



Winster Marsh

Building a brand from the inside out

Interactive workshop

Inside Housing Conference
18 November 2019

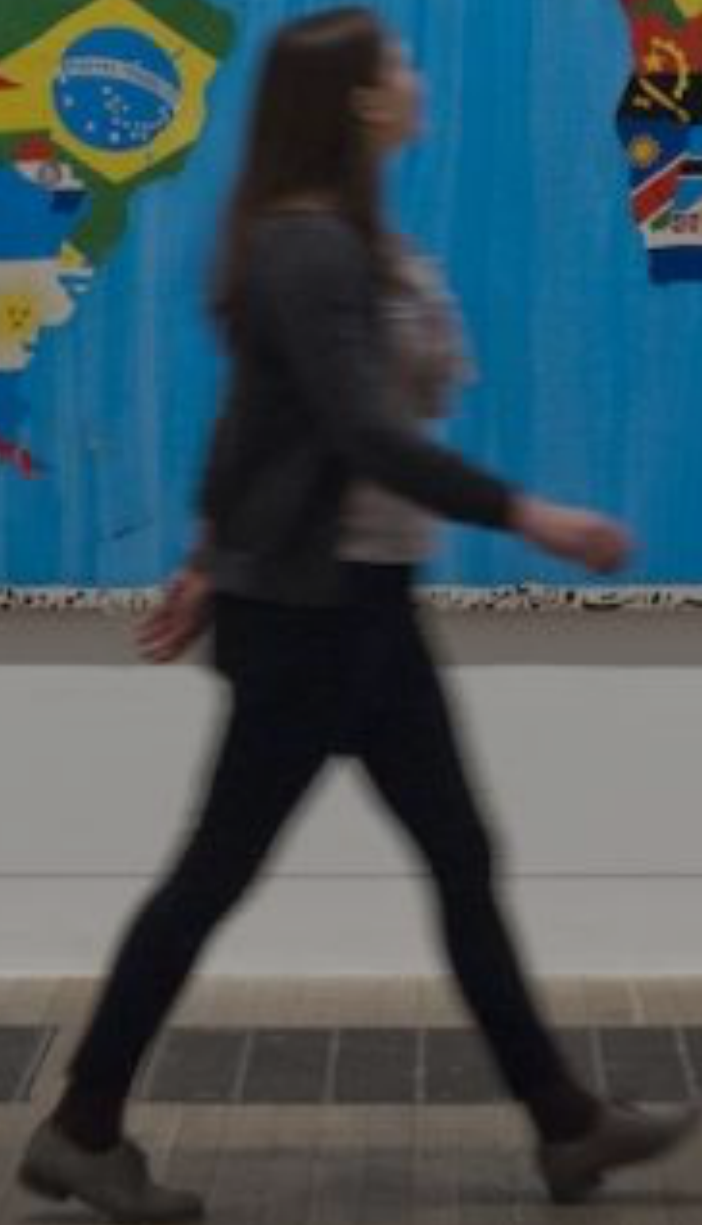
@J_Marsh

@insidehousing

#ukhousing

W Who am I?

strategic brand consultant



W M Who for?



W
Λ What?

I help organisations answer:

W
Λ What?

I help organisations answer:
where they're going - vision

W
Λ What?

I help organisations answer:

where they're going - vision

what they do - offer

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M What?

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how they do it - values

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how they do it - values

why they do it - purpose

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I help organisations answer:

where they're going - vision

what they do - offer

how they do it - values

why they do it - purpose

who they're for - audiences

W
M Why?

I believe

organisations need to think and
behave strategically if they want to
stand out and thrive in a changing
and competitive world

The background image shows a multi-level, modern building interior with glass walls and silhouettes of people on various levels. The lighting is warm and yellowish, creating a sense of depth and activity. The silhouettes of people are scattered across different levels, some standing, some sitting, and some walking, suggesting a busy, multi-level environment.

W M How?

