



## REBRAND UNVEIL IMPLEMENTATION PLAN

### PURPOSE

Unveil the new brand in a way that is memorable, meaningful and captures the attention of internal and external stakeholders through a seamless and engaging launch implementation plan.

*What it is not: **an image laundering***

*What it is: **brand positioning and evolution***

### OBJECTIVES

- To make a significant and immediate impression on anyone experiencing the brand
- To build upon the goodwill of the EMCN brand and foster the connection with the new identity
- To create an experience that is aligned with the organizations overarching goals and reasons for the rebrand

*The focus is to create an impression to remember.*

### APPROACH

A Custom Hybrid Approach is recommended to introduce the new brand thoughtfully, methodically, and gradually with a focus on a careful communication of what, why, when, and how of the rebrand, while creating the surprise element, hype and excitement.

### EXPECTATIONS

- Gain buy-in early on and maintain a long-lasting effect
- Generate excitement that leads to a fast integration
- Cost effective and flexible to adaptations to budget and other resources

*The focus is on how we want stakeholders to feel and what we want them to believe and say about the new brand.*

### AUDIENCE BREAKDOWN

**External stakeholders:** include government at all levels, policy makers, funders, partners, media, clients, other non-profit sector alliances, sister organizations.

The launch communications would build on existing brand loyalty and foster pride in our new direction, while making it exciting enough to leave external stakeholders with something new and engaging, while emphasizing our relevance within the sector.

- A hybrid signature event, a media event
- An overnight unveiling of new signage
- All branded assets transition
- Refresh / new website
- Updates social media platforms

### **Internal Stakeholders**

Staff members and volunteers are the living, breathing representation of our brand at various touch points. As we evolve as an organization in a new direction, extra attention will be given to the team to ensure an understanding of the strategic goal for the rebranding.

- Surprise staff and volunteers with rebranded apparel or other swag
- Hold a festive kickoff celebration
- Information session and in-depth brand training program

### **Employee and Volunteer Engagement**

Support the team to be brand ambassadors and brand champions

Create opportunities for the team to understand the vision for the rebrand and why it will set us up for long-term success and how the success benefits them as individuals as part of a community.

### **Brand Training**

- Actual educative sessions to engage staff:
- Q and A sessions
- Information sessions
- Town hall meetings
- Brand book to show how the new brand will be expressed and represented. This involves information like logos, and color palettes to brand values and identity (look and feel)
- Designated contact people

***Disabuse staff's minds of the notion that comms team is the sole custodian of the brand.***

### **Key Performance Indicators**

1. Comprehensive inventory to identify every touchpoint that carries old logo and do a sweep across all EMCN locations 2 weeks before launch date (December 11 – 18, 2023)
2. Social media engagement from to announce the rebrand from the first week of launch date and run campaign for one month with one week break in the middle (from January 2024)
3. Update the first 20% of front facing branded assets in the first month (January – February 2024)
  - Website, social media channels and email signature, signage and stationery
4. Formal notification within 2weeks of launch date (January 15 – 30, 2023)
  - Press release to mainstream media
  - Notification from the office of the ED to government bodies, funders, partners, non-profit sectors alliances, and sister organizations

5. Community engagement: Hybrid signature event (April – May)
6. Staff engagement (On going)
7. Follow with the remaining 80% of every other asset to be concluded in two phases.
  - 40% over the next 2months from the completion of the first 20% of asset conversion. Assets in this stage include; banners, flyers, stickers, brochures and communication materials, forms and program intake forms and documents (March and April 2024)
  - Final 40% run from the completion of the first 60% of asset conversation for three months. Assets in this stage include updates on 211 Inform Alberta, Sage and other service and database platforms, BTL items and communication tools. (May – July)

**ACTIVITY SCHEDULE: December 2023 to April 2024**

	Task	Responsibility	Time	Projected Budget/Resources
1	Comprehensive inventory to identify every touchpoint that carries old logo and do a sweep across all EMCN locations	Operations/Site Managers	Dec 11 - 18	\$0.00
2	Comprehensive inventory to identify every touchpoint that carries old logo on all forms including intake and assessment documents then do a sweep across the board	Program Managers	Dec 11 - 18	\$0.00
3	Comprehensive inventory to identify every touchpoint that carries old logo on all online platforms and do a sweep across the board	Comms	Dec 16-20	\$0.00
	Design work creation	Comms		\$2,500
4	Outline assets that absolutely must be converted by January 1, 2024, and categorized as follows: <ul style="list-style-type: none"> <li>• The first 20% of brand assets with the most impact.</li> <li>• Follow with the remaining 80% of every other asset</li> </ul>	Comms	Dec15- 20	\$0.00
5	Presentation of unveil plan and design mock-ups to SLT Dec 21			
6	Stationery order including business cards	Operations	Jan 3, 2024	\$5,000
7	Building and window signage order <ul style="list-style-type: none"> <li>• Ensure brand alignment</li> </ul>	Comms	Jan – April	Phase one: \$10,000 yr1 Q1

	<ul style="list-style-type: none"> <li>Central, WCI and 82<sup>nd</sup> signage requirements</li> <li>Dimensions</li> <li>Installation</li> <li>Delivery, access to the facility and mounting for an overnight unveiling of new signage</li> </ul>			Phase two: \$20,000 (yr 2 April1)
8	Formal notification to government bodies, funders, partners, non-profit sectors alliances, and sister organizations	Office of the ED	Jan 15	
9	Press Release	Comms and Office of the ED	Jan 15	
10	Open house day for community members and clients at each location	Comms Programs	April	
11	Refresh / new website	Comms	Jan 8	
12	Update communication tools (Canva, Eventbrite, Mailchimp, Sway)		Jan 10	
13	Email Signature change	All staff	Jan 3 - 8	
14	Update social media platforms (look and feel)	Comms	Jan 3	
15	Announce new brand on website and social media	Comms	Jan 3	
16	New brand engagement social media campaign	Comms	Jan - Feb	
17	Updates on 211 Inform Alberta, Sage and other service and database platforms	Comms	Jan 15	
18	Brand book to show how the new brand will be expressed and represented. This involves information like logos, and color palettes to brand values and identity (look and feel)	Comms	Jan 15	
19	Swag bags to staff, volunteers and community partners	Comms	Feb	\$5,000
20	Design and print: banners, flyers, stickers, brochures and communication materials, forms and program intake forms and documents	Comms produce material /templates Program Managers collaborate	Mar - April	\$10, 000
21	A hybrid signature event, a media event	Comms	March	
<b>Employee Engagement</b>				
22	Information sessions	HR, ED and SLT	Feb	
23	Q and A sessions	HR, ED and SLT	March	

24	Town hall meetings	HR, ED and SLT	On-gong	
		Comms		