

# Understanding Your Audience

Communicating Your Story:  
Positioning and Messaging to Showcase Your Impact

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O'Connor  
Connective<sup>OF</sup>  
Strategy That Communicates<sup>SM</sup>

# Strategy That Communicates

**Discover Possibilities**  
Marketing Campaigns Market Research Advertising

**Market Growth and Reputation Management**  
Web Site Digital Marketing Social Media

**Connect the Dots** Public Relations SEO/SEM Video

Key Messaging **Create Solutions** Microsites

Campaign Strategy Campaign Communication

**Fundraising and Communication**  
Campaign Counsel Feasibility Studies

Case Statements

**Reach Brilliance** Donor Engagement  
Campaign Identity

*For Community-minded Leaders and their Organizations*

**Organizational Branding** Brand Identity Graphic System Logos  
Naming Environmental Graphics Implementation Brand Strategy

Vision/Mission/Values Communication Plan Content Creation

**Employment Retention, Recruitment and Communication**  
Executive Communication Coaching Measurement

**Illuminate Impact**

How do you determine and then communicate your strategic positioning and target market messaging?

# Understanding Your Audience

***A brand does not exist within a company or organization. A brand exists in the minds of your customers. It is the sum total of impressions a customer has, based on every interaction they have had with you, your company, and your products.***

**–Lucidpress**

What you need to know from your customer or donor before you finalize your strategic marketing/communications plans.





## Why did they originally make a gift to your organization?

What prompted them to choose you?

- Poor experience with other organizations
- Referral
- Price (Value of gift)
- Relationship
- Personal situation





**Why do they  
continue to  
engage with  
you?**

**What promise  
do you make  
that you deliver  
on?**

**What pain –  
point do you  
solve for them?**





## What criteria did they consider before making a purchasing decision or donation?

- Location?
- Convenience?
- Relationship?
- Quality?
- Price?
- Your brand's values?
- Personal connection to cause?



- What process do they use to make a gifting decision?
- How many options did they consider before choosing you?
- What information sources do they consult before making a gifting decision?



# Demographics, Geographics, Psychographics

**Psychographics:**  
Leisure preferences,  
news source choices,  
soft life choices,  
personal history or life  
experiences

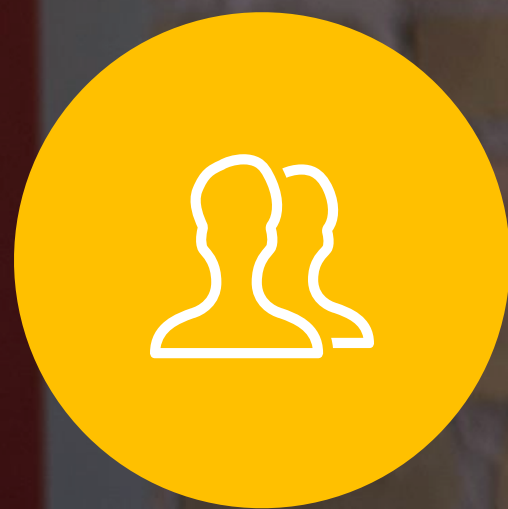
**Demographics:**  
Gender, ethnicity,  
age, education,  
HHI, religion

**Geographics:**  
Proximity to your  
organization





# How can you gather information?



**Survey**



**Focus Groups**



**Observation**



**Study Your Competition**



# Survey

## For quantity of responses

- Online Survey:
  - With existing relationship: 20-30% response
  - With no prior relationship: 2-10%.
- In-person: 30-50%
- Paper: May still be required for some audiences
- More organizations are using this format to gauge employee satisfaction and engagement (in order to customize messaging for recruitment and retention efforts)



## For quality of responses

- Which option depends on the nature of information you are gathering
- Consider including influencers to the discussion list – not just customers/donors
- Always conduct more than one session

# Focus Groups or Personal Interviews



# Observation

## Study how customers choose products

- Use facilities that provide you the opportunity to watch customer interactions
- Observe in your own business environment. Study customer journey to determine how they came to you and how that experience continues







# Study your Competition

- Know their strengths and weaknesses
- Compare your organization to them in order to identify points of differentiation
- Consider their product, reviews, marketing messages and efforts, etc.
- Review their digital footprint by scouring their website, social media platforms, PR coverage and sentiment, etc.





