

Lessons Learned: How One Association Navigated a Re-Brand

August 11, 2015

8:30am

Steve Campbell, AAMI

Deborah Schneider, The Kineo Group

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8:30am? Really?

10 branding lessons we learned
(in no particular order)

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1. We all need a little education



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Technical Information Report

Process development and performance for ethylene oxide sterilization: Microbiological



Essential Knowledge for Health Care Technology Management Professionals

AAMI 2011 CONFERENCE & EXPO

June 25-27, 2011 | San Antonio, TX

THE PREMIER CONFERENCE FOR HEALTHCARE TECHNOLOGY MANAGEMENT PROFESSIONALS

www.aami.org/ac

FINAL ANNOUNCEMENT

BI & T BIOMEDICAL INSTRUMENTATION TECHNOLOGY

September/October 2011
Volume 44 Number 2

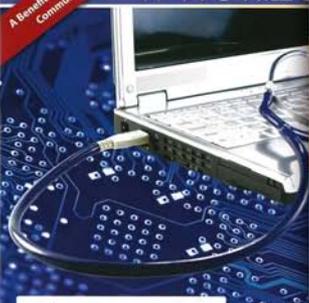
First, Do No Harm:



Also Inside:
The Home Market Challenge
Handling Non-Hospital Owned Equipment

A Benefit of the CE-IT Community

IT HORIZONS



- Inside...
- Clinical Engineering-IT Issues: The Big Picture
 - Overviews of IEC 80001, MDDS Rule
 - System Integration Case Study
 - Networking Trends and Tips



A Supplement to Biomedical Instrumentation & Technology

2004 AAMI Resource Catalog



140+ AAMI Standards, Recommended Practices, and Guidance Documents for Health Care Facilities and the Medical Device Industry

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annual meeting & exposition

detroit august 8-11, 2015

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So what is branding and why do we need it?

Branding is the **substance** of your association

and its consistent representation can impact your success.

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A brand is more than a logo; it's a promise

- FedEx vs. USPS
- Tiffany Vs. Target
- Nike vs. Naturalizer

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And it's

- . Positioning
- . Messages
- . “Elevator pitch”
- . Tag line
- . Visual Identity (logo, typography, palette, image style, grid systems)

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2. There's no "I" in team

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The game plan:

Engage your association

Identify an internal team

Disrupt personal aesthetics

Build brand ambassadors

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And communicate,
communicate, communicate.

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3. Why am I here? I know who I am.



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Research informs all of branding

Positioning (internal)

Messaging (external)

Tag line

Visual identity

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And here's how you do it:

Survey stakeholders

Clarify **positioning** and **messages**

Develop **attributes**

Get internal buy-in

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4. How do we get there from here?



