

## 4. Define the Brand Vision

Define a clear brand vision (purpose or overall statement of what the brand will stand for) that resonates with the audience.

### EXCELLENT

There is a clear statement within the organization of what the brand stands for. One can imagine, upon seeing the brand, that someone in the audience would say to themselves or to a friend, “Yes!!! That is so perfect? That is for me!!!!” It resonates!”

### GOOD

The organization has clarity about the brand vision but it doesn’t resonate. One can rationalize how the brand makes sense for the audience, but it lacks emotional enthusiasm. No one would ever say, “Yes!!! That is for me!!!”

### AVERAGE/POOR

The brand is a logo. The audience may tune it out; it doesn’t merit their attention.

#### 4. DEFINE THE BRAND VISION – CLARITY & RELEVANCE

The brand vision is a response to the audience understanding and insight – it sets up Kuwa Mjanja as a place where girls can get inspired and take action toward achieving their dreams.

### *Kuwa Mjanja's Vision:*

Kuwa Mjanja is a social network of girls, and is a place for girls to make friends and learn about themselves—both their bodies and their dreams. It's a place for them to get inspired, learn what's possible, and take action. Kuwa Mjanja makes girls feel special, capable, heard, safe, loved, respected, and inspired.

#### 4. DEFINE THE BRAND VISION – CLARITY & RESONANCE

Airbnb seeks to create a world where anyone can belong anywhere. We score this best practice as excellent because it is a clear statement that meets the needs of “Headfirst Explorers,” who love to travel but hate being tourists. It is also highly relevant in the context of the broader global culture, where many people no longer feel a strong sense of community.

##### OUR MISSION

## Create a world where anyone can belong anywhere

It’s an audacious, incredibly rewarding mission that our increasingly diverse team is dedicated to achieving.

Airbnb is built around the idea that everyone should be able to take the perfect trip, including where they stay, what they do, and who they meet. To that end, we empower millions of people around the world to use their spaces, passions, and talents to become entrepreneurs.

#### 4. DEFINE THE BRAND VISION – CLARITY & RELEVANCE

Brothers for Life is a social and well-being movement aimed at mobilizing men to take responsibility for their own health. This brand *Manifesto*, originally used to launch the brand in 2009 and revised in 2013, brings this to life for the audience. As one community member said, “Brothers for Life gives men their belonging, they think it belongs to them, they know now that they belong somewhere.<sup>1</sup>” A qualitative review conducted in 2011 among participants of community activities indicated that this vision was clear and that it resonated with the target audience. It sought to create a sense of community among men, giving them a way to participate in a positive message<sup>2</sup>.

**Brothers for Life is a social and well-being movement aimed at mobilizing men to take responsibility for their own health.**

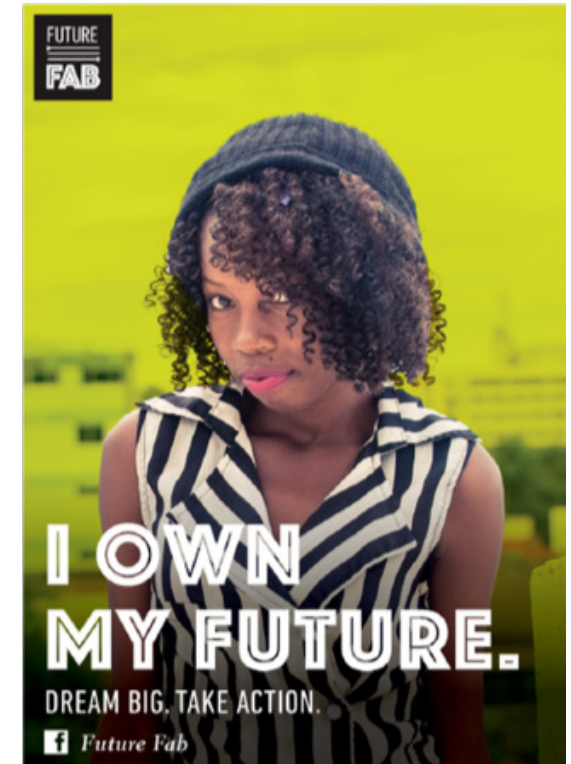
1) Collinge, J. et al. Talking Man to Man: The Story of Brothers for Life. Johns Hopkins Health and Education in South Africa. South Africa. 2013; 2) Center for AIDS Development, Research and Evaluation 2011. Transcripts of focus groups with outreach workers from Lesedi Lechabile, Mothusipilo, The Valley Trust and JHHESA partners in the Western Cape. Unpublished.

#### 4. DEFINE THE BRAND VISION – CLARITY & RESONANCE

Future Fab aims to help Kenyan youth celebrate their success and talents and achieve their dreams through high quality contraceptive information and services. We scored this best practice as “excellent.” Although “contraceptive information and services” is not relevant to girls, the overall idea – celebrating their success and talents and achieving their dreams -- is highly relevant.



