with our stakeholders where brand has impact.

Points of contact	Desired experience
Members in a club	Enjoy fellowship and feel part of the club, with a role to play in service opportunities in the club and/or district.
Public in surrounding area	Professional and competent organization that does what it says and has an impact on the well-being of the community. An organization I'd want to be part of.
Participants in programs	I feel welcome, respected, and engaged with equals who are interested in my world.
Recipients of donations	This organization understands my needs. I'm inspired to make something of what I've been given.
Fundraising events	This is a great organization worth supporting. They appreciate my contribution and use it carefully to do important work.