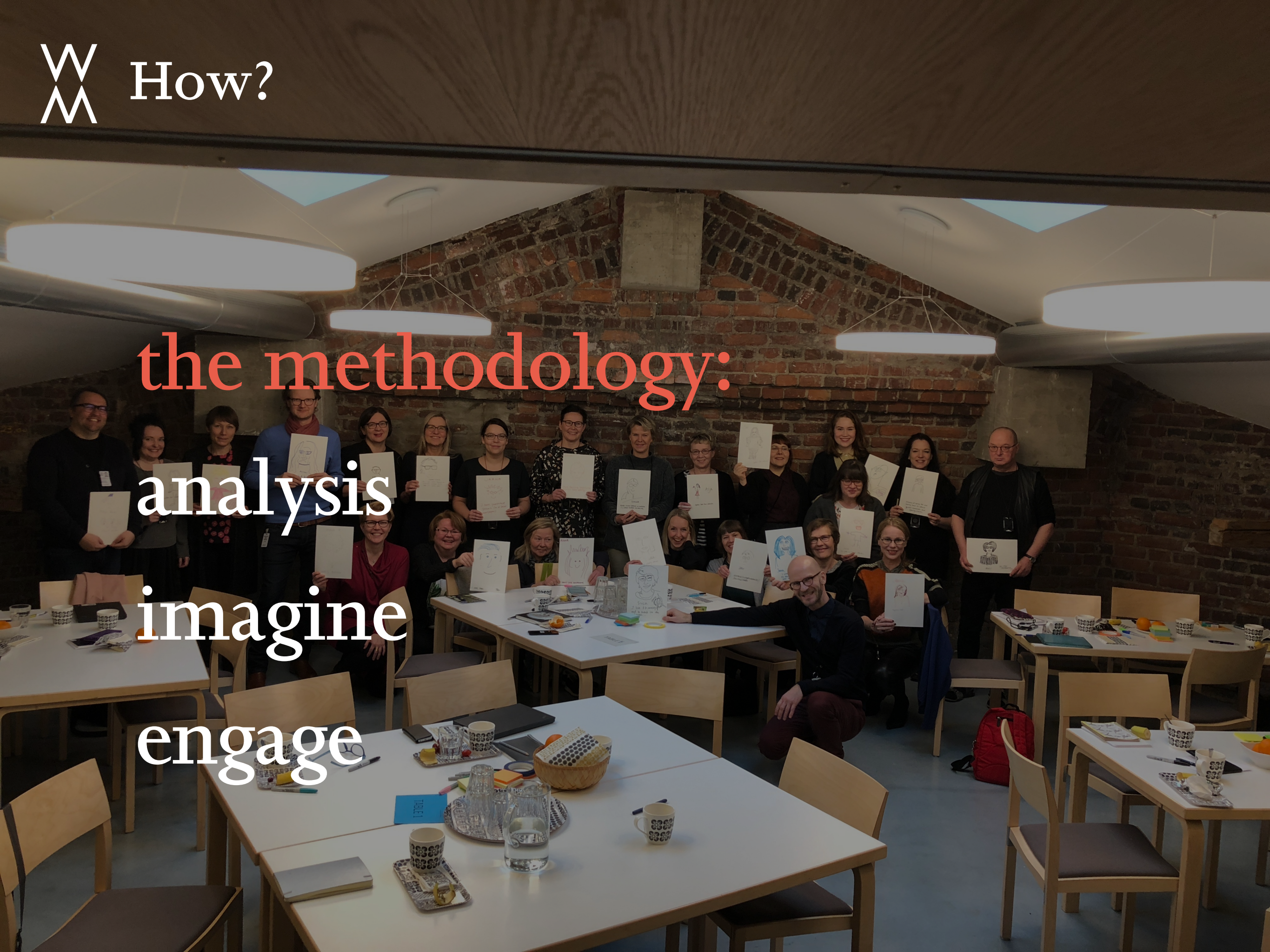
by involving the people who
deliver the experience...

the methodology:

analysis

imagine

engage





Why brand matters

How it works

Brand exercise





W
M Brand is more than your logo

the whole experience

coherent visual and verbal identity

functional and emotional

guide to decision making

inside and outside

built on a dynamic idea

⌘ Brand is bigger than just the product...

product + positioning

W
M Brand is bigger than just the product...

product + positioning
offer dynamic idea
service articulates benefits
sector unique territory

W
M Brand is more than a product

technology + think
company different



W M Brand is more than an product

furniture shop + the wonderful in the everyday



 Brand is more than an product

design
museum



inspiring
creativity





Brand is more than an product

climate
change
activism



tell
the truth

 **REBEL FOR LIFE**

W Why brand matters

brands change how we feel and behave

W Why brand matters

brands change how we feel and behave

inside

shared ethos and direction

guides decisions and actions

W Why brand matters

brands change how we feel and behave

inside

shared ethos and direction

guides decisions and actions

outside

clarity and distinction

loyalty and identity

W A brand is made up of:

product &
service
what you do

design &
communications
how you look

why you
do it

who you engage and where
experience &
consumer

how you do it
values &
behaviour

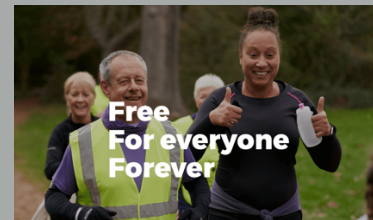


Parkrun - a consistent brand

product &
service
what you do



design &
communications
how you look



free
for everyone
forever



who you engage and where
experience &
consumer



how you do it
values &
behaviour





Parkrun - a consistent brand - wherever it is

weekly 5K run in a park

free, forever for everyone

inclusive, welcoming, open, grass roots

volunteer and community led

sponsors are on brand

every park is different but the experience is consistent



Why brand matters
How it works
Brand exercise

W Roundhouse - a case study



W My brief

To use the opportunity of a major anniversary to develop an engaging brand positioning which communicates the Roundhouse's wide range of activities.