*Future Fab Overview Video*



**“I think if you were to look at the Future Fab program and the elements of it, you wouldn’t know from the outside that it has anything to do with contraception... Instead, we flipped that narrative and said, let’s see what matters most to people and what people care about, and we slowly make the connection to the role that contraception can play.”**

– Jessa Blades, Ideo.org<sup>1</sup>

#### 4. DEFINE THE BRAND VISION – CLARITY & RESONANCE

“Serving Life through Affordability, Quality and Accessibility” is a simple, clear vision that makes sense for a pharmaceutical company. While Quality is a standard element for a pharma brand, Affordability and Access are differentiators for Mankind, making Mankind highly relevant to its primary target audience – doctors in rural villages and tier II and III cities.



##### The Name

The company name 'Mankind' was inspired from the belief that health is the most precious gift to mankind, and this ethos is enshrined in Mankind's aim of working together to preserve this blessing.

##### Motto

Our motto of 'Serving Life' encompasses 3 major pillars:

- **Quality:** Mankind's unending commitment to quality has made it the most reliable pharmaceutical company. Delivering quality medicines at affordable prices makes health care accessible to all sections of society.
- **Affordability:** The very foundation of the company was laid on the belief that access to affordable medicines is every citizen's right. Mankind is committed to making medicines accessible to all people.
- **Availability:** India has a large share of rural population and their medical needs often go unattended. Along with metros and Class-I towns, Mankind has also concentrated on Class II to VI towns to ensure that affordable medicine reaches to every part of India.

#### 4. DEFINE THE BRAND VISION – CLARITY & RESONANCE

MTN's vision – to lead a bold, new digital world to make customers' lives brighter – is clear and highly relevant. Making lives brighter is aspirational for employees, stakeholders, and customers alike.

## Our belief, vision, purpose and strategy

We believe everyone deserves the benefits of a modern connected life. Our vision is to lead the delivery of a bold, new digital world to our customers and our purpose is to make our customer's lives a whole lot BRIGHTER.



#### 4. DEFINE THE BRAND VISION – CLARITY & RESONANCE

The vision is clearly articulated and likely to be well-understood by employees and stakeholders alike. It is unlikely that this vision is understood by the audience; however, in this case the appeal (and success) of the campaign is based on audience resonance, driven by multidimensional characters that inspire empathy and youth-oriented programming. MTV Shuga’s approach – to be a provocative and risqué brand that seeks to meet youth where they are – is what enables them to achieve the overall vision.

#### VISION

**MTV Shuga is “a ground-breaking 360-degree mass-media behavior-change campaign that aims to improve the sexual and reproductive health of young people.”<sup>1</sup>**



#### MULTIDIMENSIONAL CHARACTERS

Each character has a rich backstory that inspires empathy for their experiences. There are still “good guys” and villains, but each episode reveals a bit more about why they are the way they are. Viewers may not be able to relate to every character, but they can empathize with their experiences.



#### YOUTH TO YOUTH APPROACH

Shuga was so effective on Kenyan youth because of the fact that it was modern, it was hip, it was fast and furious... In Shuga, it’s young people telling young people, advising young people. So I think that is very effective and young people respond to that.”

- Lupita Nyong’o, Actress in Seasons 1 & 2

1) <http://www.mtvstayingalive.org/campaigns/>



#### 4. DEFINE THE BRAND VISION – CLARITY & RELEVANCE

GIT was intended to help Nigerians make decisions about their families without judgment in a way that is approachable as opposed to complicated and medical. While the idea of ‘get it together’ was generated through market research and seemed to be well understood within the project and partners, the overall vision lacks the emotional resonance one would want from a strong brand. It is unlikely that the target audience would see the “Get It Together” brand and think, “YES!!! That’s for me!” As a result, we evaluated this as ‘good’ rather than ‘excellent.’



**Get It Together** was designed to be an integrated platform for the target audience, an asset they would integrate into their routine activities to ensure things worked in their daily lives.

**“The idea came from the field; that was what we heard as their vision. This idea [unlike contraceptives themselves], is not controversial.”**

– NURHI Team Lead, CCP

#### 4. DEFINE THE BRAND VISION – CLARITY & RELEVANCE

Obama's campaign articulated a clear vision – change – and committed to consistently articulating this vision throughout the campaign. The candidate himself rarely waived on any of his statements and had a clear focus on what type of president he would be and how he would work with and for the American people.

There are many aspects that made the campaign highly relevant. Among them: (1) the overall idea of realizing the American Dream, represented by candidate Barack Obama, tapped into a deep emotional belief for many Americans; (2) the campaign message, “Change we can believe in,” was open-ended, allowing all Americans to fill-in-the-blank with the type of change that they wanted to see in their own lives; (3) the campaign rally, “Yes, We Can” gave the audience a way to participate in a positive message.



