

Building Brand Awareness and Support for HIGH FIVE®

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HIGH FIVE® A quality standard for children's sport and recreation
Founded by Parks and Recreation Ontario

Agenda

1. Branding HIGH FIVE®
2. Taking Stock of where you are/Research
3. Marketing yourselves as HIGH FIVE® Registered/Accredited Organizations
4. Creating your Branding Toolkit
5. Evaluation

What is branding?

★ Branding is

★ Brand recognition is

★ Brand loyalty is

What is HIGH FIVE®?

- ★ “HIGH FIVE® is a quality assurance standard for children’s sport and recreation programs (ages 6 to 12), founded by Parks and Recreation Ontario and launched in 2001.”
- ★ Your elevator speech for HIGH FIVE®
- ★ Use it consistently
- ★ Build recognition

Other Key Messages

- ★ **Incorporates a child-centred approach to learning**
- ★ **Positive experiences for children**
- ★ **Grounded in research**

The importance of branding **HIGH FIVE®**

- ★ **Increase your revenues**
- ★ **Fill your programs**
- ★ **Add to your client base**
- ★ **Create loyalty**
- ★ **Raise your profile in the community**
- ★ **Attract media attention and support**

Your goal in branding

- ★ **To build recognition and credibility for your HIGH FIVE® trained staff and/or your work toward HIGH FIVE® Accreditation**
- ★ **To convince parents to choose HIGH FIVE® Organizations that are implementing the standard**

Who are your partners?

- ★ Agencies and organizations trying to reach the same market
- ★ Public health related agencies

Exercise 1

★ Describe your partners

Who are your competitors?

- ★ **Other organizations in your community implementing HIGH FIVE[®] quality assurance measures**
- ★ **Other organizations in your community with sport and recreations programs for 6 to 12 year olds**
- ★ **Other organizations in neighbouring communities offering HIGH FIVE[®] training**

Exercise 2

- ★ Describe specific organizations or programs that you consider competitors to the programs your organization offers

Stage 1: Start with Research

- ★ **WHERE ARE YOU NOW?**
- ★ **Ask staff what they think sets you apart from other organizations offering similar programs**
- ★ **Ask your volunteers**

Define your target markets

- ★ Who are they?
- ★ Describe them geographically, demographically, etc.
- ★ What do they want from sport and recreational programs for their children ?
- ★ Speak to their needs

Gather stories and testimonials from staff and parents

- ★ Set yourself apart from competitors
- ★ Find HIGH FIVE[®] success stories
- ★ Write them up
- ★ Submit them to HIGH FIVE[®], and they could be included in their eNEWS, on their website, promoted provincially, and pitched to the media
- ★ Let people and HIGH FIVE[®] know what you are doing!

Exercise 3

- ★ Take a few minutes to think about HIGH FIVE® success stories
- ★ Share them with a partner
- ★ Select the best one to submit to HIGH FIVE®

Stage 2: Market yourselves as a HIGH FIVE® Organization

- ★ To increase your impact
- ★ To convince parents to choose your programs

High quality marketing will tell your target markets...

★...that you have quality programming



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Start by creating a Branding Toolkit

- ★ **Select exciting, cost-effective tools to communicate frequently and consistently with your target markets**

Possible Tools

- 1. Visual Image**
- 2. Printed materials**
- 3. Promotional Items**
- 4. Special events**
- 5. Speaking and networking**
- 6. Awards**
- 7. Media campaigns**
- 8. Advertising**

Tool 1: Visual Image

- ★ **Great visuals that communicate quality and inspire confidence in you and your programs**
- ★ **Includes consistent images, colours, typefaces, fonts, and paper stock**
- ★ **Refer to the HIGH FIVE® Communications Policies and Guidelines**
- ★ **Use on all printed materials and signage**

Tool 2: Printed Materials

Rack Cards

- ★ Parent checklist
- ★ Available through HIGH FIVE®
- ★ Find ways to distribute these

Tool 2: Printed Materials

Newsletters

- ★ Develop a HIGH FIVE® quarterly print or e-mail newsletter for your target markets
- ★ Include a variety of articles: upcoming events, success stories, tips for parents
- ★ Build a database
- ★ Decide how you will distribute the newsletter

Tool 2: Printed Materials

Your website

- ★ Feature HIGH FIVE® and stories on your own website
- ★ Have a link to the HIGH FIVE® website from your site

Tool 3: Promotional Materials

- ★ Lanyards and Whistle
- ★ T-shirts (great way for staff and children to keep your name in front of your target markets)
- ★ Bracelets
- ★ Buttons
- ★ Water Bottles
- ** All available through HIGH FIVE®
- ★ Post your HIGH FIVE® Registration Certificate in a prominent place in your facility

Tool 4: Special Events

- ★ A great way to connect with current and potential clients
- ★ Host an Open House for programming and feature HIGH FIVE®
- ★ Arrange booths at consumer shows, mall events, and community fairs
- ★ Set up an exhibit at your community schools describing your involvement in HIGH FIVE®
- ★ Sponsorship opportunities

Exercise 4

★ Describe a special event or booth that you could organize to promote your HIGH FIVE® programs

Tool 5: Speaking and Networking Opportunities

- ★ Organize a symposium for parents on “10 tips related to children”
- ★ Find libraries, women’s groups, and other groups to deliver talks

Exercise 5

- ★ Describe two organizations that you could contact for speaking engagements or networking to promote yourself as a HIGH FIVE® Organization

Tool 6: Awards

- ★ **Nominate a staff member for a PRO Award in HIGH FIVE®**
- ★ **When they win, contact local media and feature the story in your newsletter and on your website**
- ★ **Get the Mayor to hand out awards**

Tool 7: Media Campaigns

Develop a Media List

- ★ Include community newspapers
- ★ local television stations
- ★ Politicians` newsletters
- ★ Church bulletins
- ★ School publications

Exercise 6

- ★ **List 5-10 media representatives and outlets you could contact to promote yourself as a Registered/Accredited Organization with HIGH FIVE® programs and stories**

Tool 7: Media Campaigns

- ★ Invite media to your special events
- ★ Pitch HIGH FIVE® success stories to media
- ★ Invite photographers when you win an award
- ★ Talk about trends

Tool 8: Advertising

- ★ **Use HIGH FIVE® ads in your Leisure Guide and send to community newspapers**
 - ★ **Ensure to submit the Communications/Logo Request form to HIGH FIVE® to receive the logo**
- ** Above can be obtained from HIGH FIVE® once a Registered Organization has completed the LEARN level**

Finally, evaluate everything you do

At the end of a year, look at your Tools:

- 1. Visual Image**
- 2. Printed materials**
- 3. Promotional Items**
- 4. Special events**
- 5. Speaking and networking**
- 6. Awards**
- 7. Media campaigns**
- 8. Advertising**

★ **What worked?**

★ **What didn't work?**

Do market research

- ★ At the end of one year, use market research tools to evaluate your branding campaign
- ★ Talk to staff, volunteers, parents, and children
- ★ Use questionnaires, comment cards, and focus groups to evaluate your success

Plan for the future

- ★ Evaluate what you have done
- ★ Analyze what worked best
- ★ Add new tools