

2023 AWARDS FOR COMMUNICATIONS EXCELLENCE | SPONSORED BY META

ORGANIZATION: Fox Cities Chamber

CITY, STATE: Appleton, WI

ENTRY TITLE: Fox Cities Chamber Rebrand

ENTRY WAS PRODUCED: In-house

BUDGET (excluding staff time) : Approx. \$5,000, which included new signage (the bulk of our costs), new web site that was donated (trade), printed collateral, window clings, promo items, nametags, etc.

ENTRY OVERVIEW | *Summarize your entry in 250 words or less.*

- As the COVID pandemic lessened and shelter at home orders were lifted, we slowly started getting back to normal.
- In early 2022 we took a good look at who we were as a Chamber and how that was represented in our visuals and member experience.
- We realized our old logo was outdated and did not represent who we were as a Chamber, or where we wanted to go.
- We also had a brand identity issue. Not only did the Chamber have its own logo, so did every major event or program, and they were not visually cohesive. We believed that this contributed to brand confusion among our members and the community as to who we were, what we do, and what programs were ours.
- How we serve members was also changing, including a ramped up focus on small business. We were planning to launch a new free membership level for small businesses later in the year, to better serve this key niche. We wanted a visual identity that represented this exciting initiative and others, so we decided to embark on a rebrand.
- Because we had a graphic designer and marketing VP on staff we did it all in-house, from a brand survey to creation and a major launch once it was completed.
- A local web designer offered to do our web site at no cost in exchange for trade.
- It was rebrand on a shoestring budget with fantastic results.

ENTRY'S TARGET AUDIENCE | *Present in list form, please limit response to 200 words or less.*

- As a B2B chamber our audience is businesses in the Fox Cities region.
- This includes all size businesses, from sole proprietor to large corporations.
- Individual titles may include, but are not limited to, owner, presidents, VPs, managers.
- Market area = Outagamie, Calumet and northern Winnebago Counties (Wisconsin).
- Secondarily we were targeting the general public to enhance community awareness overall.

LIST THE GOALS/OBJECTIVES OF YOUR ENTRY | *Please limit response to 250 words or less.*

1. We wanted to create a new, relevant brand identity for the Fox Cities Chamber to strategically align with an enhanced focus on member experience and small business. A new identify would reflect the exciting new initiatives coming up and the vibrancy of the Chamber, in a post-COVID world.
2. We wanted to eliminate brand confusion in the market place. Because our programs and services previously each had their OWN logos, people were not always clear on which ones were part of the Chamber mission.
3. We wanted to create a new member brand promise as well, to align with the visual look. According to our Chamber brand survey, the overall perception of the Chamber is that of an organization that brings people, businesses, and communities together for the success and betterment of the Fox Cities. In other words, to connect, grow, and lead. We wanted a logo that reflected that.

4. We wanted to complete the project in a cost-effective manner and an expedited timeline so we could launch it in conjunction with the announcement of our new free membership level for small businesses.

IDENTIFY & DESCRIBE THE STRATEGY OR TACTICS USED TO REACH GOALS/OBJECTIVES | *Limit response to 250 words or less.*

- We identified a need in April 2022 and received board blessing to proceed.
- The process started with a brand survey in May to identify how members perceive the Chamber and a review of other “best in class” logos of other Chambers.
- The survey asked respondents to include words that describe us; feedback was that Chamber is an organization that brings people, businesses, and communities together for the success and betterment of the Fox Cities ... to connect, grow, and lead.
- Our designer used the survey results to develop several visual iterations that reflected this.
- Working with the marketing VP and our CEO we whittled down choices, edited options, and tested out colors. Final feedback was received from all Chamber staff to get to the current brand identity.
- Our designer then worked on creating sub-brands that visually aligned with the overall look, as well as assigning colors from our brand palette for each.
- She created marketing templates to ensure brand consistency moving forward, and a brand standards guideline to clarify usage.
- Concurrently the marketing VP worked with a vendor on a new web site. It was a total revamp of our old site that provided a better member experience and reflected our new visual look.
- Both the rebrand and new free membership level were launched at the end of August.
- We did a “teaser” campaign the week prior, in-person launch at the Chamber, then full promotion to push the word out after (news release, social media, sell sheets, etc.).

IDENTIFY ACHIEVED RESULTS, METRICS | *Be specific. Limit response to 300 words or less.*

1. Goal #1 was to create a new brand identity that better reflects the vibrancy and new initiatives of the Chamber. Mission accomplished.
2. Goal #2 was to ensure all of our programs and services were visually tied to the overall Chamber brand, to reduce brand confusion. Done.
3. Goal #3 was to develop a brand promise to our members, based on their feedback: Connect. Grow. Lead.
4. Goal #4 was to complete the project in a cost-effective manner (under \$5,000) and an expedited timeline (under 4 months) so we could launch it in conjunction with the announcement of our new free membership level for small businesses. Mission accomplished, with just a little stress.

Here are social media metrics for the week of our launch (Aug. 28 – Sep. 3):

- Facebook: 5,198 reach and 869 engagements (17% engagement rate)
- LinkedIn: 2,838 impressions and 722 engagements (25.4% engagement rate)
- 124.4% increase in all social media impressions over the previous week
- 254.2% increase in engagements
- 409.1% increase in Link clicks
- 81.1% increase in audience gained

WHY ARE YOU PROUD OF THIS ENTRY? WHY DOES IT DESERVE AN AWARD? | *Limit response to 200 words or less.*

I am super proud of this project for a few key reasons. First, we were able to do a full Chamber rebrand project completely in-house. We did it on an amazingly low budget, using trade and other negotiations to keep our costs down. And we did it all in less than four months ... rolled out a new logo AND launched a new web site. I am very proud of our Chamber marketing team for making this a priority and making it happen. We LOVE the new brand, as it reflects the energy and excitement of the Fox Cities Chamber, and so do our members!

OPTIONAL: WHAT, IF ANY, ASPECTS OF DIVERSITY, EQUITY AND INCLUSION WERE FACTORED INTO THE PLANNING OR EXECUTION OF THIS ENTRY? | *Limit response to 200 words or less.*

OPTIONAL: HOW DOES THE ENTRY TELL YOUR CHAMBER'S STORY? | *Limit response to 200 words or less.*
Visually this is how our new logo tells our story:

- During the logo design iterations, we paid close attention to our colors, graphics, and font choices to ensure they truly represented the image of the Fox Cities Chamber:
 - The icon of an abstract fox to represent the Fox Cities we serve.
 - The circular motion of the image depicts how we embrace our communities, while the gradient color shows our continual movement forward, helping our members grow and succeed.
 - We partnered this with bold type that represents our leadership in the community and a continued strong future.
 - The color orange was selected for the energy and excitement it brings.
- Together they represent excitement about our Chamber's past, current and future accomplishments and give off a vibe of positive energy. Our new look is vibrant and optimistic, similar to how our staff, board, members and stakeholders feel about the Fox Cities and all that lies ahead.

LINK TO ENTRY | *Provide login details if necessary. Entry must be accessible through December 31, 2023.*
<https://foxcitieschamber.com/acce-entry-fox-cities-chamber/>