

‘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

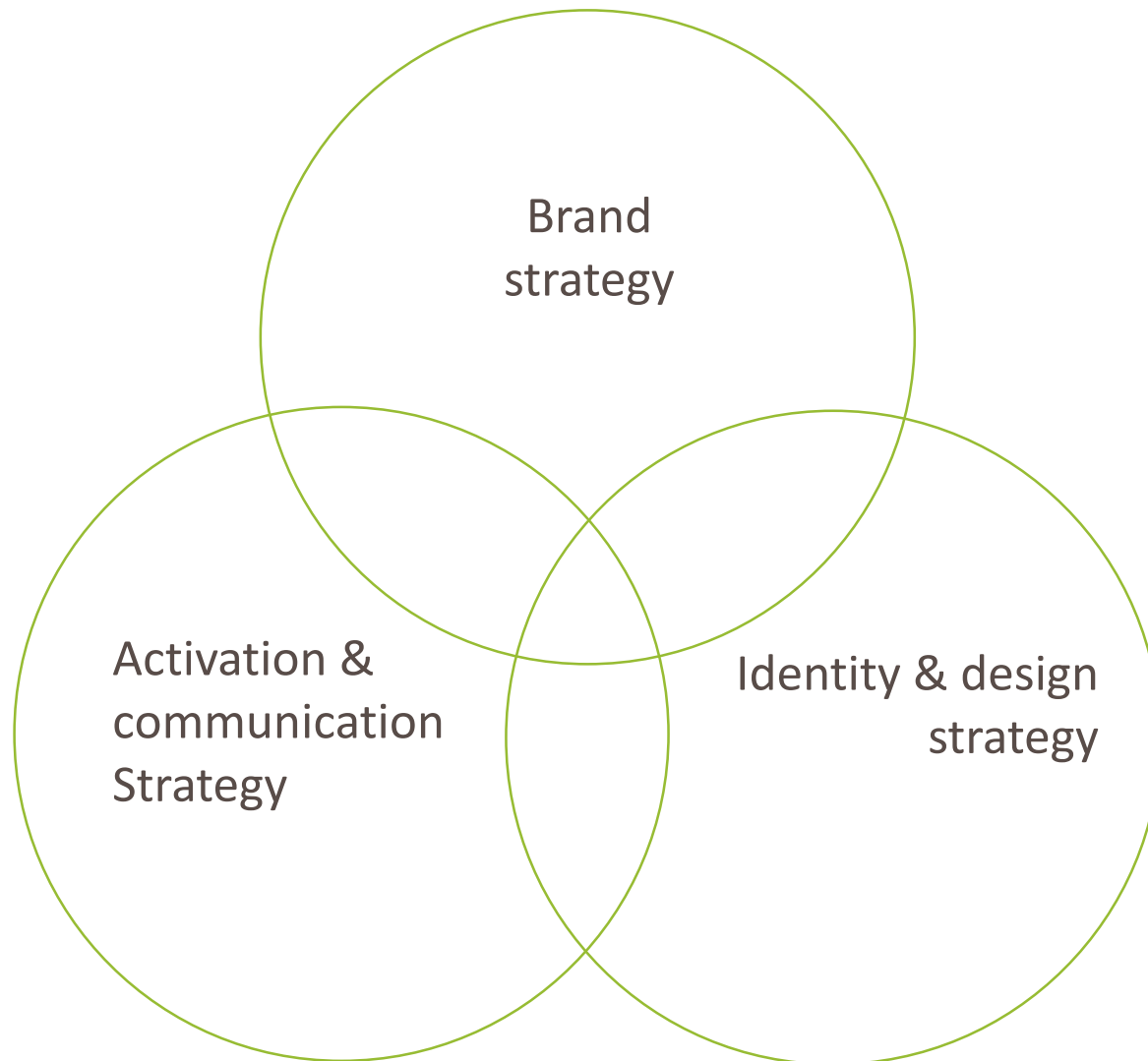
**brands
communication
design**

About Joost Mogendorff – Mojo Strategy

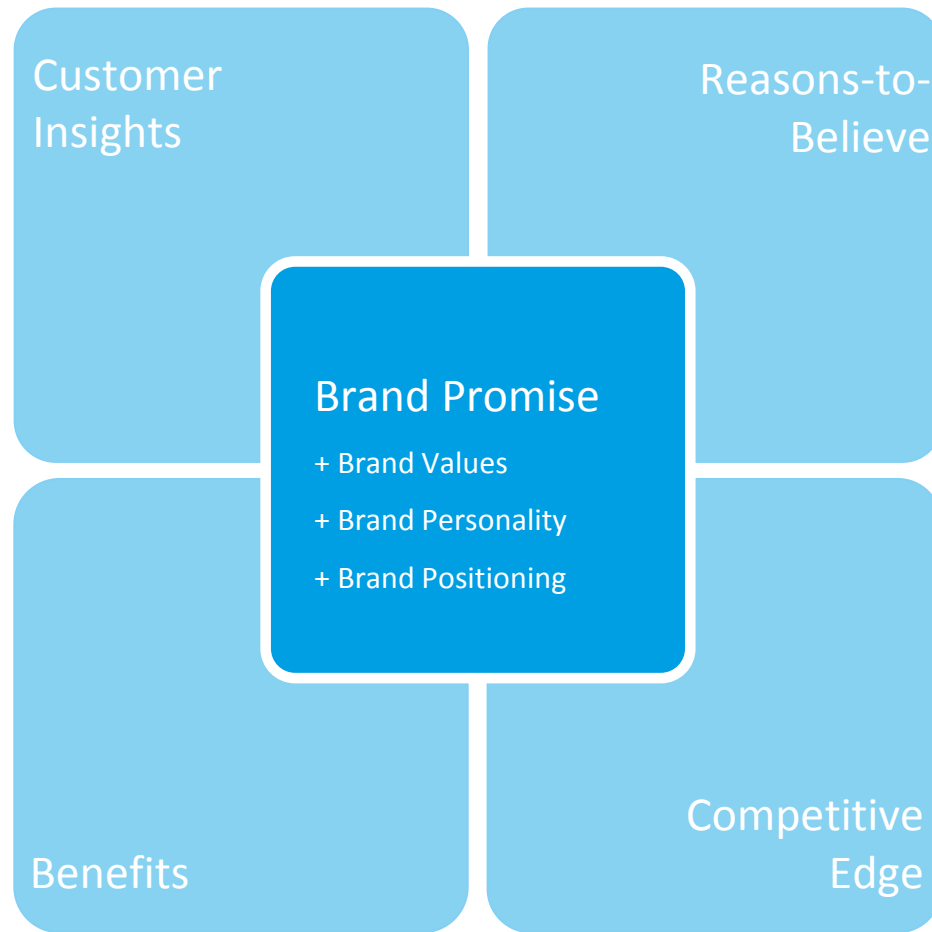
- Independent brand strategist and brand builder (integrated, online, social, offline)
- Project director for business creative assignments
- Teamplayer that brings business strategy to successful brand activation via analysis, storytelling and concepts
- Strong network of creative professionals and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



Mojo Strategy's Areas of expertise



Brand DNA - model



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 – strengthen 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**

