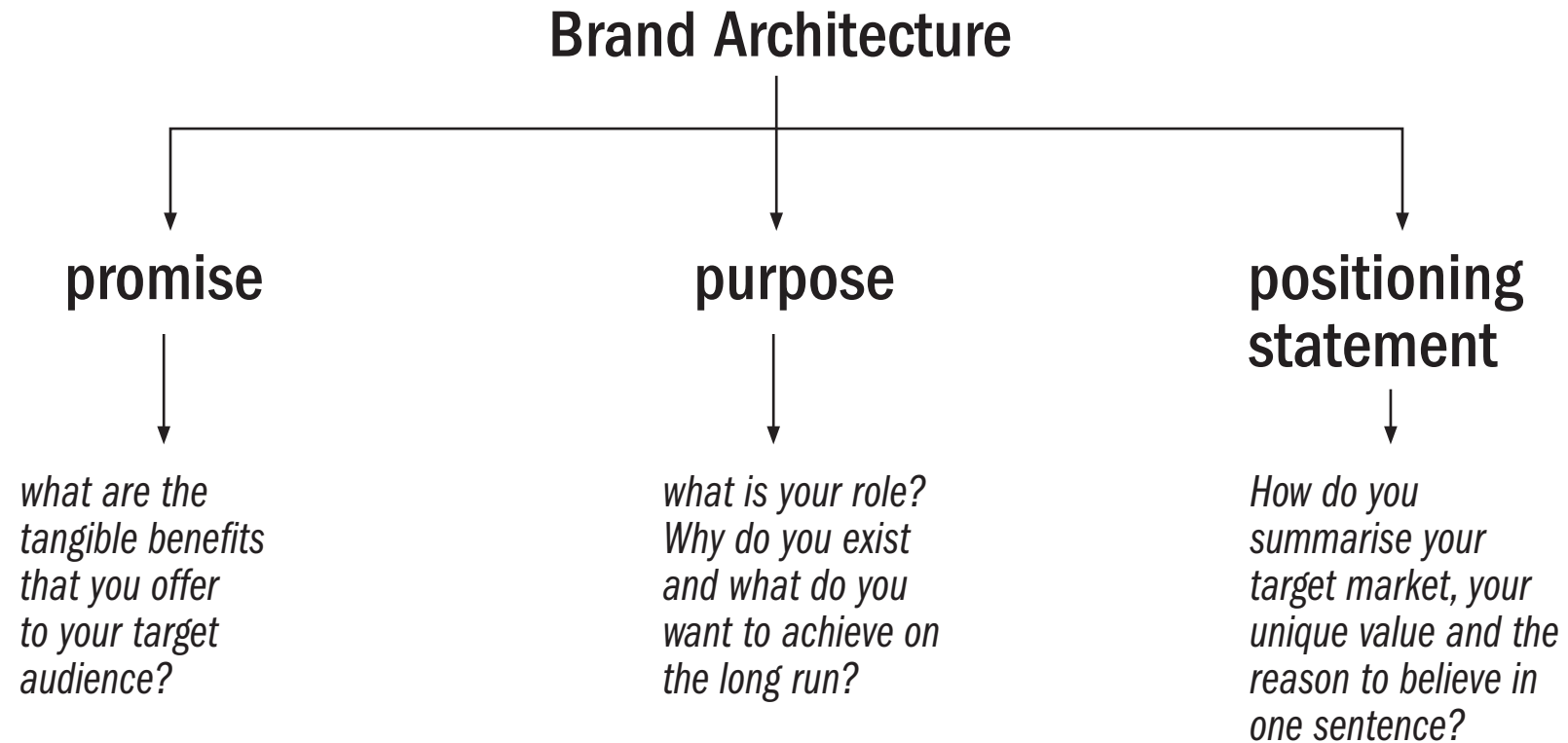


The INGO Accountability Charter Brand

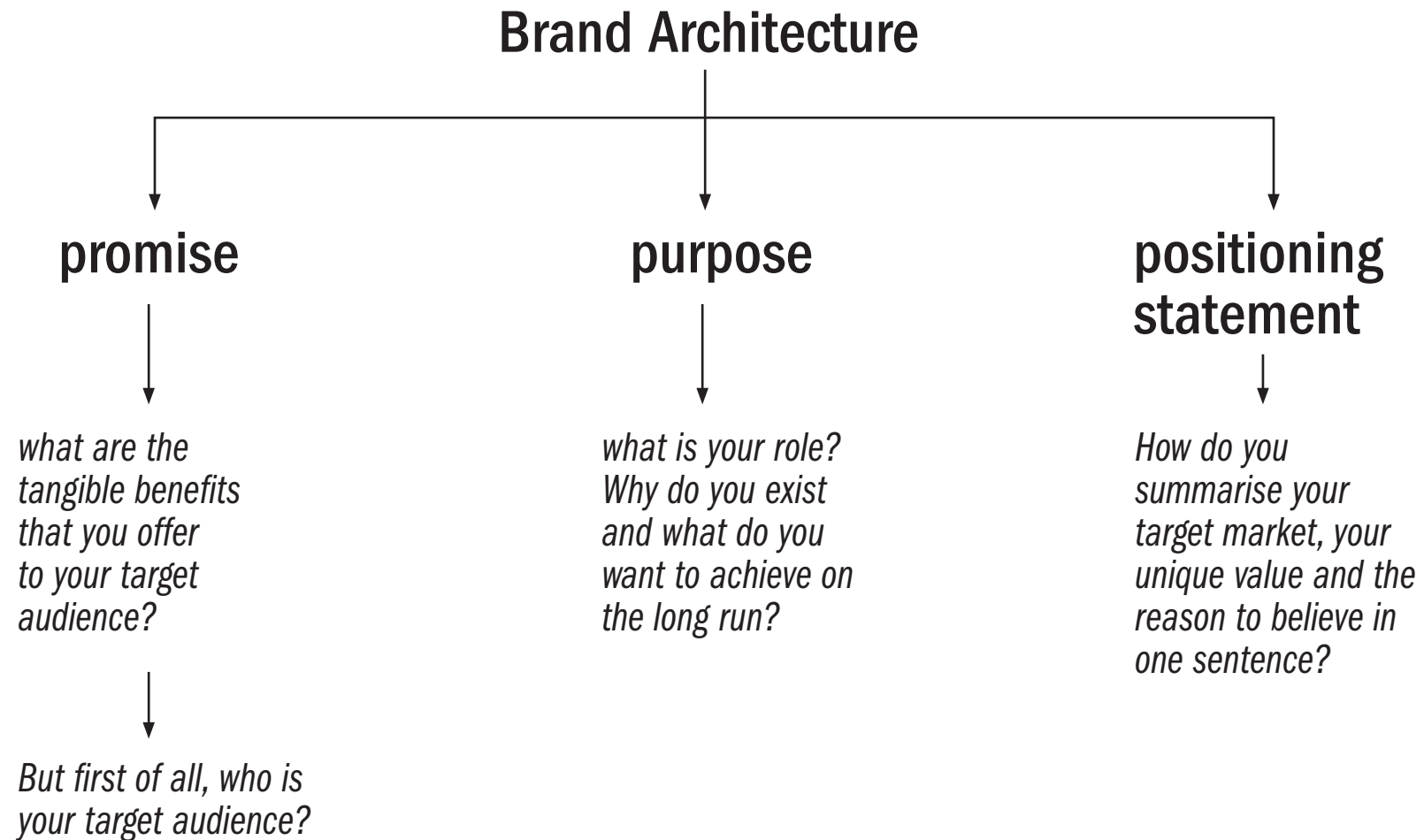
1. Why strengthen the charter brand?

1. Increase the legitimacy and the credibility of the Charter.
2. Position the organisation clearly vis-à-vis its stakeholders.
3. Increase the number of members.

