



# **BRAND MANAGEMENT: Best Practices**



**AND President-Elect Training**

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- Executive Director of the MN Academy of Nutrition and Dietetics
- Extensive senior executive experience in for profits and nonprofits

# Why Rebrand?

A picture speaks a thousand words...



# Why Rebrand?

- A more contemporary reflection of who you are
- A more professional look
- Every organizations should reconsider rebrands every 10-15 years minimum (more so when you're a larger, more recognizable brand)





# How To Rebrand

- Work with a qualified consultant (MAND used STRING Marketing)
- Assists you in exploring the look and feel you want for your organization – what do you want members/outside to think of your organization?
- Professional design work, sub-brands and brand standards (color palette, fonts, etc.)
- View it as a long-term investment for your organization



# How To Rebrand

- Keep the work group small (avoid “group grope”)
- You can obtain “look and feel” information from members-at-large, but the work group makes the final recommendation
- Bring board of directors along through the process



# How To Enforce Brand Standards

- Tight control (you can always loosen up over time)
- In MAND's case, the Communications Team controls the brand (2 Board members - Marketing Director and Communications Director; and the ED)
- Create templates for others to use – don't allow the “one-off” flyers/communications
- Utilize a Communications Form; members submit the content but the Communications Team controls the final product



# Want More Information?

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# Thank You!



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