⌘ The main finding - a perception gap...

on the outside

a venue supporting a charity

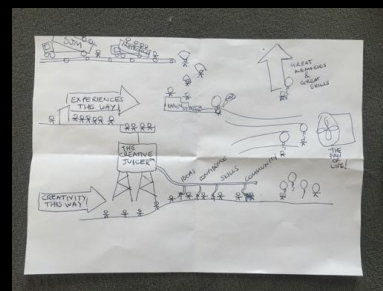
on the inside

a charity supported by a venue

W Staff workshops



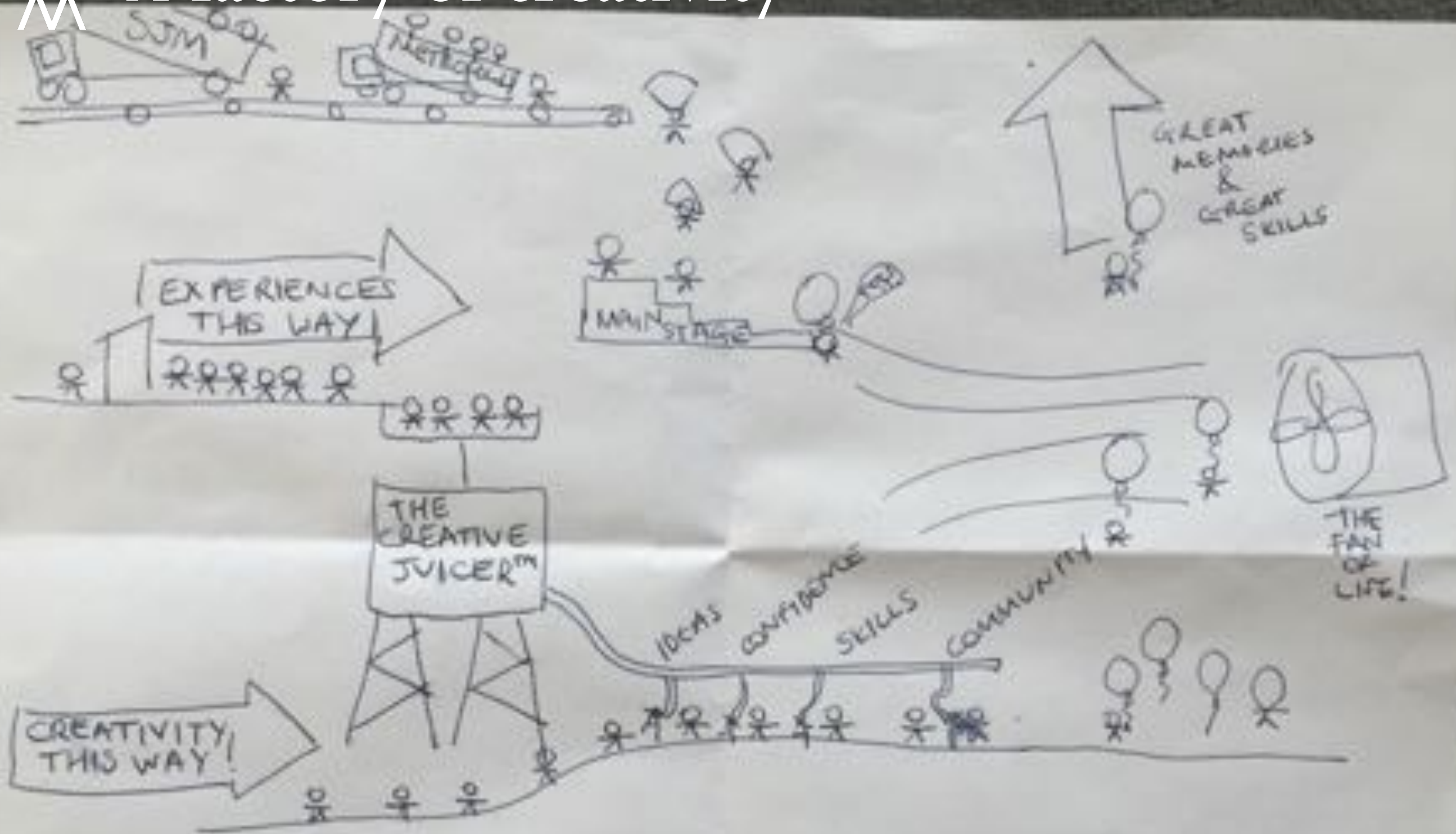
W The 'why' at the heart of the positioning



nurturing and growth
multi-faceted
team work
circular
strong foundation

reinvention and relevance
transformation
chain reactions, lifecycle
shining and light
celebration and wonder

W A factory of creativity



Learn



REBEL
REBEL
REBEL

(2)



IMAG
HOL

RUN YOUR WAY

Create

SCHOOL



PUBLIC



Life
and Art



Inspiration.

All the
stars
come out to play
Unique listening experience
in the middle of sound

NIGHT OF
SURPRISE

Welcome
to the Family

100% DYNAMIT

ROUND!



CULTURE



Welcome



FIGHT FOR YOUR TALENT

UNITED

Why?

MARKET

NEED

pink sticky note

The background features a dark space with several bright, vertical light beams in shades of green and blue. A hand is visible in the lower center, reaching upwards towards the light. The overall mood is one of aspiration and transformation.

