



ICAR branding project **Plan for action**

Version 1.0

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brands
communication
design

Introduction

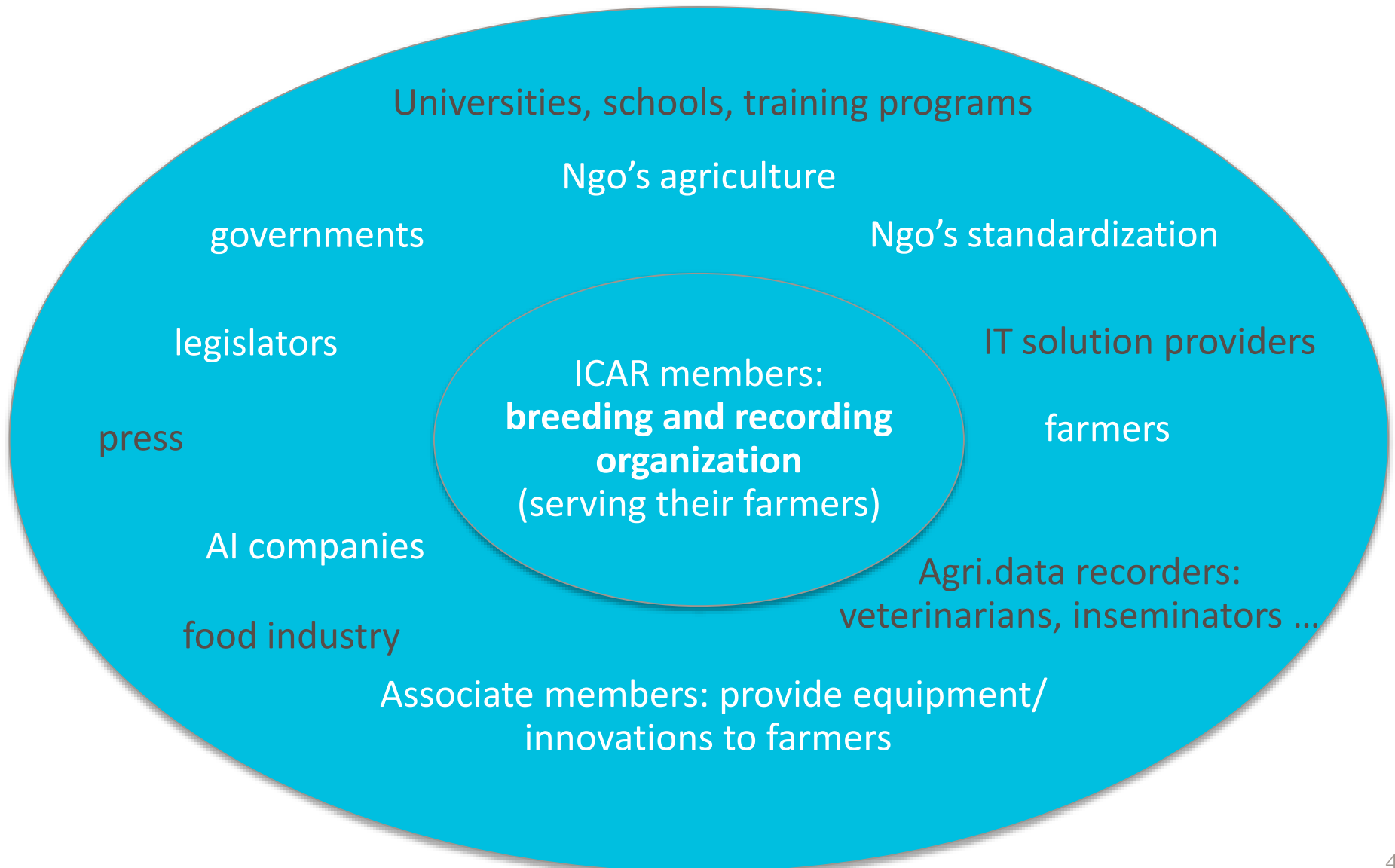
- This is a report on the outcome of the 'Plan for action'-phase of the project on the ICAR brand. It contains a selection of 'quick win'-activities that help the ICAR brand to move forwards. The selection of the quick wins proposed are based on: necessity, feasibility, available resources and relevance to the core target audiences for ICAR. Furthermore the input of the board was an important starting point (see appendix).



