



'Brand leaders are twice as successful as companies with a low brand orientation.'

(Brand orientation index, Label & Frans Melin)

Introduction

Joost Mogendorff | 04.06.15

brands communication design

About Joost Mogendorff – Mojo Strategy

- Independent brand strategist and brand builder (integrated, online, social, offline)
- Project director for business creative assignments
- Teamplayer that brings business strategy to successful brand activation via analysis, storytelling and concepts
- Strong network of creative professionals and agencies
- International experience: CRV, Wageningen UR, DSM, Rabobank, UCB, Medtronic, Ahrend, Edenspiekermann, Synechron.



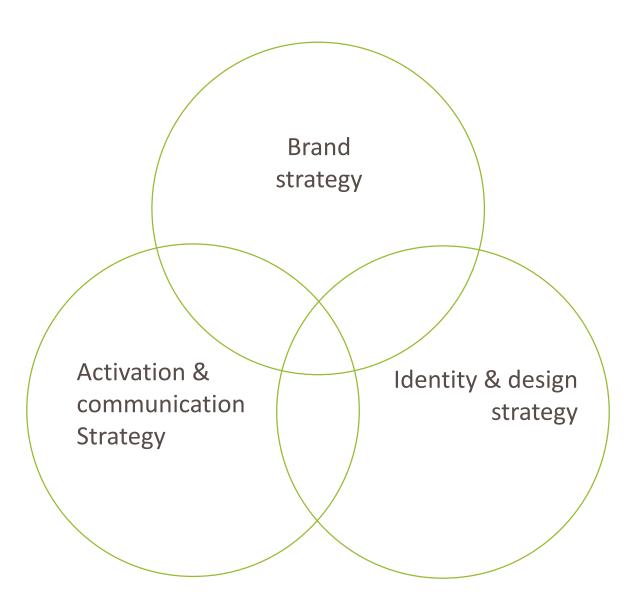


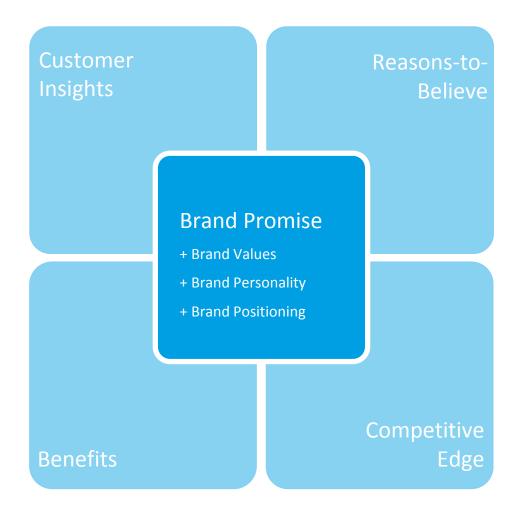






Mojo Strategy's Areas of expertise





ICAR - Ambitions



- ICAR want to be the leading global provider of Guidelines, Standards and Certificates for animal identification, animal recording and animal evaluation.
- In order to achieve this ICAR want to grow:
 - memberships and value for members
 - Funds for development projects
 - the range and uptake of animal recording services (Service ICAR and Interbull)
 - Visibility
 - Partnerships with key International players (ISO, OIE, EU, FAO etc)

ICAR – strenghten the brand



A strengthened brand can help ICAR to grow.

What makes a strong brand?

- a brand that is unique and relevant to all stakeholders (amongst others (associate) members, (potential) customers, employees and society)
- A brand that has an appealing promise carried by an organisation that is willing and able to deliver that promise to its stakeholders over and over again
- A brand that is build on identity, combining historical strength with a vision to the future.
- A brand that helps to build awareness/visibility, preference and loyalty



impartial/neutral

global

(instead of just European)

value-driven

(so not too commercial)

outside in

(not inside out)

integrity

a strong ICAR brand

growth

quidance & inspiration

science-based

contemporary

differentiating

relevant to customers and members

incl. a branded website

Proposed activities to strengthen the ICAR brand

prepare understand strategize create prepare

- .Define project ambition, assignment, deliverables.
- .Create project structure and define roles
- .While creating brand dna, how do we operate (incl. website)
- .Seek info and refine with internal stakeholders (ICAR team, SCs WGs etc)
 - . Desk research: mega-trends, policies, ambition
 - . Interviews internal stakeholders
 - . External research/interviews members and customers
 - . Analysis of competition brands
 - .Inventory of channels and touch points

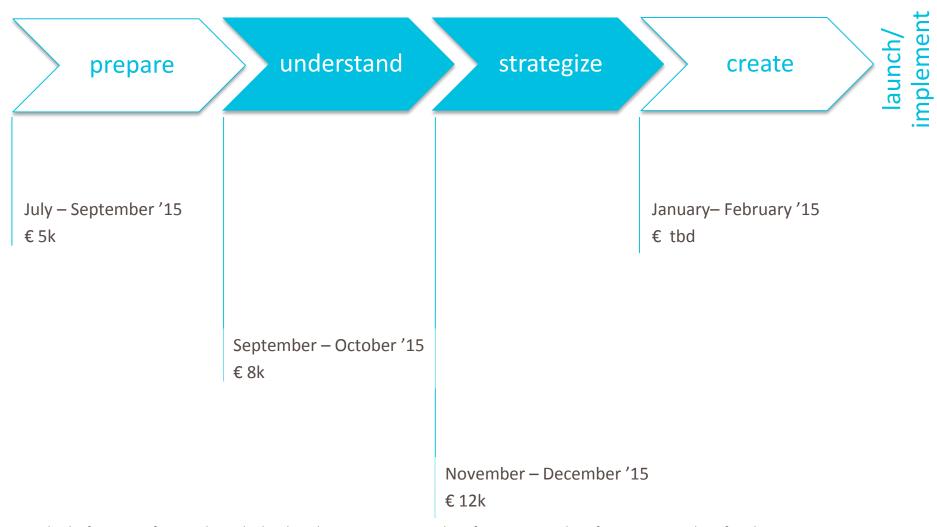
- . Creative platform & building blocks (logo & visual identity & copy, tone-of-voice etc.)
- . Implement to priority means and channels (websites & content)
- .Prepare Launch internal & external

- .Vision on brand and structure
- .Define brand dna and key touch points

Through workshops on these themes:

- . inside-out (ambition, needs, vision etc.)
- . outside-in (customer&member insights, competitive edge etc.)
- . defining the brand dna (brand promise, values, key messages)

Indications timeline and budget



Bandwith of estimates for consultancy budget based on: variations in number of meetings, number of interviews, number of working sessions, meeting locations, amount of work prepared by ISAR etc.

VAT, travel costs and hours are excluded. In 'Prepare' phase an in-depth proposal and financial planning can be made.

mojostrategy

Thanks!

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Joost Mogendorff
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FC Dondersstraat 21 : 3572 JB Utrecht : Netherlands

+31(0)6 444 323 80

joost@mojostrategy.nl

www.mojostrategy.nl

twitter @mojostrategy

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