⌘ The 'why' at the heart of the positioning

we create to transform

W
M The 'why' at the heart of the positioning

we create to transform

The Roundhouse exists to provide a place of inspiration where artists and emerging talent create extraordinary work and where young people can grow creatively.

We do this because we believe creativity gives us freedom, hope and has the power to transform.

W A new brand strategy



W A new visual and verbal identity



W Roundhouse in 2019

“better thinking” and motivated team
a vivid positioning
revised visual and verbal identity
coherent visitor experience
strategic business plan
new initiatives...



Clarity for future projects

THE STAGE

SINCE 1880

Roundhouse to open centre where young people can develop creative ideas



Music performance at London's Roundhouse. Photo: John Williams



Davey said: “We exist to provide a place of inspiration where artists and emerging talent create extraordinary work and where young people can grow as individuals.”



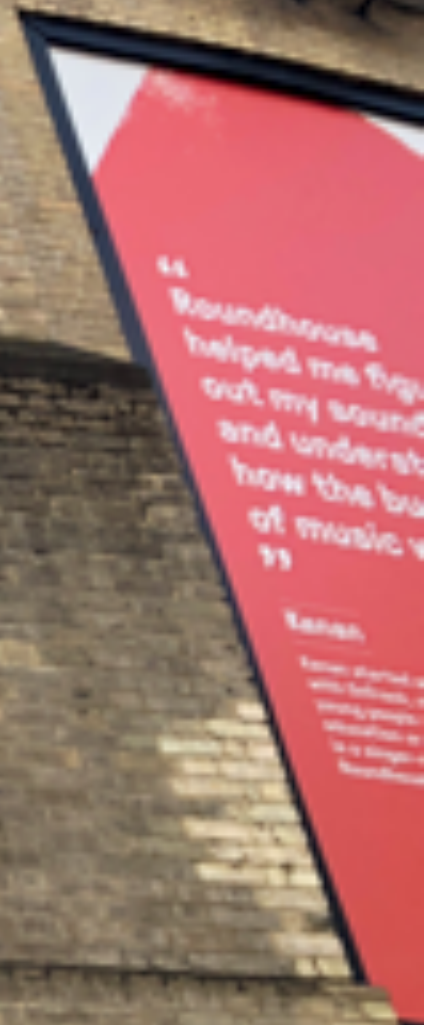
A stronger story to tell



“ Roundhouse continually opens doors for me. It’s the perfect creative space to write, produce and record. It’s blessed me with the opportunity to work independently on my art. ”

Marika

Marika is a 24 year-old artist from London. As part of the Roundhouse Rising project she has just recorded her first EP.



W Involving the team

articulate the vision and purpose
agree the priorities to get you there
develop values aligned to priorities
engage the team in the values
explore what it means in practice
celebrate success!



Why brand matters
How it works
Brand exercise

W
M 3 questions

1. Context?

2. Relevance?

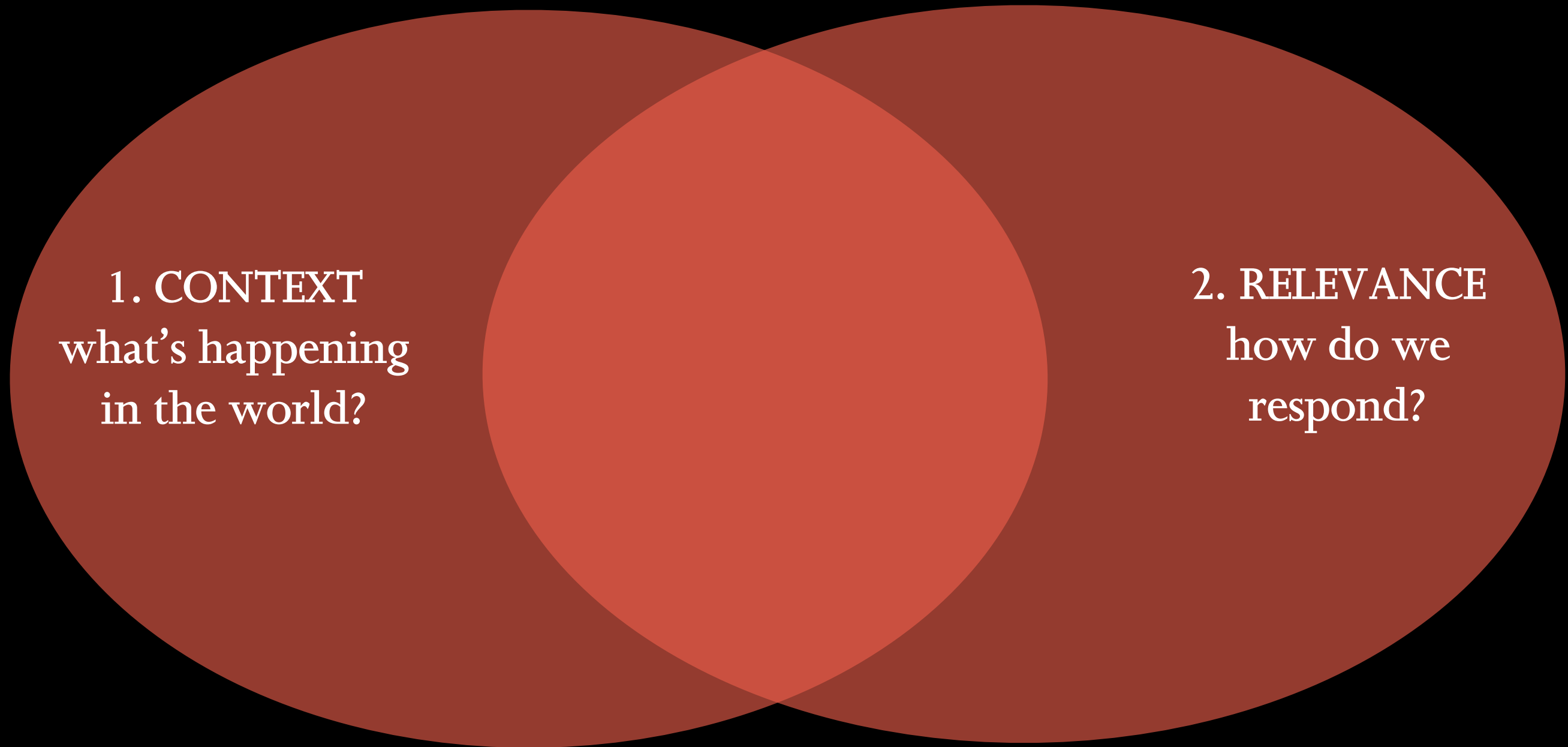
3. Impact?