Focus of this action plan

Target audiences and goals

ICAR stakeholders



Summary - Stakeholder perspectives in short

Overall - appreciations

- + You are like family
- + You offer a great network
- + We value you, you have helped us to learn from each other



- + You help us to professionalize and build a global system
- + You offer a great network
- + We value you, you help us to innovate & learn from each other

- + You are a good teacher. Your standards help us to stand out
- + We value you and we act as ambassador for you
- + You offer a great network (to learn, scientific and practical)



- + We need your neutral standards for our business & innovation
- + We respect you
- + You offer a great network (of commercial value)

Summary - Stakeholder perspectives in short

Overall - expectations

- ? We need services/ideas to keep up with technological changes
- ? We are the ones that pay. Do we get enough value for money?
- ? You should professionalize, grow & operate more business like.



- ? You focus on dairy and European challenges, which are not mine
- ? Do you understand my challenges, my systems, my needs?
- ? You need to become more professional

- ? You focus very much on western challenges, which are not mine
- ? You do not understand my country, my systems, my needs
- ? You could help me better being an ambassador



- ? You are not transparent, we want more say
- ? You are too slow, it is slowing our business down
- ? Who are you anyway? What can you do for me?

Assumptions: key target audiences and messaging

Brand activation ICAR 2016

The direction in which ICAR wants realize growth, will create focus for the actions the improve awareness for ICAR.

Since strategic decisions on this will take some time, in this plan it is assumed that the following are the key stakeholder groups to focus on for branding in 2016:

- current ICAR Members and associate members and those active in SC's and WG's
- potential new (associate) members in emerging markets in Latin America
- 'indirect' stakeholders: farmers, agricultural organizations, governments, legislators, etc.

Assumptions: key target audiences and messaging

Current members

- **Current ICAR Members and those active in SC's and WG's** require **active messaging**: what is going on in ICAR?
- *Key messages around*: What (not) to expect from ICAR? What can we learn from each other?
- Key activities:
 - Newsletter, meetings
 - Published on ICAR.org

Assumptions: key target audiences and messaging

Current associate members

- **Current ICAR associate members** require **active messaging**: what is going on in ICAR?
- *Key messages around*: What (not) to expect from ICAR? What can we learn from each other? About transparency and speed/responsiveness
- Key activities:
 - Dedicated associated members Newsletter (1 or 2 times only)
 - Meetings
 - Published on ICAR.org

Assumptions: key target audiences and messaging

Potential new (associate) members

The *October 2016 bi-annual congress* in Chile will provide fertile ground to strengthen relationships with **potential new (associate) members in emerging markets in Latin America.**

- *Key messages around:* What can ICAR do for you? How to become involved?
- Key activities:
 - Presentation and marketing collateral of ICAR on-site in Chile

Assumptions: key target audiences and messaging

‘Indirect’ stakeholders

A large group of ‘**indirect**’ **Stakeholders** when interested in ICAR needs to be **(passively) welcomed and helped**: farmers, agricultural organizations, governments, legislators, etc.

- *Key messages around*: What is ICAR and what does ICAR do? Why is that important, for whom?
- Key activities:
 - Presentations at (indirectly) related international for a and seminars, e.g. legislation congress, FAO event, dairy industry emerging markets etc.
 - Publicity in trade journals (press releases, interviews, articles)

Proposed branding goals for ICAR 2016

- Creating **an improved fundament for recognition**, awareness and branded communication for ICAR
- Upgrading **the user-friendliness and look and feel** of key ICAR-channels (website, newsletter, ppt)
- **‘Re-introducing’ ICAR to its core stakeholders** by sharing the ICAR brand story more consistently, compelling, more relevant to the different stakeholders
- **Introduce ICAR properly to new relations** at the 40th ICAR Biennial Session in 2016 by providing marketing support .

Quick wins

Creating a branding fundament

Activities in this chapter are budgeted and planned in line 6 to 10 in the XLS-file.

Quick wins:

Fundament for recognition

A recognizable, well-designed brand identity is a precondition to (re)position the ICAR brand, improve branded communication and create a basis for visibility and awareness is. Furthermore a short describing sentence will help target audiences to help what ICAR stands for.

Activities in this chapter are budgeted in line 6 to 10 in the XLS-file.

Quick wins: Fundament for recognition

Logo evolution



Logo evolution

- Revamp ICAR logo for modernized look
- Respecting current visual style
- Digital logo library: for various application in sizes, light and dark backgrounds, print and online. Version with and without descriptor

NIVEA TIN EVOLUTION



Quick wins: Fundament for recognition

Slogan/descriptor for ICAR

- What is ICAR? in a few words.
- A slogan: Simple, catchy phrase accompanying a brand, that encapsulates the mission of a firm and makes it more memorable. Also called catch line, strap line, or tag line.