## What to do with the information once gathered?

-  **Compare**
-  **Create strategies**
-  **Develop messages**
-  **Create tactics**



## Compare it to your internal data and set measurable growth goals.

Today, 89% of companies compete primarily based on customer experience – up from just 36% in 2010.

But while 80% of companies believe they deliver “super experiences,” only 8% of customers agree. In other words, companies have a long way to go.

–Shep Hyken, Forbes Contributor, July 2018



## Create strategies to promote the strengths or combat the challenges

- After reviewing and comparing the research data, determine your SMART goals and then develop strategies to support the goals
- Select the strategic avenues (typically 3-4) to help you attain the goal. This action provides the roadmap for you to achieve success





## Develop Key Messages to address or reflect customer insight and showcases your impact (outcomes)



- Emotional or relational messages tailored to their preferences are most impactful.
- Should also be customized for various audiences.





## Create actionable plans to support those strategies

Complete with:

- Timelines
- Budgets
- Tasks
- Media platform
- Key message
- Audience
- Personnel assignments

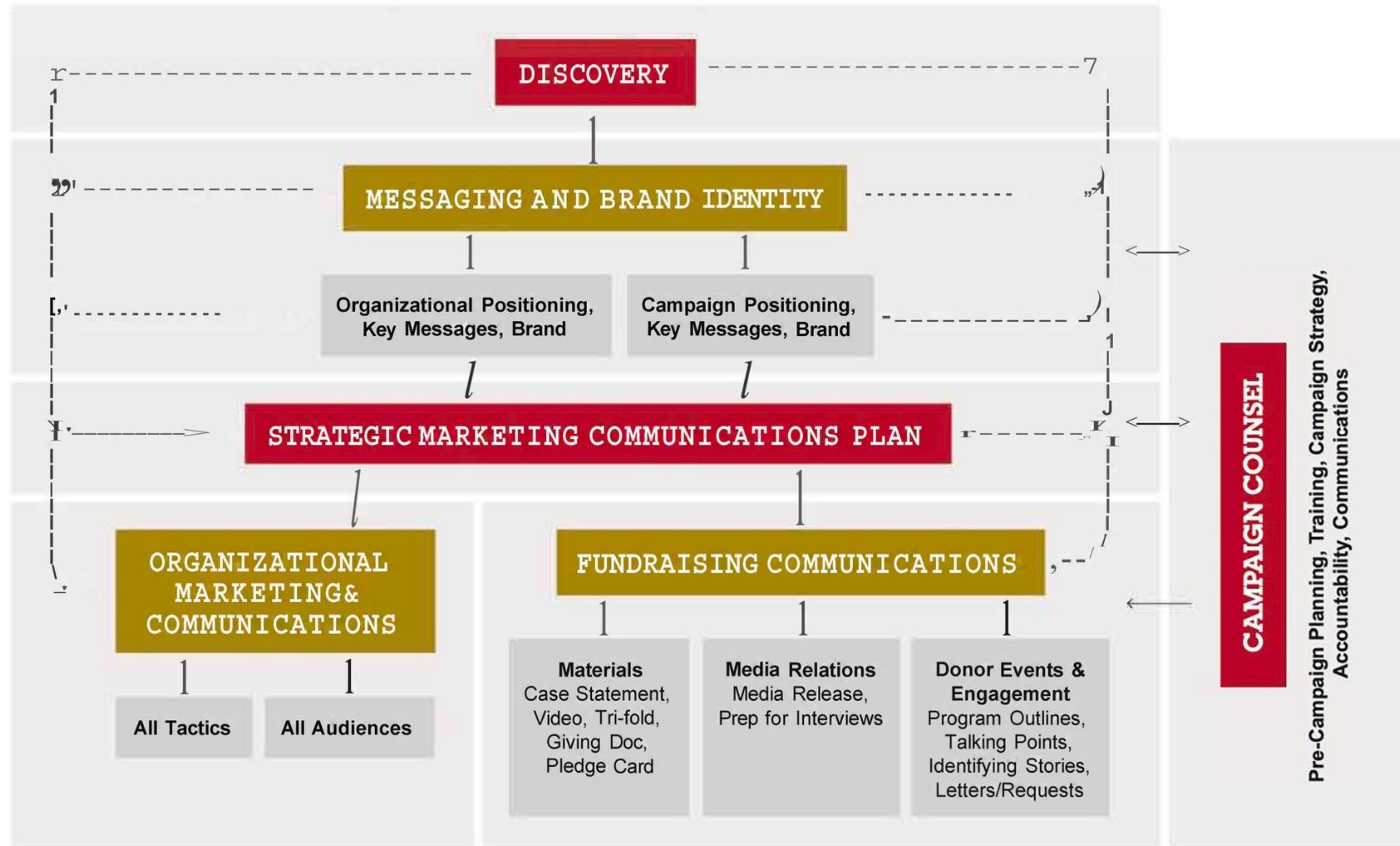
Organize communications plan media tactics for each strategy by:

- Owned
- Shared
- Paid
- Earned



# Strategically Advancing Awareness and Engagement

O'Connor Connective's recommended approach to help you achieve your fundraising and visibility goals while enhancing your brand.



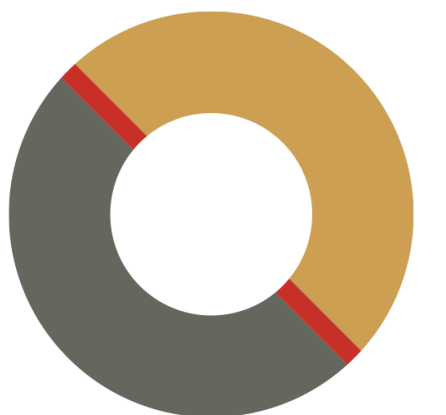


## Living your brand

Very few companies – only 26% – have brand guidelines that are easy for employees to find.  
–Lucidpress

Process:

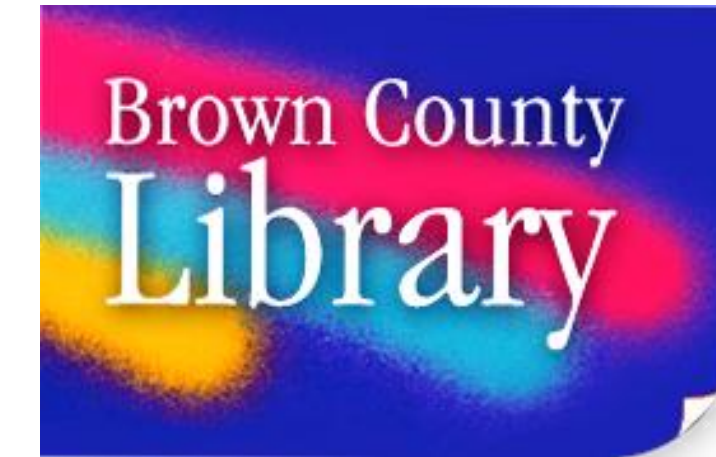
- Brand Identity development
- Internal training to create brand advocates
- Communicating the brand to internal and external audiences
- Environmental graphics
- Supporting collateral



# Brown County Library Rebrand

The Brown County Library approached O'Connor Connective to revitalize its brand through a multifaceted process that included strategic planning, positioning and proactive communications. We began by assessing and upgrading the library's current brand and asking community leaders of their willingness to support future library system initiatives. Focus groups helped shape the library's messaging and new brand. The design of the new logo reflects the bright and colorful, diverse and welcoming interconnectivity of the nine-location library system.

A new slogan, Brown County Library — It's Yours, reinforces that the library puts the community first as it makes decisions and moves forward.



Brown  
County  
**Library**  
*It's Yours.*

This partnership began in spring 2020 with an objective of advancing Brown County Library's impact in the community; public awareness of the value of Brown County Library on lives; and enhancing the County's \$20+ million investment in facility improvements at five branch locations.

**Goals:**

Conduct a feasibility study and public survey to identify:

- Potential support for facility and program improvements throughout system
- General understanding of library's community impact and brand
- Perspectives on Brown County Library as a community leader
- Opportunities for fundraising and positioning for success

**Our Approach:**

- Virtual interviews with 50+ community leaders / philanthropists
- Public survey of over 1,100 community members
- Assessment of findings
- Strategic recommendations on dollars to raise and propensity to give to County tax-supported projects
- Identified donors and potential ranges of support
- Clarity of a naming rights initiative
- Creation of fundraising advisory group
- Facilitation of advisory group
- Counsel for executive director on fundraising
- Strategy of donor engagement and appeals
- Development of all fundraising collateral (following O'Connor Connective led rebranding of Brown County Library and development of fundraising case)

**Results:**

This campaign, positioned as a Naming Rights Initiative, is underway. The fundraising strategy, advisory group and materials are in hand and prospective donor engagement is starting. Simultaneously, a public relations campaign to raise awareness of today's library and its impact on Brown County is in full swing with television, print, radio, and online stories. O'Connor Connective continues to serve as campaign and campaign communications counsel.



