

PROFILE

DEPARTMENT OF PREMIER AND CABINET: **YOURSAY COMMUNITY ENGAGEMENT PROGRAM, STRATEGIC BRAND DEVELOPMENT, BRAND PLATFORM AND COLLATERAL**

The DP&C have an established community consultation program with a brand identity that had been in place since the program inception. The over arching success of the program had driven a broader development into wider and increased audience engagement – this had lead to the program identity to become disconnected from its original value proposition and losing relevance for audiences.

Working Images was invited to review the value proposition for the program, develop a new brand identity and reposition the program on an local and international stage. It's daunting to be engaged to rebrand a successful program, especially when the problems are not immediately visible or tangible. Working images lead the program team and Communications Manager through a one day brandprofiling working session, harnessing the high level knowledge held by them. The session generated multiple perspectives and mined valuable thoughts and opinions that had over time been forgotten or become usurped in other priority engagements. With the time and space (only a day) we were able to bring these critical thoughts and ideas back to the surface and to reflect on them as a group – evaluating, critiquing and challenging.

The session and outcomes clearly resolved an ongoing position for the program, ensured its relevance to growing audiences and lead to unexpected and significant insight into the brand that guided the brand identity. This was to an extent unexpected, as the team demonstrated an extremely high level of sophistication in their approach to the planning and development of the program.

The magic of an authentic process and rigorous methodology is the means to consider the DNA of an organisation and its product – in both granular and macro perspectives made possible by an objective platform. In the process of developing the brand identity it was discovered quite incidentally that at the heart of the program name lay the words OUR SA. On presenting the finding to the team we were delighted (and surprised) to find that it had never been considered. This singular insight into the organisation guided the subsequent development of the brand identity and revitalised a program both the for the department and their growing, global audience.

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yourSAy

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