W Question 1: context



1. CONTEXT
what's happening
in the world?

W Question 2: relevance



W Question 3: impact

1. CONTEXT
what's happening
in the world?

3. IMPACT
what is the
difference
we make?

2. RELEVANCE
how do we
respond?



let's share some responses

W M Practical tools

let's look at some useful
strategic tools

W M SWOT analysis

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

W Use this to analyse / reimagine your brand

product &
service

what you do

design &
communications

how you look

why you
do it

who you engage and where
experience &
consumer

how you do it
values &
behaviour

DIFFER
equal

a classic wrapped in an adventure.

Gift of BEAUTY

Wicks of Art!

#MAKEYOURMARK

a bit of daring

STAND OUT

UPCOMING



World of Wonders



Either you drive disruption or you're outpaced by it.

GREAT ARTISTS / GREAT ART

Add a dollop of rebellion.



REPRESENT!!!

BEST DEAL

FOREIGN WORLDS

DESIGN THAT MOVES YOU

More space. More service.

BOSS



WE BELIEVE
LEAD ON.

FLEXIBLE



LET

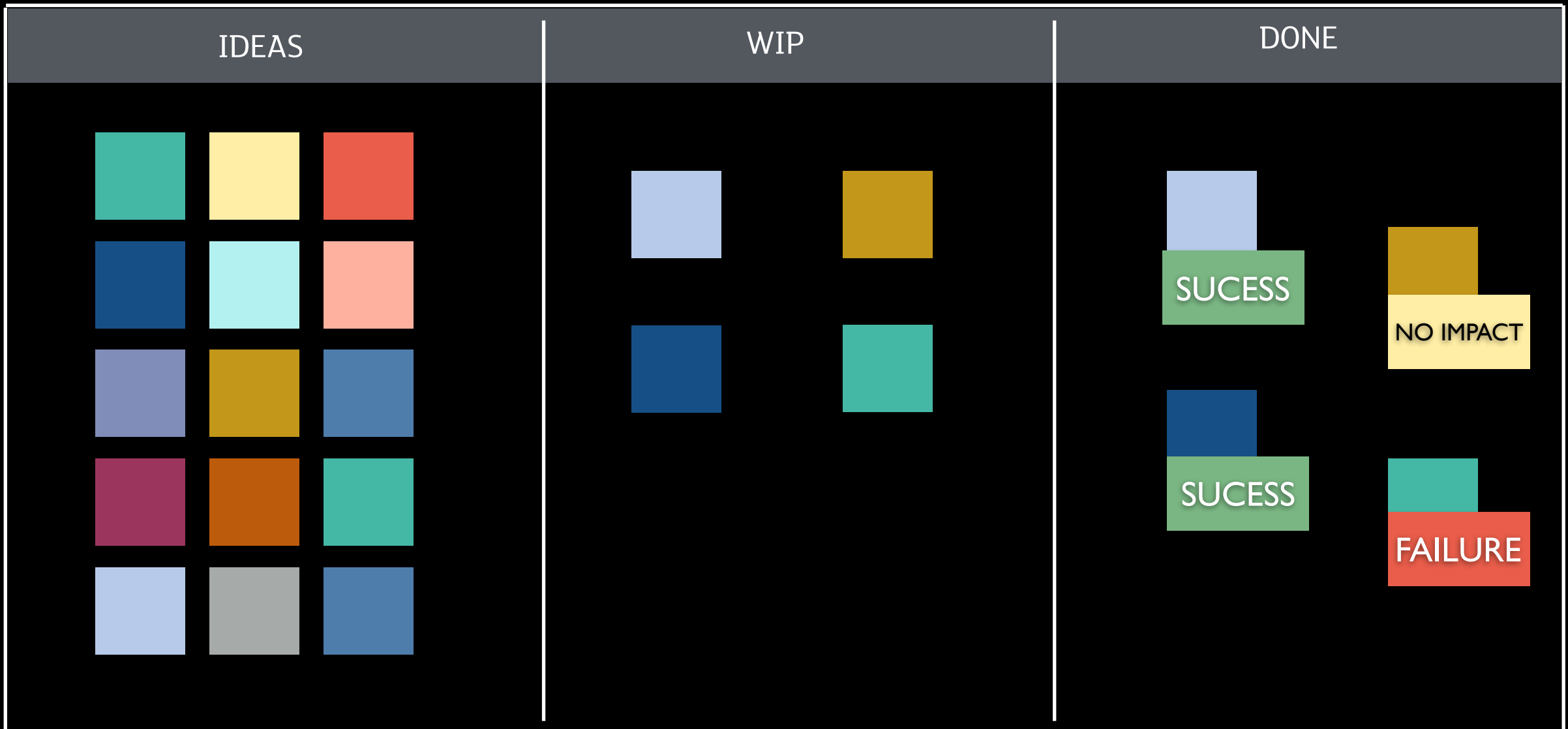


NEXT DOOR

ENVIRONMENT



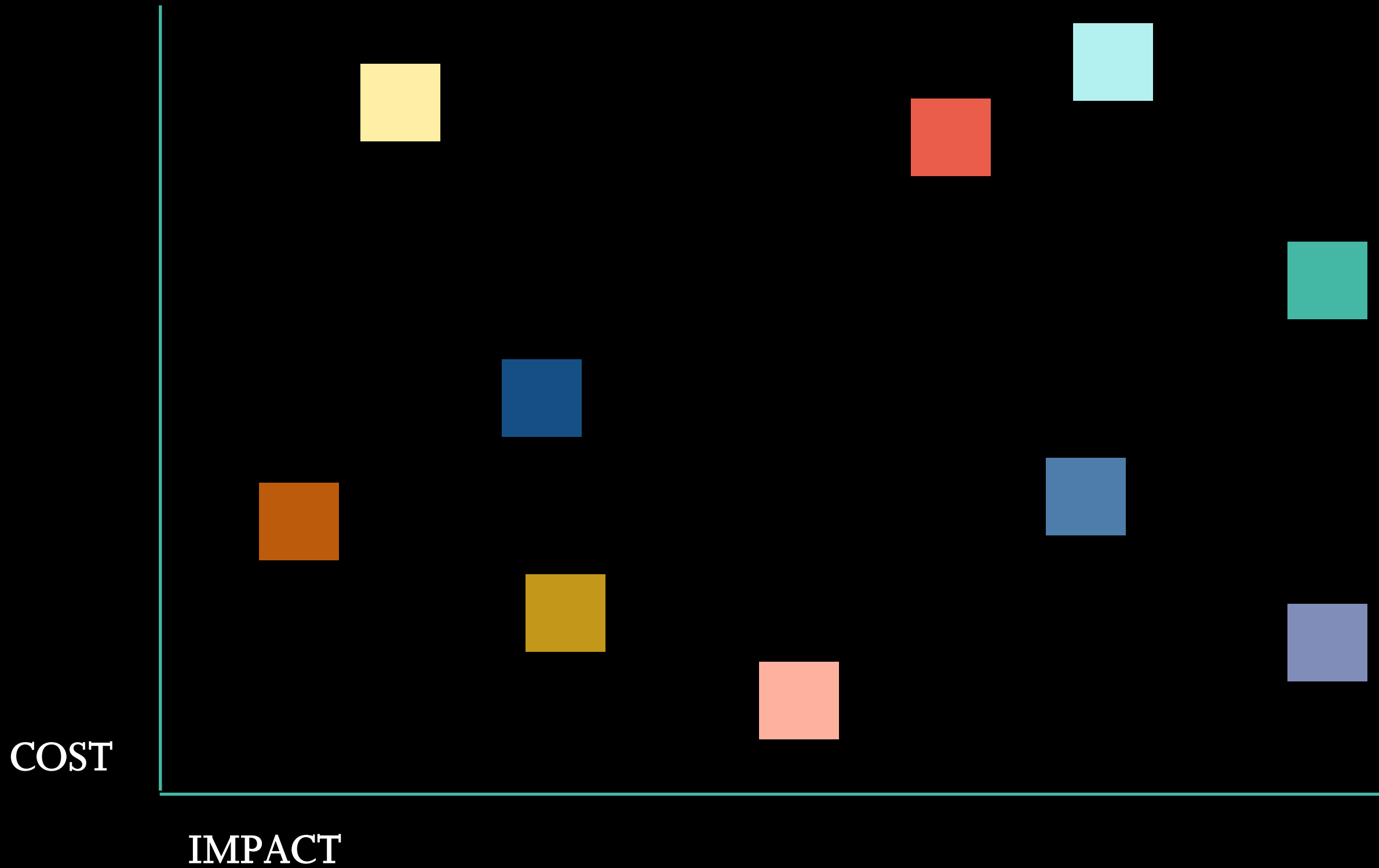
W Kanban board



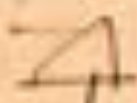
W M Step 1: generate ideas for a project