# Color

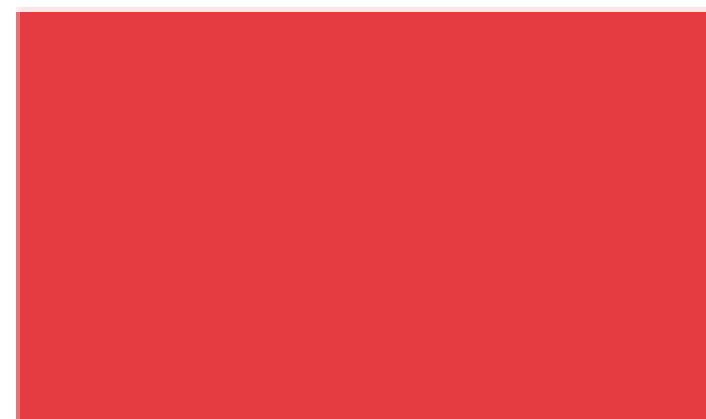
A carefully chosen color palette has the power to unify the brand's look and feel. It stretches across the brand language to bring all of the elements together. Color is a visual expression of the brand's personality that evokes emotion, triggers memory, and stimulates brand association.

## Identity Palette



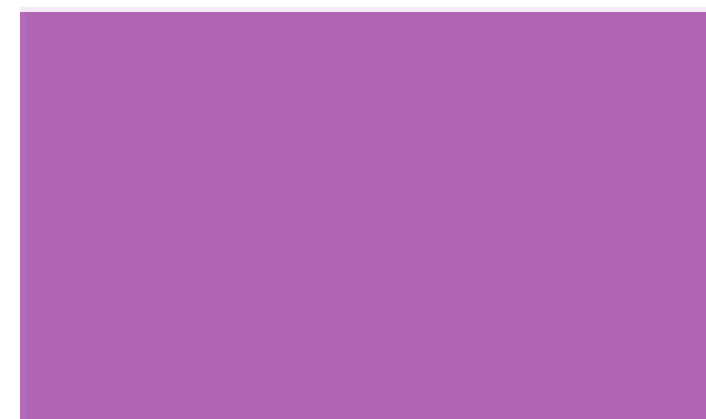
**Mango**

PMS **123**  
CMYK **0/37/94/0**  
RGB **255/173/39**  
HEX **ffad27**



**Watermelon**

PMS **2348**  
CMYK **4/80/68/0**  
RGB **231/90/81**  
HEX **e75a51**



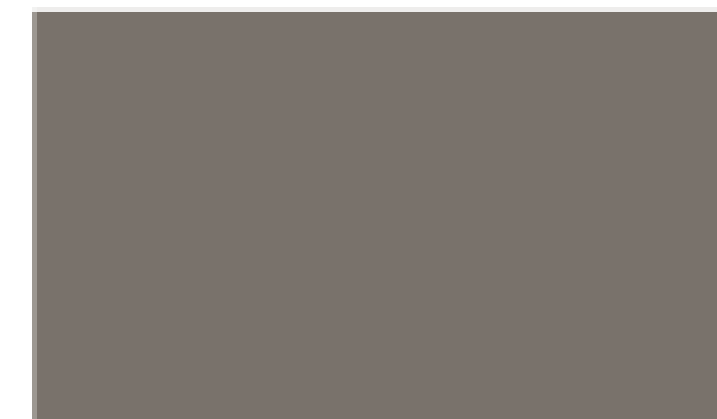
**Plum**

PMS **2583**  
CMYK **37/63/0/0**  
RGB **164/114/180**  
HEX **a472b4**



**Pear**

PMS **382**  
CMYK **47/4/100/0**  
RGB **150/193/31**  
HEX **96c11f**



**Ash**

PMS **405**  
CMYK **53/48/51/15**  
RGB **119/114/109**  
HEX **77726d**

# Typography

## Proxima Nova

Proxima Nova should be used as the main font for all applications. Proxima Nova is a versatile, geometric sans-serif typeface that is very clear and humanistic. Proxima Nova can be synched through the Adobe Cloud, or purchased and downloaded from a font reseller like Fonts.com. In instances where Proxima Nova might not be available, Arial is an acceptable substitute.