2. Brand Architecture



2. Brand Architecture



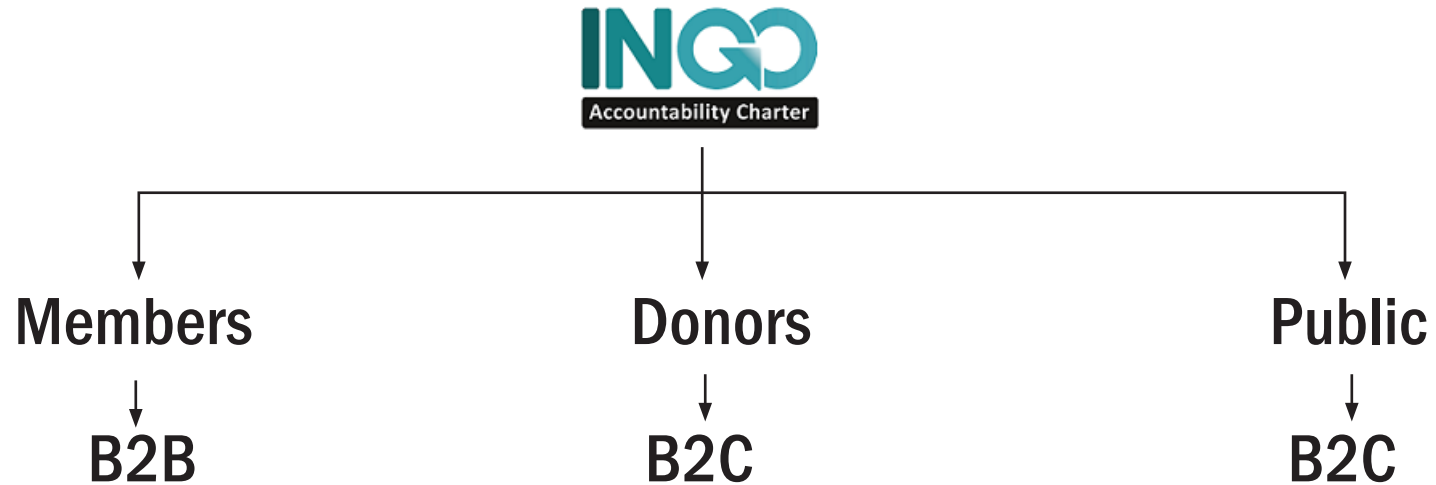
3. Target Audience

Who is the Charter's most important audience?



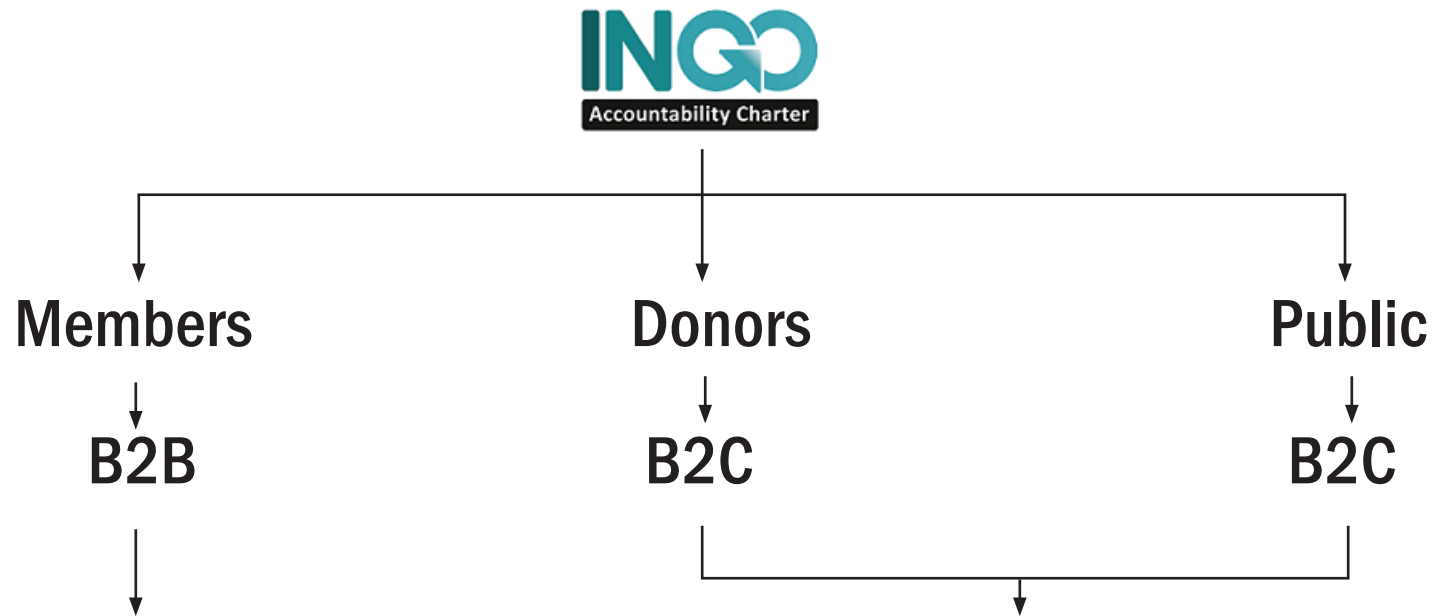
3. Target Audience

Who is the Charter's most important audience?