IDEAS	WIP	DONE
 <p>A 5x3 grid of 15 colored squares representing ideas. The colors are: Row 1: teal, yellow, red; Row 2: blue, light cyan, light orange; Row 3: light purple, gold, blue; Row 4: pink, orange, teal; Row 5: light blue, grey, blue.</p>		

Step 2: evaluate those ideas using a matrix



6070
Project 2023



COST

IMPACT

ALL AROUND
ACTION
FIELD

TIME
CAPABLE
2023

RESEARCH
ALL HAND
EFFORT
LEARN
ALONGSIDE

CRASH
SUPPORT TO
AUGUST
NUMBERS

COMES
TO GET TO
TO IMPROVE
LIVING LIFE

AS WITH
SPECIAL
PIECES
IN LIFE

CONSIDER
PERSONAL
SPACE

FEELING!

WANT TO
BE THE
LIVING THE
LIFE!
WANT
TO LIVE
THE
LIFE!

WANT TO
LIVE!

WANT
PRESENT
LIFE!

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PIECE
OF
LIFE!

WANT
TO LIVE!
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WANT TO
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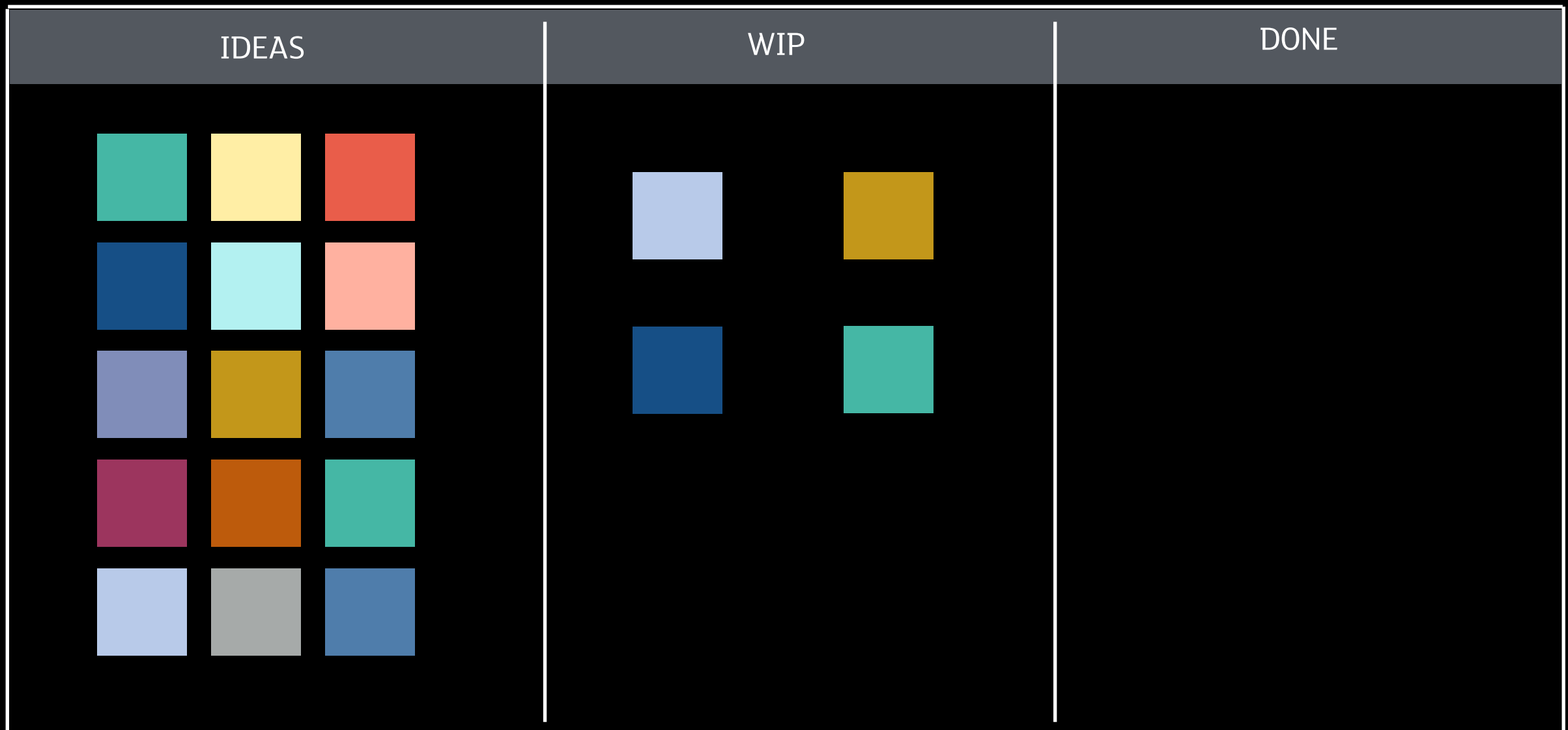
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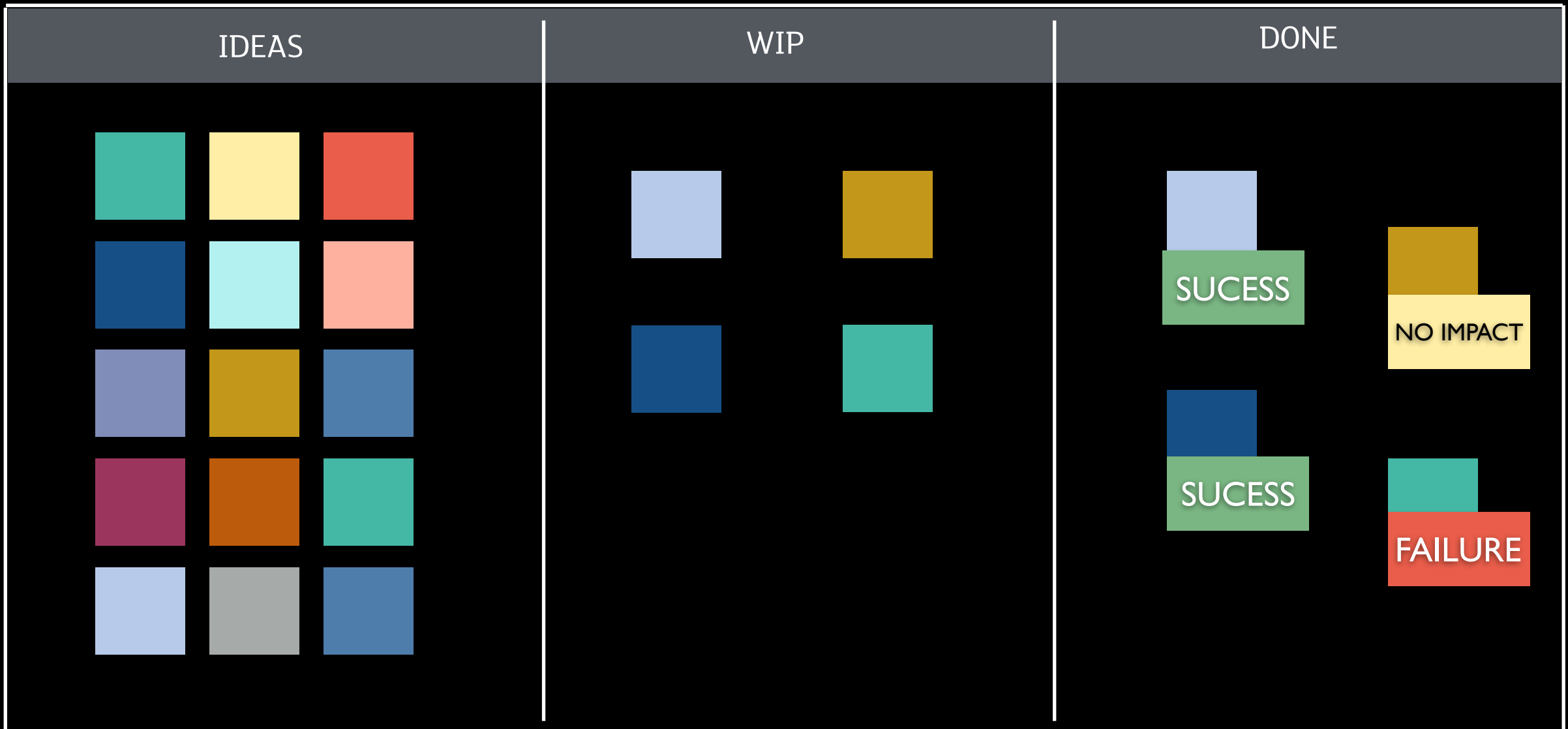
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W M Step 3: put selected ideas into action



W M Step 4: evaluate the ideas - what worked?



W M Key messages exercise

Ask

what do your stakeholders, team, clients, funders etc need to understand and remember about your organisation?

Ask

what are their needs and motivations?

Develop

short key messages which can be expressed visually or verbally to inform your communications

W M Who are you trying to engage?

Donor 1 'self-fulfilment'

Needs and motivations?

- _personal fulfilment
- _make a difference
- _develop an ongoing relationship
- _grow their network showcase reputation
- _giving is a social activity

Donor 2 'mission driven'

Needs and motivations?

- _mission/transformation driven
- _giving is a political/social act
- _focused on the 'cure' rather than 'symptoms'
- _social impact and change
- _changing behaviour, solving problems
- _lobbying, campaigning
- _linked to UN sustainable development goals

W
M Answer these questions together

where you're going - vision

what you do - offer

how you do it - values

why you do it - purpose

who you're for - people



Winster Marsh

Thank you!

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