

Same challenges, different names?

Contrasting commercial planning with fundraising.

April 2008

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response

Paul Handley

Two things I keep hearing...

'Our biggest challenge is internal'

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Today - 3 areas

1. Brand
2. Proposition & creative
3. Communications planning

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Your Brand

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Who does what well?

Commercial



Good at promoting
what they are -
their brand

Charity



Good at promoting
what they do -
with emotion

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Standing out in the Charity crowd?

Often little brand distinction



Any unique positioning comes from small
differences in the way they 'do'

- NOT in what it means to the audience

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Commercial examples

Levi's in 1980's

Premium pricing -
strong sales - for
similar 'product' to
other brands



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Honda TV

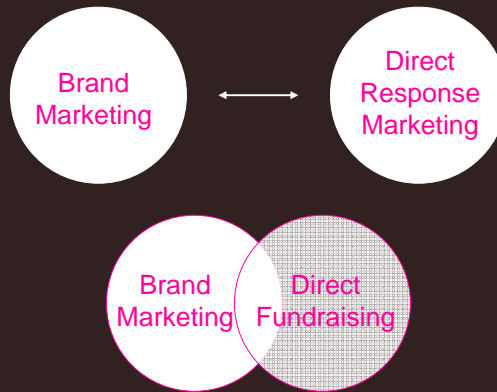
Little reference to
'product' or its
attributes. It's all
about how it
makes you feel Vs
driving other cars

Honda TV

QuickTime™ and a
decompressor
are needed to see this picture.

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Clarity of branding



Clarity of brand therefore essential

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The contentious generalisation...

Too many charities - the 'feelings' are the same

WHY

because the brand isn't developed, simply what the charity does, for who and with a visual identity.

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The reality

Seldom a budget for stand alone brand building

Brand needs to be built through other communications, however requires clarity:

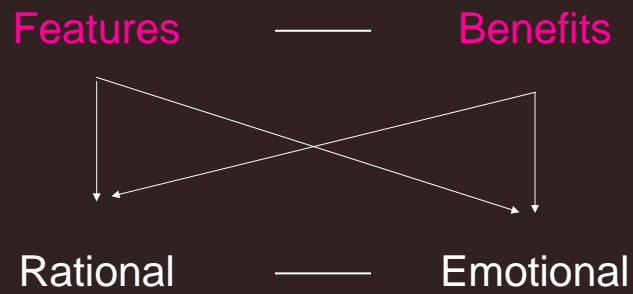
- In a 'nutshell' what do you achieve?
- What makes the way you do it different?
- How should people feel about that?

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Proposition and creative

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Creative axis



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The challenge

Lack of brand distinctiveness in the sector



Too many saying similar things,
in similar ways

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Creating cut-through

Relevant abruption

..work that demands attention in a way appropriate to the need or cause

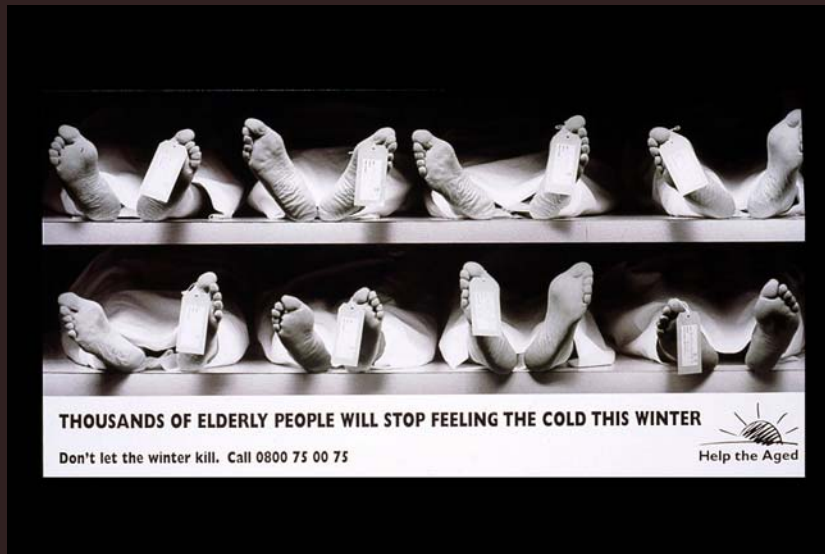
..to get the audience thinking

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BOSOMS
PUPPIES BOOBIES
MELONS JUGS NORKS
BAPS THE TWINS **CANCER**

some words for fatty tissue are worse than others

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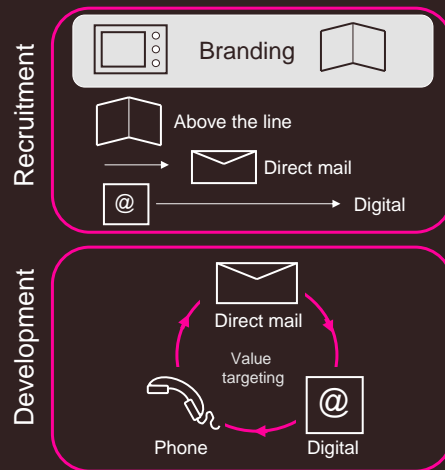


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response

Communications Planning

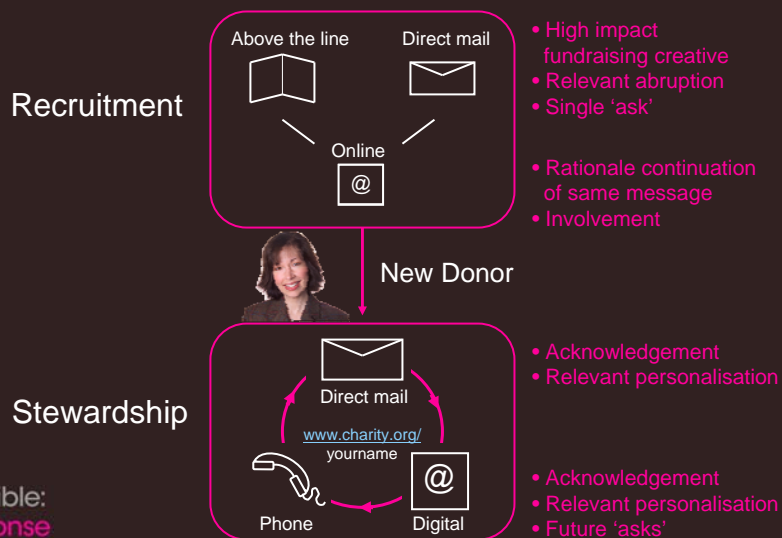
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Typical commercial approach



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Re-align for Charity sector..



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In summary

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I believe....

There is no ideal off the shelf approach

Start ..and finish with the clarity of the brand
and clarity of the 'ask'

Impact will be dramatically reduced when
internal silos are created

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‘Surround the problem’

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Thank you

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