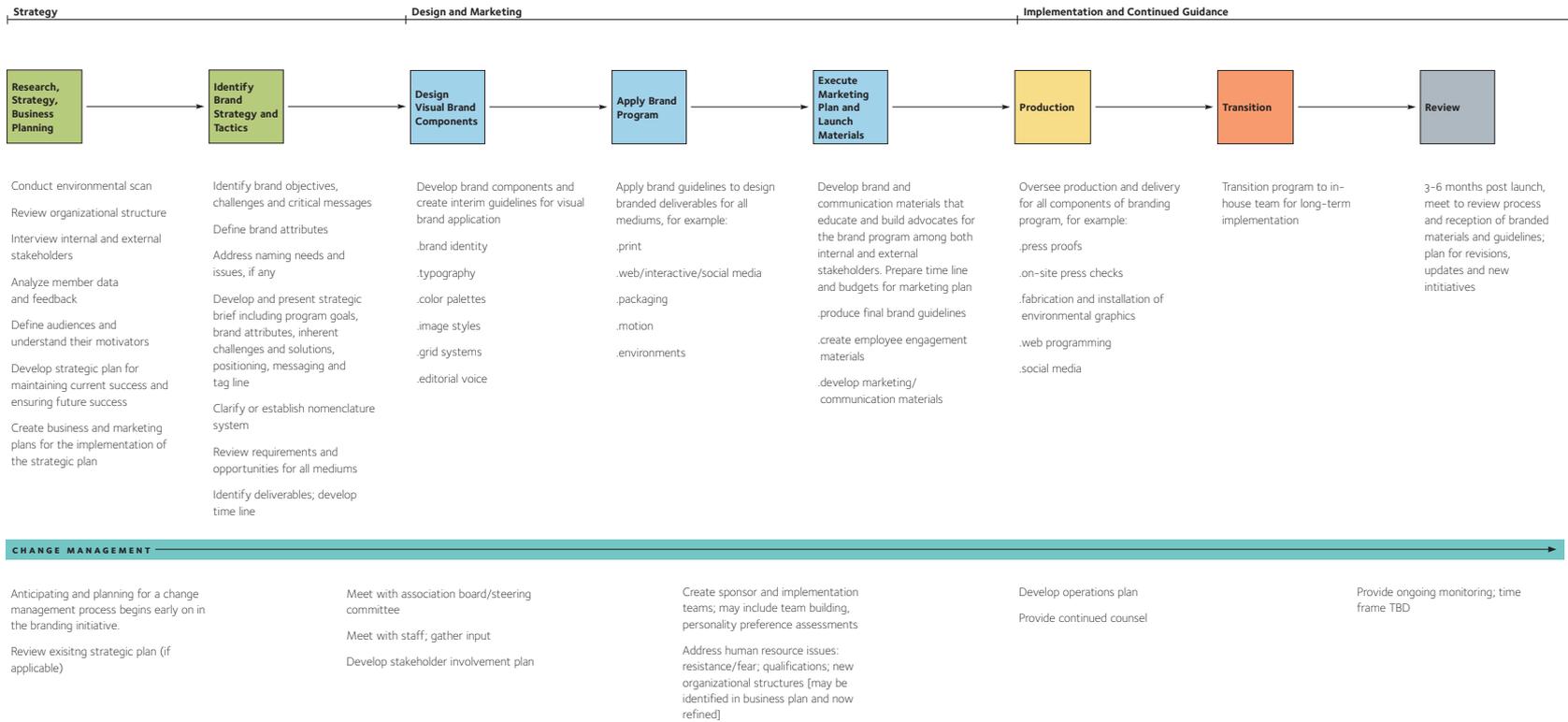
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Process, process, process



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Process, process, process (the fine print)



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5. Orange is the new black and I hate it.
Unless it comes with a swoosh.

(When it's time to evolve the logo,
managing personal aesthetics and sexy
aspirations become a full-time job.)

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Everyone has an opinion.
And each one is valid.
Sort of.

So we begin by designing in black.

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 **asae**
The Center for Association Leadership

annual
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Manage expectations

Circle back to the **positioning, messages and attributes.**

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And throughout the process,
manage change!

Start early

Meet with board, steering committee, staff

Create implementation teams

Address HR issues

Develop launch/operations plan

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6. A camel is a horse designed by a committee.



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Determine at the outset who the final decision-maker will be.

Give interested parties a voice—with the understanding that theirs is not the final word.

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Keep your Board's involvement at a really, really high level!

Brands are often diluted by well-meaning (and enthusiastic) stakeholders.

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7. Make it work



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The brand consultant is gone. How do we make it work?

Staff education

Distribute guidelines (include new hires)

Centralize processes

Make templates available

Assign a brand cop

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8. After all is said and done, why does any of this matter?

A brand is a living, evolving entity.
Just like your association.

And a strong brand will help you get
where you want to go.