3. Target Audience

Who is the Charter's most important audience?



B2B marketers often try to use the “feel-good” approach of business-to-consumer. However, a brand making a business-to-business promise must focus on the key priority for that audience, which is **maximized value**. The promise aligns with the decision process. While for consumers, the decision driver is often one of spontaneity and thrill, for a business audience, the key drivers in evaluating a promise are around fulfilling business needs and representing an acceptable risk to the business model.

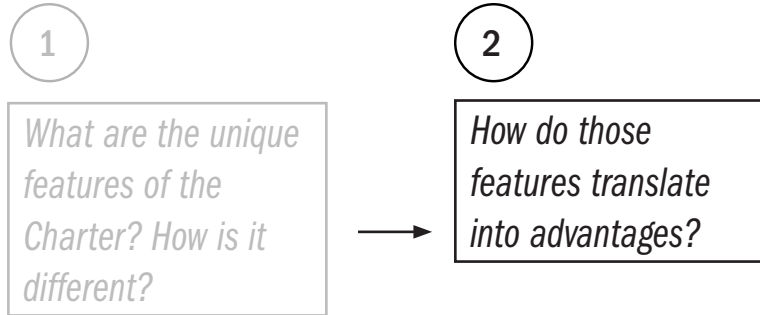
Business to consumer promises are most effective when they focus on excitement. Though the excitement factor itself may differ, retail brands and luxury marques generally make promises intended to make the pulses of buyers quicken.

4. Building the brand promise

1

What are the unique features of the Charter? How is it different?

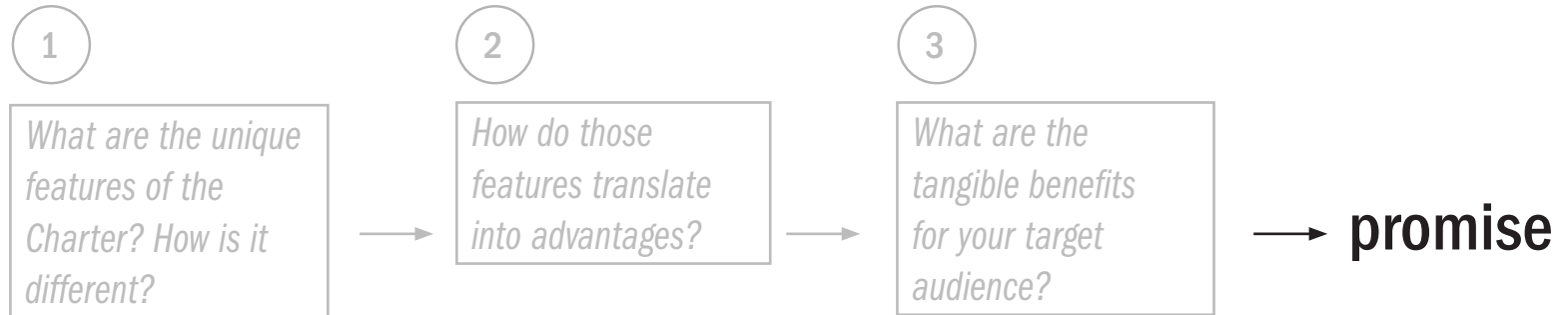
4. Building the brand promise



4. Building the brand promise



4. Building the brand promise



5. Brand promise examples

McKinsey&Company

«We help national, regional, and local government institutions improve their efficiency and effectiveness, enabling them to better fulfill their mission to the public.»



