

<b>To</b>	<b>Executive</b> [Association Committee]	<b>HX20/008</b>
	<b>Te Huarahi</b>	<b>Strategic Plan Ref: Voice</b>
		<b>13 February 2020</b>
<b>From</b>	<b>Liz Robinson, Communications Advisor</b>	

**Recommendation:**

1. That the report be received.

## **Looking as good as we feel – the PPTA brand refresh**

### **Summary**

This paper outlines the actions PPTA has taken to achieve a consistent “look and feel” for all PPTA communications and publications, and what still needs to happen.

### **To date**

PPTA is working with Scenario Communications on the mahi. We worked with Scenario extensively on the ‘Bring Out The Best’ campaign and feel confident they understand our organisation, with its dual roles as union and professional association, well.

Scenario recommended a three phase process, which we are following. The jargon used can be quite overwhelming at times, but bear with...bear with... Basically, Scenario is making consistent templates for our publications and communications and a “look” - this is how they go about it.

### **Phase one: Brand new thinking for PPTA Te Wehengarua**

Phase one was a two-hour workshop, held on 21 November 2019 with representation from staff and executive.

The workshop focussed on the why and the how, rather than what the PPTA does, but interestingly this descriptive and human approach strongly aligned with the Constitution to:

- Advance the cause of education generally and of all phases of secondary and technical education in particular.
- Uphold and maintain the just claims of members.
- Affirm and advance Te Tiriti.

Workshop results uncovered a significant gap between how people perceive us before they’ve had contact, and the reality once connection with the union is made.

### **Phase two: The PPTA’s unique DNA**

Phase two combined what was learned from the workshop and research findings into

what Scenario calls the “brand narrative”.

The brand narrative is the blending of the facts and feelings that tell the story of why PPTA exists, what drives us, examples of the Association’s values and focus, and how we add value.

It is a truth that is only ours, told to attract and connect a variety of audiences.

It is a foundation narrative that can be adapted according to the audience, context and channel.

### **Phase three: Visual identity**

This phase involves designing a look for all our communications and documents and guidelines for their use, including letterhead, logo, conference papers, submissions, website, email templates etc.

Scenario has completed a first draft of how they think we should move forward for our visual identity.

### **Refreshing our brand**

Our current strong brand, with its strong colour and easy identification, is being undermined by the use of a mismatched collection of templates, letterhead and other resources developed in an ad hoc way (in house or otherwise). Executive have approved some of these (such as the Bring out the Best materials) but not all.

Professional design work has been used in some key individual publications such as the NETs booklet, the Join leaflet and the Principals pamphlet. While the results have been well received, they are still not in line with a consistent ‘look’, nor is it cost effective to proceed in a piecemeal way.

Meanwhile, deferred work on our pamphlets and other published advice to members (now overdue) relies on addressing the lack of appropriate and consistent templates.

The communications team recommended in 2017 that this situation be addressed by means of a brand refresh; however other priorities intervened. It is now critical for us to proceed with this so that we can complete the review of publications and go fully prepared into the next bargaining round.

### **What’s the difference between a brand refresh and rebranding?**

What we’re doing is a brand refresh. A brand refresh is like giving an organisation’s brand a “lick of paint.” It means updating a look and feel, tweaking a logo, refreshing marketing materials and using a new font, for example.

Rebranding, on the other hand is like tearing down the house and building again on the same site. It includes creating a new personality, designing a new “story” for the organisation, establishing into a different market and overhauling your entire image.

We believe, and the Scenario workshop has borne this out, that PPTA has a strong identity that is trusted and known by our stakeholders. We need an update, not a personality transplant.

## **Next steps**

Our next step is to get feedback on Scenario's initial work. Scenario will introduce their ideas at an informal plenary, and we will send to staff for their feedback after that.

Unfortunately, we were a moment too late to get a spot on the recent Te Huarahi hui agenda but will seek their feedback as a matter of urgency.

Depending on the feedback it may be a lot more work for Scenario, or a little – but we intend to be using the new look by mid-year at the latest.

## **Budget**

This work can be completed within existing Communications budget lines.