- A 'descriptor' has a more describing quality: it helps you to understand what the brand is about even if you do not know it yet.



Quick wins: Fundament for recognition

Identity design for key touch points

- Simple house style for consistent communication (color palette, font, shapes, illustration style, ...)
- Directly applied to (prioritizing might be necessary for budget reasons):
 - Letterhead primary page and subsequent pages
 - Report front page and subsequent pages
 - Word/Office templates
 - business cards
 - certificate of quality
 - power point template
 - envelopes (2 formats)
 - e-mail signatures



Quick wins

ICAR online: continuous improvement

Activities in this chapter are budgeted and planned in line 17 to 19 in the XLS-file.

Quick wins: ICAR online. continuous improvement

Web design and brand story online

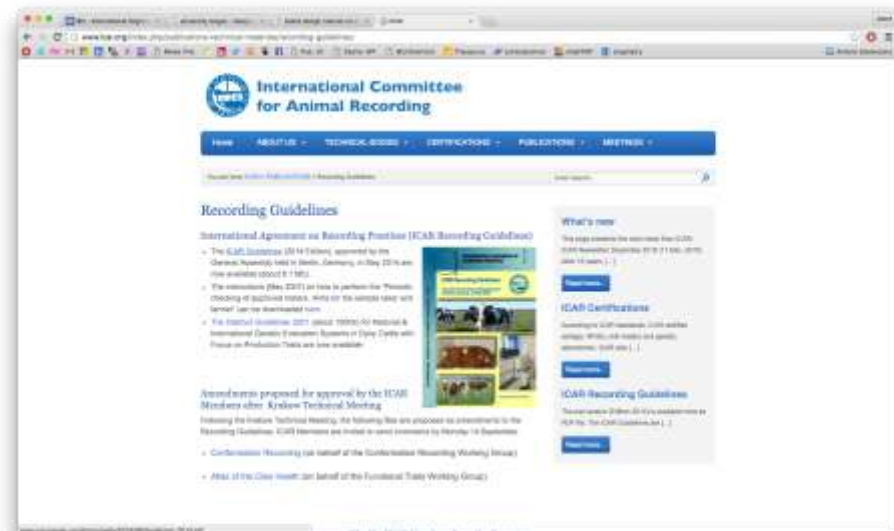
- The first redesign of ICAR.org website has gone live in december'15
- Taking this WordPress-based website as a starting point in this quick win we will:
 - Upgrade the design of the website and apply the new logo, slogan/descriptor and the design elements that were developed
 - Add/integrate the ICAR brand story
 - Add integrate the learnings from the understand-phase to serve different stakeholder-groups with relevant information.



Quick wins: ICAR online. continuous improvement

Online guidelines - Navigation and filtering

- The first redesign of ICAR.org website has gone live in december'15
- Taking this WordPress-based website as a starting point in this quick win we will:
 - Look for ways to create an upgraded online version on the ICAR Guidelines to improve usability (navigation, filtering) and user relevance.



Quick wins

General presentation & ICAR story

Activities in this chapter are budgeted and planned in line 13 to 15 in the XLS-file.

Quick wins: general presentation & ICAR story Leaflets

The brand story that explain who is ICAR, what it is about and why that may be of importance to different stakeholders, will be told on ICAR.org. Furthermore the story will told in some additional means:

- ICAR leaflet - general story. In English. 4 page full color.
- ICAR leaflet - emerging markets. English version and Spanish version. 4 page full color. Focusses on benefits for emerging markets membership.



Quick wins: general presentation & ICAR story

ICAR presentation deck

- This presentation deck packs the ICAR story into a generic, well-designed powerpoint presentation. It also contains slides with benefits of ICAR for different stakeholder groups. The deck can support ICAR staff in meetings with new contacts and various stakeholder groups.



Quick wins

Activating the brand, creating awareness

Activities in this chapter are budgeted and planned in line 21 to 24 in the XLS-file.

Quick wins: Activating the brand, creating awareness

Presenting and press

- Presentations at related international for a and seminars, e.g. legislation congress, FAO event, dairy industry emerging markets etc.
- Publicity in trade journals and at events (press releases, interviews, articles) to reach to large group of 'indirect' stakeholders: farmers, agricultural organizations, governments, legislators, etc.



Quick wins: Activating the brand, creating awareness

Chili meeting marketing support

- Professional presentation of ICAR to potential new members
- Durable presentation collateral to be used at various events:
 - Flags
 - Mobile booth and banners
 - Spanish version of leaflet



Quick wins

Internal Communications

Activities in this chapter are budgeted and planned in line 30 to 31 in the XLS-file.