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How things have changed at AAMI

It's not easy to tie branding to specific successes, but there have been several positive signs at AAMI:

- Membership has increased by 11%
- Retention is at record highs – 80-90% based on category
- Member satisfaction surveys are very positive
- Product sales up by 28%
- Education revenue up by 32%
- A new, vibrant Foundation has been created, AAMI University; and ACI, a new credentials institute.
- AAMI visual image stronger thanks to a far more consistent design

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AAMI's new brand initiatives leverage a strong parent brand

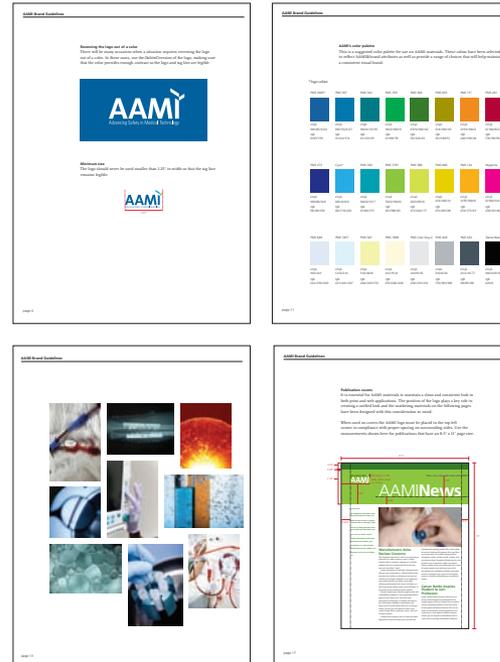
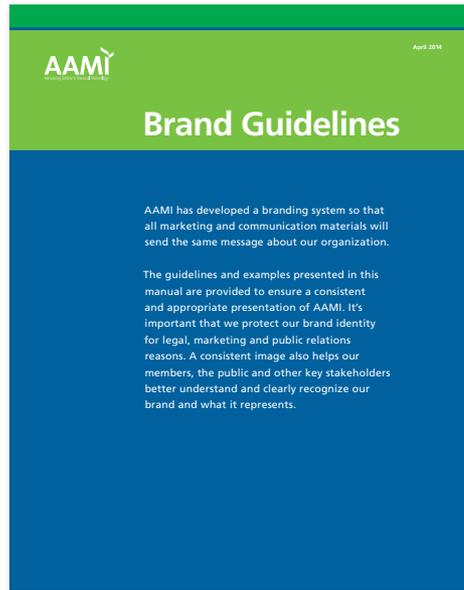


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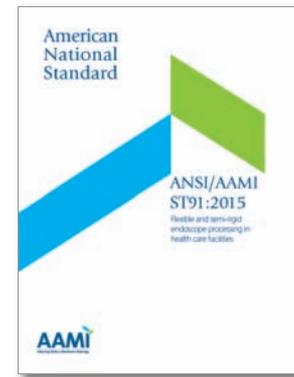
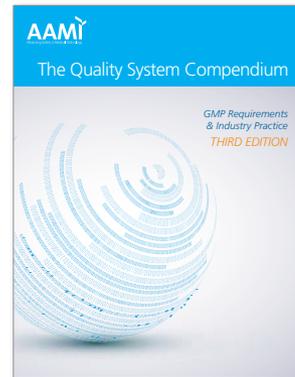
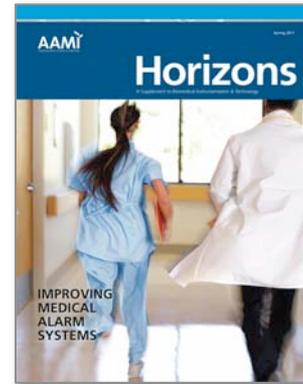
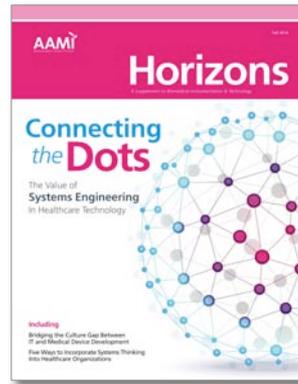


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Guidelines evolve with the organization



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9. Finally, caveat emptor

- . Write a detailed RFP
- . Interview candidates, ask questions, clarify nomenclature
- . Negotiation is a part of the process
- . Know what to expect—but keep an open mind because the process often yields (good) surprises

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10. Contact us for more information.
We're happy to help.

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