First ideas on strengthening the ICAR-brand



impartial/neutral

global

(instead of just European)

value-driven

(so not too commercial)

integrity

outside in

(not inside out)

a strong

ICAR brand

growth

science-based

guidance & inspiration

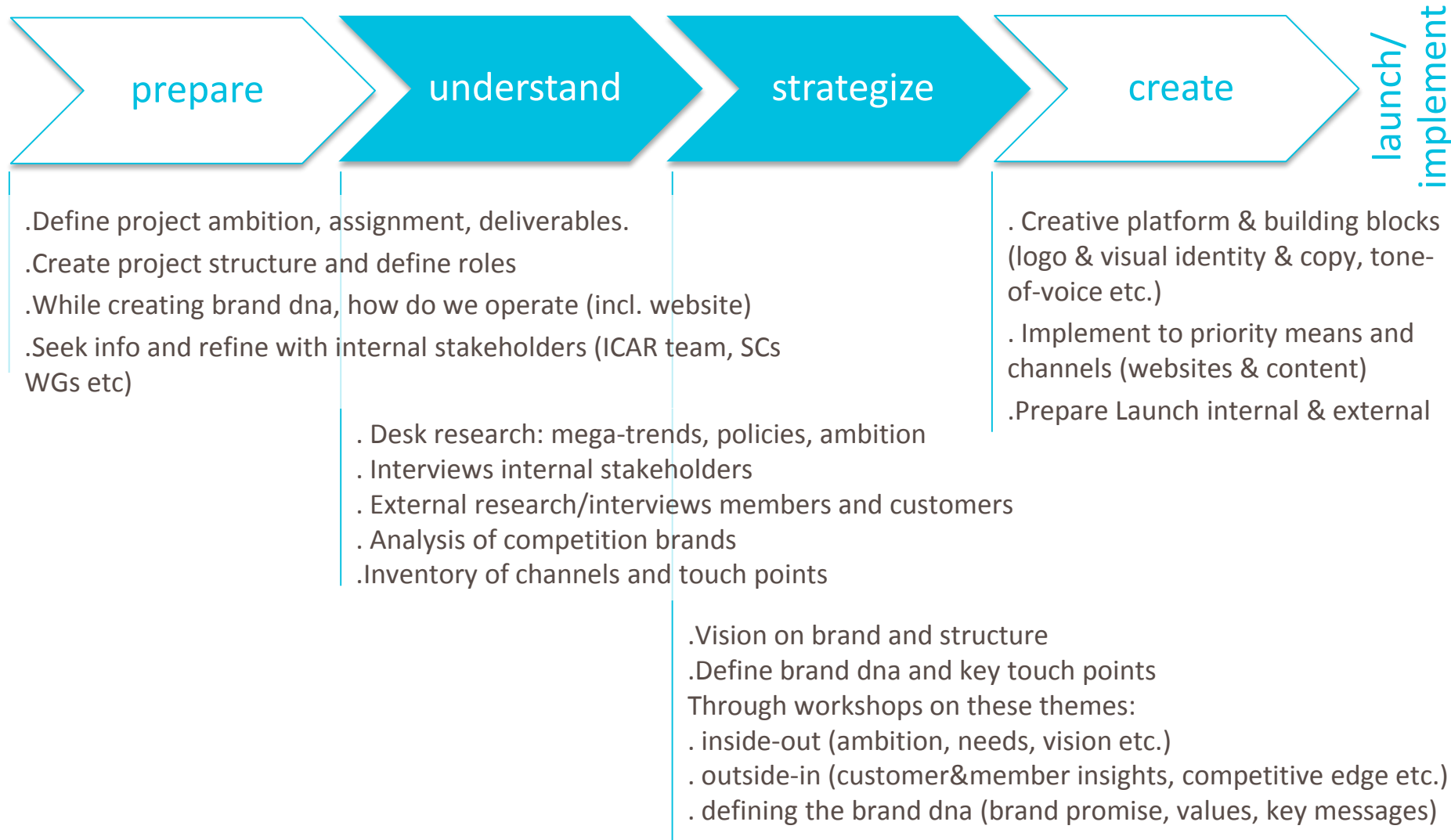
contemporary

differentiating

relevant to customers and members

incl. a branded website

Proposed activities to strengthen the ICAR brand



Indications timeline and budget



Bandwidth 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.

Thanks!

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