## Turbinado

Turbinado should be used very sparingly. It is intended to be used only in the tagline and related extensions.

Turbinado may also be obtained through the Adobe Cloud, or from a font reseller.

*Your* library.      *Your* conversations.  
*Your* connection.      *Your* fun.

PROXIMA NOVA LIGHT AND LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

PROXIMA NOVA REGULAR AND REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

PROXIMA NOVA MEDIUM AND MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

PROXIMA NOVA BOLD AND BOLD ITALIC

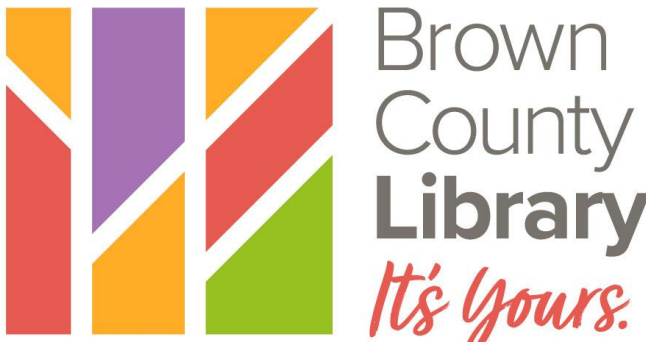
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

TURBINADO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890



# Identity System



## Social Media Teaser Posts

Brown County Library

*It's Yours...*  
**hangout**

Brown County Library

*It's Yours...*  
**resource**

Brown County Library

*It's Yours...*  
**community**

Brown County Library

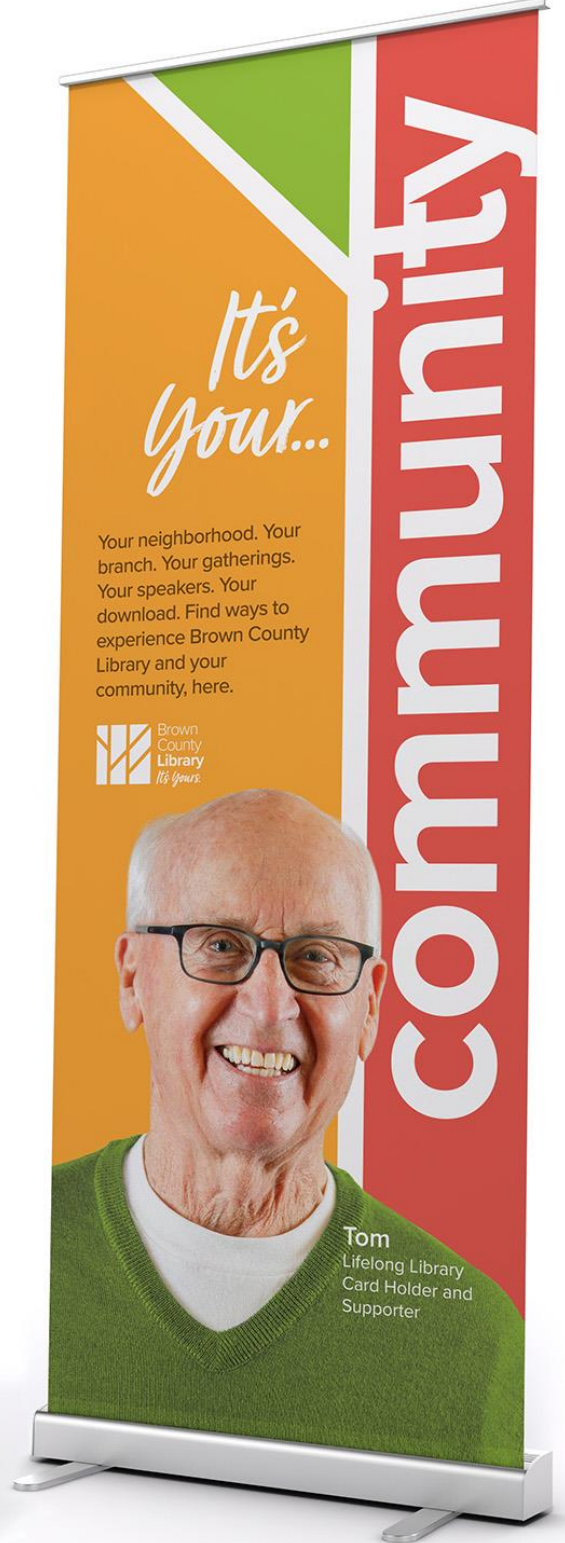
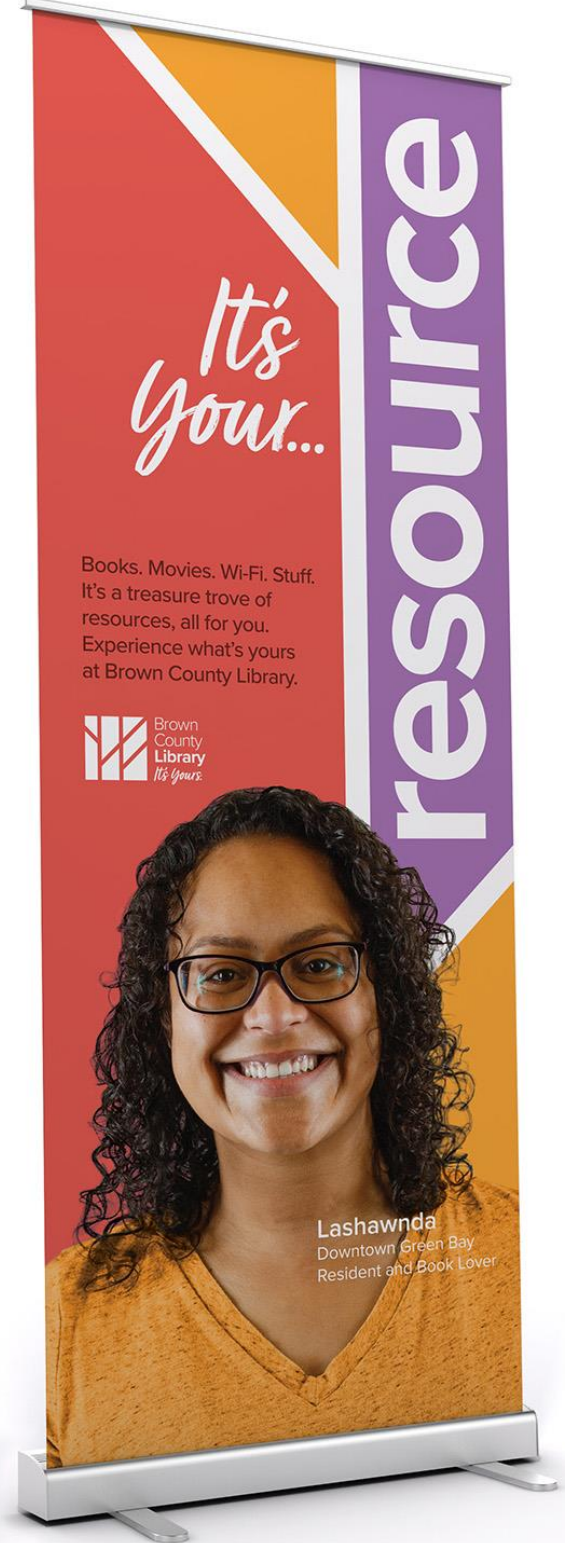
*It's Yours...*  
**branch**

**Say hello to our newly refreshed brand — a sign of great things to come.**

Brown County Library  
*It's Yours.*



# Branch Locations Banner Stands



# Bookmark Giveaways



Promotional items



# Capital Campaign Case Statement



# Vehicle Wraps



# Community Foundation for the Fox Valley Region Rebrand

In 2019 the Community Foundation sought O'Connor Connective (in partnership with A2Z Design) to develop a new, relevant and meaningful brand.

After a series of several focus groups with key stakeholders (board members, staff, donors, nonprofit leaders), 20+ personal interviews with donors, and personal conversations with regional wealth advisors, the new brand was born.

The tagline, 'Together, we flourish', reinforces the relationship between all elements to achieve community change – positioning the Community Foundation as the conduit and the connector between funders and program implementation.



**Thank you!**

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