

Building Your Brand

The Best Strategies for Your Company

Introductions



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Goals for Today's Workshop

Today we'll be learning:

1. How to engage employees
2. How to tell a cohesive and robust story about your organization
3. How to coordinate with various corporate stakeholders
4. How to generate excitement for a brand rollout



STV Rebrand: Where We Started

- ▶ Branding Still Reflective of 100th Anniversary (2012)
- ▶ New Leadership
- ▶ Emerging Markets
- ▶ Expanding Geographic Presence
- ▶ Meeting New Industry Challenges



STV Rebrand: Where We Landed



Campaign Goals

- ▶ Alignment with New Strategic Plan
- ▶ Reimagine How we See Ourselves
- ▶ Engage and Excite Employees
- ▶ Create more Awareness with Clients and Partners

In-house or Consultant?

Pros of In-house

- ▶ Cost-effective
- ▶ Existing knowledge base
- ▶ Streamlines team buy-in
- ▶ Simplifies coordination

Pros of Consultant

- ▶ Fresh outside perspective
- ▶ Deep bench of specialized resources
- ▶ Best-practices expertise
- ▶ Understanding of brand copyright

Engaging Employees



A Bedrock of Research

- ▶ Establishing and engaging a steering committee
- ▶ Holding focus groups
- ▶ Coordinating one-on-one interviews
- ▶ Deploying surveys and snap polls

Storytelling



Telling a cohesive and robust story

A New Way to See STV

Our Purpose

STV makes communities better through innovative solutions that connect people, places and the present to the future.

Our Values

Integrity. We do what's right.

We are consistent and transparent.
We are ethical and accountable.
We are safety-focused and quality driven.
We know diversity leads to better outcomes.

Partnership. We partner to deliver.

We value long-term relationships.
We are collaborative to drive innovation.
We are resourceful to create solutions.
We are actively engaged in our industry and our communities.

Optimism. We see opportunity.

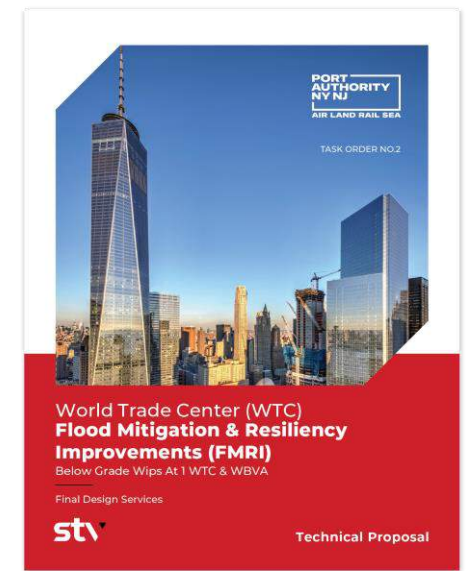
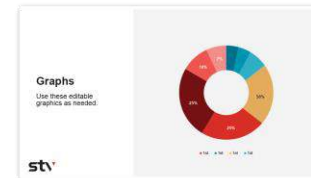
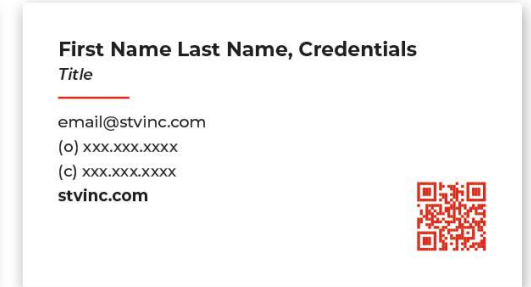
We see potential in every situation.
We are energized to create a better future.
We are empowered to use our talents.



Stakeholder Coordination

How to coordinate with various corporate stakeholders

- ▶ Updating HR docs (benefits, rewards, onboarding materials)
- ▶ Lobby Slideshows/Digital displays
- ▶ Marketing toolkit (Proposal Templates, Presentation Templates)
- ▶ New office signage
- ▶ Business Cards
- ▶ IT Systems
- ▶ Health & Safety (PPE)



Generating Excitement

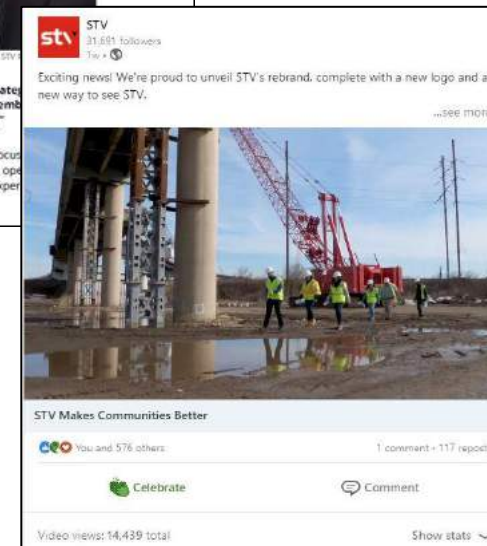
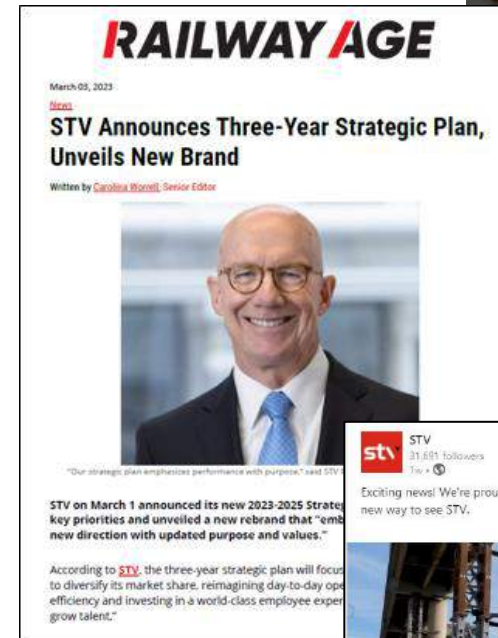


Day 1 Rollout

- ▶ Preview event
- ▶ Live-to-Tape Video
- ▶ In-office Town Hall/Watch Parties
- ▶ Communications toolkit
- ▶ Brand Video
- ▶ Purpose and Values Palm Cards
- ▶ Employee Gifts
- ▶ Brand activation (ESB lighting)
- ▶ Intranet Takeover
- ▶ Earned, Owned and Social Media



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Q&A

