

Colorado Bright Beginnings

Empowering Parents to Give Children a Bright Beginning



- Positioning/Brand Strategy Development
- Key Messages
- Marketing Plan
- Logo Redesign

The Challenge:

Colorado Bright Beginnings is a nonprofit organization dedicated to the healthy growth and development of Colorado children during the critical first three years of life. With a statewide network consisting of 14 Regional Affiliate partners, each of whom then partners with local healthcare and social service agencies in their region, Bright Beginnings has provided free and universal access, support and early childhood education to over 85,000 Colorado families across all income, ethnic, education and age ranges since 1995.

CBB's primary focus is to influence all Colorado children to reach their full potential to succeed in school and throughout life by educating and empowering parents with proven, high quality, developmentally appropriate materials and tools designed to foster their child's physical, emotional and intellectual development.

In 2006, Bright Beginnings realized that it wanted to increase awareness of its organization and increase enrollment of both participants and partnerships statewide. The organization's primary challenge was lack of a clear brand identity, lack of a strategic outreach plan and lack of key messages that would resonate with a diverse range of audiences across a diverse range of communities across the state. In addition to these program challenges, CBB also identified the following issues that the brand was to address:

- CBB was perceived as serving exclusively low-income populations, when in fact they serviced all parents regardless of income level.
- The fact that CBB is free was diluting a quality brand perception
- With the dramatic growth in the state's Hispanic population, CBB wanted to more strongly position itself to service this audience.
- Because most parents believe they know what is best for their child, they were often confused about what they could possibly gain from a CBB visitation.
- Most parents were unaware of the dramatic, positive impact that simple activities such as playing, talking and positive reinforcement have on their child's healthy development.
- CBB offered home visitations as the primary delivery mechanism and many people found this to be threatening and invasive;
- CBB had two primary service offerings, one addressing the specific needs of newborns and the second focused on language development. Most parents never re-contacted them for the latter.

The Solution:

In an effort to build a brand that had relevancy to a wide range of audience members, the first step was to conduct an informal assessment of the current awareness level, understandings and beliefs about CBB's offering in each region. Regional Affiliates were each interviewed to provide us with the unique characteristics of their local market base. They also offered functional, emotional and self-expressive insights about how parents view both parenting in general and CBB services. In addition, interviews were conducted with CBB program participants, non-CBB program participants and partners who were responsible for distributing CBB services to gain direct insights about how the program is perceived.

The following key insights emerged as key concepts to explore in both the outreach effort and the brand:

- Most parents felt completely overwhelmed and under prepared to cope with the experience of having a newborn.
- Most parents did not understand the degree to which things like constant talking, playing and positive reinforcement influenced their child's growth.
- Most parents who participated in the program felt much more confident about their parenting skills and learned that they have a strong influence on the healthy development of their child.
- CBB Partners identified that CBB's brand often took a back seat to their own organizational brand, thereby diluting CBB's brand equity even more.
- Most parents heard about the program through their local hospital, but there was much more opportunity in each local community to position the services.
- Parents were time crunched and wanted things done quickly and efficiently.

The Branding and Outreach Plan

Brand Position: Based on the key insights gathered, CBB was positioned as a valuable, accessible and user-friendly source for all Colorado parent empowering every Colorado parent with the guidance, knowledge and tools to create a bright beginning.

A new tagline: Colorado Bright Beginnings. Unleashing the Power of Parenting

Marketing and Outreach Plan Components Recommended

- Key message development and Internal brand training to all key 'internal' parties responsible for stewarding the brand state-wide
- Create CBB Partner Logo to better distinguish between partner brands and CBB
- Bi-lingual posters, printed brochures with sign-up cards and PSAs
- Media sponsored Bright Beginnings Week to raise awareness of the things parents can do to influence their child's development
- A more proactive Partnership Outreach program involving identification of key partnerships locally and regionally and partnership outreach materials
- Empower Regional Affiliates with localized marketing plan
- Create Hispanic community outreach plan

New logo to reflect new brand and new tagline

Results:

This branding effort and program recommendations were completed in March 2007. Since then a new logo and graphic standards manual have been designed and updated collateral including parent books, children's picture book and regional affiliate collateral have been developed.

Please visit: www.brightbeginningsco.org to witness the brand in action.