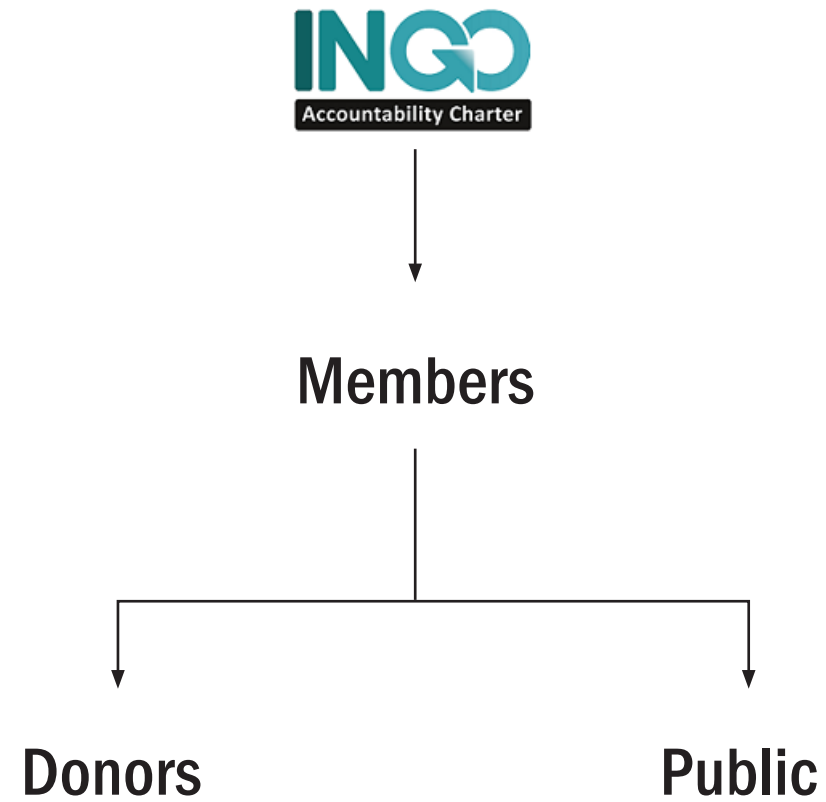
«Because Compassionate Global Givers (SGG) are looking to build a better world, they are committed to the survival and well-being of the world's children. When CGGs join with UNICEF, they feel confident in the knowledge that UNICEF offers the best hope for reaching that goal.»



*«To bring inspiration and innovation to every athlete.**

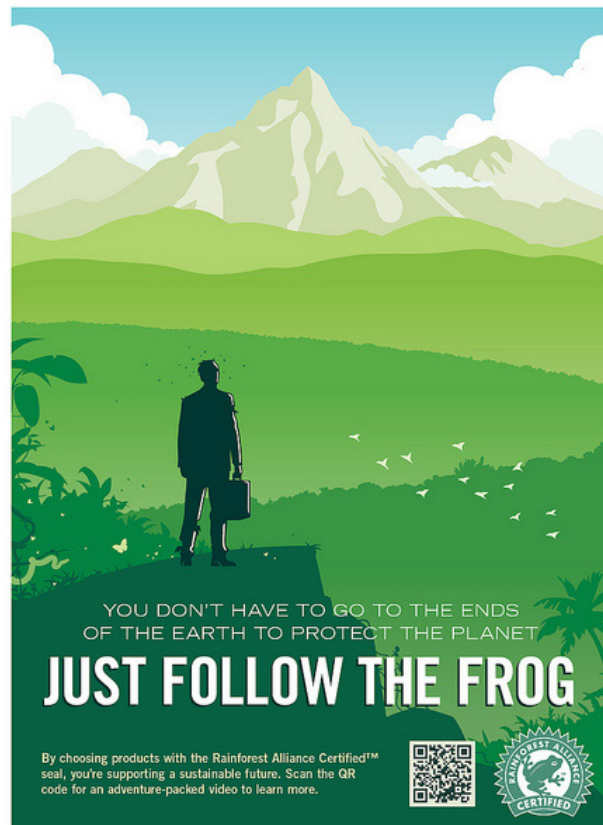
**If you have a body, you're an athlete.»*

6. Impact on the communication



6. Impact on the communication

Example: Rainforest Alliance



«Our designers have developed bold and attractive marketing materials to help you promote your Rainforest Alliance Certified™ goods or your Rainforest Alliance Verified™ services. We've designed these materials with you in mind, whether you're a retailer hosting an in-store event, a supplier tabling at a trade show, or a tourism business that wants to showcase your commitment to sustainability.»

6. Impact on the communication

Example: Rainforest Alliance



«Our designers have developed bold and attractive marketing materials to help you promote your Rainforest Alliance Certified™ goods or your Rainforest Alliance Verified™ services. We've designed these materials with you in mind, whether you're a retailer hosting an in-store event, a supplier tabling at a trade show, or a tourism business that wants to showcase your commitment to sustainability.»

7. Next Steps

1. Refine the brand positioning statement.
2. Develop the corporate descriptor.
3. Based on the brand promise and the brand positioning statement, determine which brand elements need to be further developed or not (tagline, name, logo, etc.)
4. Based on the B2B business model, establish the communication strategy.

Thank you.