Quick wins: internal communication

Digital newsletter format

- The current ICAR newsletter is well read by members and associate members. In line with the restyled website, a new e-mail based format will be developed. Shorter lead hi-lite the core, for the complete message a link provides the click through to the website complete
- Mailchimp (web-based newsletter service) can be used as technical platform.



Strategic challenges: 2017 and beyond

Realizing growth for ICAR

Strategic challenges: 2017 and beyond

Realizing growth for ICAR

What is the strategy to achieve growth?

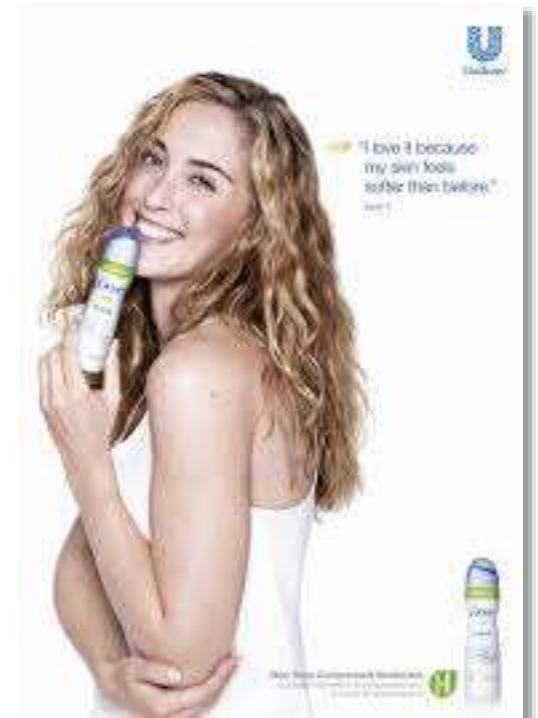
The learning curve in 2016 and the strategic discussions will provide a basis for strategic decisions so actions in 2017 can be sharpened:

- Focus key stakeholder group
- Defining core product
- Funding and business model

Brand fundament ICAR after 2016?

Interbeef and Service ICAR

- Connect products to ICAR 'mother' brand to broaden reach of ICAR brand and transfer brand value to and from the service brands



Brand activation ICAR after 2016?

Content marketing

An interesting target audience:

Technical experts (anywhere in the world) involved in various aspects of animal production systems may search for **related topics**: objective measurement, trends in animal production, standards in exporting beef, standards in exporting beef

- *Key messages around*: providing specific (scientific) content related to core fields of ICAR products and services. Linked to ICAR as enabling/disseminating organization
- Key activities:
 - Webinars, papers, presentations
 - Published on ICAR.org, journals,
 - Pushed by social media like linked in and twitter

Appendix:

Starting points:

board meeting 20/11/15, Rome

Quick wins Fundament for recognition

Logo evolution

Revamp ICAR logo for modernised look
Respecting current visual style



Slogan/descriptor

What is ICAR? in a few words



Identity design

Simple house style for consistent communication



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Quick wins ICAR story

ICAR story

What, why, how, for whom

Bigger purpose
Benefits to different stakeholders



ICAR leaflet

ICAR story
Versions per stakeholder group? > benefits



Presentation deck

Powerpoint with ICAR story
Per stakeholder group > benefits



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Quick wins
ICAR website (continuous improvement)

ICAR story / new design on web

New identity design in templates
 What, why, how, for whom
 Bigger purpose
 Benefits to different stakeholders



Short movie: explanation

ICAR story to present ICAR website
 Youtube
 Presentations



Guidelines: navigation, filtering

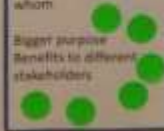
Improve accessibility and search with up to date web tools



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Quick wins
Activate the brand, create awareness

Chill meeting marketing support

Presentation of ICAR to new member



Present at seminars in related fields

to reach stakeholders not aware of ICAR



Focused action to promote specific service(s)

e.g. GenoX, defined target audience



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Internal comms (with external side effect)

Webinars

Regular (monthly)
online short (10 ins)
presentation update by
WG's and SC's, board,
staff

Quarterly deep-dive
session



Link newsletter to web

New design
easy to use for staff
Integrate ICAR story
elements



The people of ICAR

Professional
photographic
presentation of the
board, chairs and active
members

Website, ICAR
presentations



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Quick wins-discussion

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Identity design

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Quick wins-discussion

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Thanks!

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**brands
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