*Obama's Presidential Announcement Speech, 2007*  
Obama's articulation of his vision for change begins at 7:40

# CHANGE

WE CAN BELIEVE IN



*Images: CNN Campaigns We Can Believe In, 2015*

#### 4. DEFINE THE BRAND VISION – CLARITY & RESONANCE

Based on our review of the communication materials, it is clear what the brand stands for (treatment of diarrhea) and it is relevant to targeted audiences, which was confirmed in concept testing – “the ads addressed a situation commonly faced by them and depicting a village community. Nothing in the ad was seen as an exaggeration.” We scored this best practice as good: It is a campaign that has a clear benefit “treatment of diarrhea” that is very relevant but lacks an overall brand name and vision that would be required for a strong, long-lasting brand. Given the relative infancy of the campaign (launched in 2015), it could grow into such a brand over time. For example, this might involve establishing a vision around protecting children’s health and expanding to incorporate other products and services related to children’s health.



#### 4. DEFINE THE BRAND VISION – CLARITY & RELEVANCE

Shujaaz has a clear vision – to create social and economic value for youth – that is well understood by the audience. Based on Shujaaz’s perceived importance by Kenyan youth (over 80% believe Shujaaz is important)<sup>1</sup>, high reach (Shujaaz reaches ~1/2 of Kenyan youth)<sup>2</sup>, and high social media engagement (>800K FB fans<sup>3</sup>), Shujaaz also appears to be highly relevant.

#### MISSION:

WE CREATE SOCIAL AND ECONOMIC VALUE FOR EAST AFRICAN YOUTH: MORE #SEXMONEYFUN



<http://www.welltoldstory.com/about/>



Watch Kenyan youth describe the role Shujaaz plays in their lives  
 “Shujaaz.FM 2013 – The story so far” minute 4.36

#### Kenyan youth believe Shujaaz...<sup>1</sup>

“...educates the youth and helps them in eradicating bad behaviours. It teaches good morals that the youth should have in the society.”

“...build people.”

“They advise people.”

“They educate youths.”

“...has educated the youth on how to live in the society.”

“...has educated both men and women on business they can get into”

1) 2015/2016 cross sectional survey, Shujaaz Branding and Discussion, as reported in Shujaaz Media and Outcome Analysis, Final Report, Christopher Beaudoin. 2) 2016 Qualitative Research Summary, reported in Shujaaz Media and Outcome Analysis, Final Report, Christopher Beaudoin, PhD; 2016/2017 follow up survey suggest higher reach (89% in 2017). Reach may be overstated as it is based on aided awareness. 3) As of May 2019, DJ Boyie has 823K FB fans

#### 4. DEFINE THE BRAND VISION – CLARITY & RESONANCE

“Trust is the everyday, relatable condom that empowers [the target] to show his true colors to his partner.” By tapping into emotion, Trust expands beyond narrow functional attributes or ‘finger wagging’ directives to increase relevance and appeal. That positioning is clearly communicated through execution and builds on the Trust brand, which is ubiquitously known as ‘condom’ throughout Kenya.

TRUST<sup>TM</sup>  
CONDOMS  
**KOWA  
TRUE**



Show your true colours

Trust is the champion of its users' individuality. It's not “just” a quality and affordable condom, but also builds aspirational elements for users to be their true selves. Execution is consistent with an insight-based campaign, with TV, print, and social media highlighting individuals expressing themselves – despite external limitations or judgments placed on them.

#### 4. DEFINE THE BRAND VISION – CLARITY & RESONANCE

In 2015, the American Legacy Foundation rebranded itself as the Truth Initiative and updated its vision: “to achieve a culture where youth and young adults reject tobacco.”<sup>1</sup> This vision creates synergy between the organization and the campaign and is clearly articulated to all stakeholders (in the annual report, at the headquarters, in audience-facing communication, etc.). While the brand vision is important (tobacco continues to be a leading cause of death and disability in the US., representing 20% of all deaths annually<sup>2</sup>), it is not clear that it resonates with the target audience. Formative research by the Truth team indicated that “Gen Z teenagers and young adults did not demonstrate a shared interest in tobacco as a social or personal health issue.”<sup>3</sup> We scored this best practice as good; it is clear and resonates with public and employees and stakeholders who support the organization’s work, but may not resonate with the audience.

##### Legacy’s Mission

Achieve a culture where all youth and young adults reject tobacco.



1) Truth refers to this statement “achieving a culture where youth and young adults reject tobacco” as its mission. For consistency between the case studies, we’ve adapted the language of “vision.”; 2) CDC Smoking and Tobacco Use Fact Sheet. Images: 2014 annual report, page 4; 3) Vallone, et. al, Journal of Advertising Research, page 415. Photo sources: <https://www.thetruth.com/about-truth>, 2015 annual report, page 4.