



brand communications

agenda

Thinking about brands

Thinking about the AFSCME brand

Polling and research briefing

Communicating the AFSCME brand

Never Quit Campaign

Brand Toolkit



What the hell is a brand?



WWF

United
Way



TM

Disney

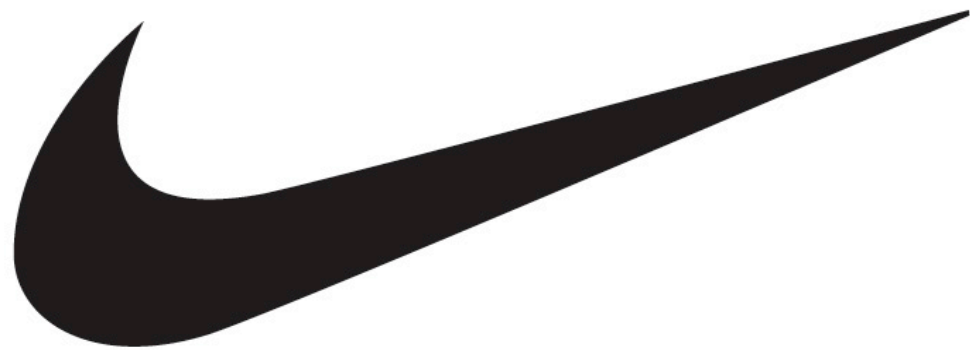
**COLUMBIA
PICTURES**



Southwest[®] 



DELTA



Reebok





TRADER JOE'S



DELL





a brand is not a **logo**
a brand is not a **word**

a brand is a **feeling**
a brand is a **perception**



winning



magic



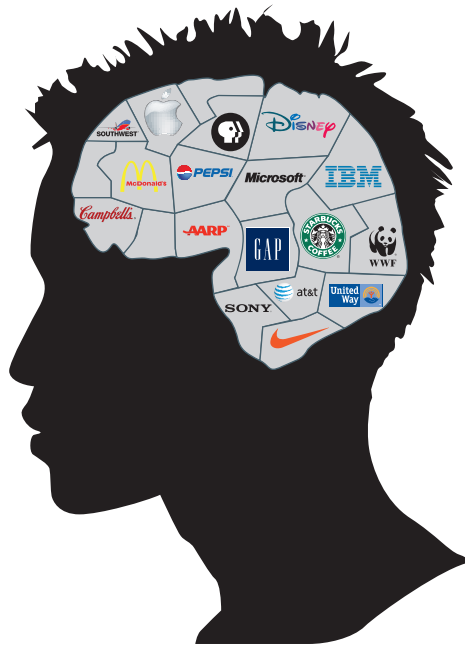
rebellion



happiness



intuitive technology



safety



mother/baby bond



American
Red Cross

aid



thinking about the AFSCME brand

research objectives

respond to deep and urgent threats
by putting AFSCME on solid footing

explore new ways for the union to
matter in the daily lives of existing
audiences – and new ones, too

define a clear value proposition that
opens a path to long-term viability
and growth

research:

leadership interview findings

AFSCME remains essential to strengthening the middle class

universal acknowledgement that many AFSCME members “do not see themselves as part of the labor movement”

research:

leadership interview findings

members do not fully understand the potential impact anti-union attacks will have on their lives

AFSCME must be involved in politics

communication about union's role is seen as key to member engagement

research:

Member/AFP findings

if right-to-work became the law of the land tomorrow:

- 1 out of 3 members and AFPs would become free riders

research:

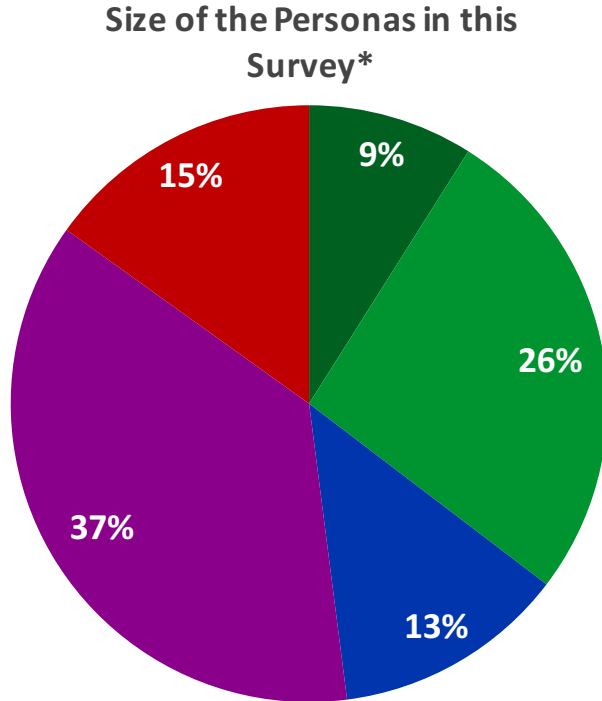
Member/AFP findings

respondents see their jobs as a calling that gives them meaning

respondents would like to be treated as individuals, even as they see strength in numbers

respondents would like AFSCME to show communities how important public service workers are

AFSCME's audiences are not monoliths. Consequently, when considering the future of AFSCME's brand promise – and the offerings and tone that will serve as an extension of it – it is important to segment the audiences into groups driven by shared and differentiated characteristics to best reach them. Five unique personas emerge.



Shortcut When Thinking About the Five Personas

Base Supporters (35%):

- Optimistic Supporters
- Frazzled Supporters

Targets (50%):

- Striving Individualists
- Disconnected and On the Fence

Hard to Reach (15%):

- Anti-Unionists



the AFSCME brand

brand values

AFSCME stands for:

Efficacy. Through organizing, we strengthen our communities and the lives of working families.

Inclusivity. AFSCME is there for all workers working people and represents public service workers from all walks of life.

Responsiveness. As a modern member-driven movement, we relentlessly focus on responding to members' needs and exceeding their expectations.

Ownership. AFSCME stands for its members, and its members are AFSCME.

brand values

AFSCME stands for (cont.):

Justice. We seek to create fairness and opportunity for working families.

Resilience. We never back down from a threat or a fight, and we change strategies when necessary.

Transformation. We are satisfied with nothing less than changing the way our society works.

brand story

America's communities never rest. Streets need cleaning. Families need care. Students deserve well-run schools, and our neighborhoods demand safety. That's why people who work in public service never stop. This isn't just a job. It's a calling. Nobody does this work to get rich. It's hard work, and it's largely unsung. The work matters because it means something to make a community better. In fact, it means everything.

AFSCME believes that every person working to sustain their community deserves respect. We show ours through action — fighting to secure opportunity for public service workers wherever, and whoever, they are. We negotiate better pay and benefits because fighting for every member's future is a form of respect. We educate about the issues that keep working families up at night because informed advocates command respect. And we organize because respect is offered to individuals who build power together.

When people in public service connect, big things happen. Fairness. Equality. Democracy. AFSCME is the union that honors solidarity without conformity — drawing each member's story into a force of experience and commitment that can't be ignored. That's how we win better lives for ourselves, our families, our communities and our country. For people proudly committed to the public service that makes America happen, we never quit.

how is this different?

relentless focus on the member(s), not the union

- honor their commitment
- show respect through action
- make them look good
- let them tell their stories

honor them as individuals first to increase receptivity to collective messaging

make the connection between politics and their daily lives



what should they feel?

seen

respected

supported

valued by their communities

ready to support each other

that the union honors their work, their families, their communities, and their colleagues

willing to pay for the lasting benefit that the union provides to them and their families

how should they act?

committed members should be energized by the brand and empowered to serve as ambassadors for AFSCME

uncommitted members should reject the right-to-work argument and begin the ladder of engagement to become more involved in the union



communicating the
AFSCME brand

brand management
=
relationship management

brand activation:

DO...

- keep the positioning front and center as you develop new campaigns.
- use the brand story as a source of language to infuse into all forms of communication.
- encourage everyone to look at the brand story before launching an initiative.
- make the brand active. This is not just language, but a promise – how is each separate communication that goes out the door fulfilling that promise? How are you strengthening the relationship to the brand?

brand activation:

DON'T...

- feel limited by the story – it can be a thematic and tonal guide for new, original language.
- be afraid to take the brand in new directions. It can be upheld by many different creative executions, if the spirit is consistent.
- forget that each segment of your audience needs to incorporate the brand into their perception of AFSCME – an activist and an uncommitted member need the brand to be expressed in different ways.

brand campaign

brand vs. brand campaign

brand is evergreen

brand flows through every single communication that goes out the door, to any audience

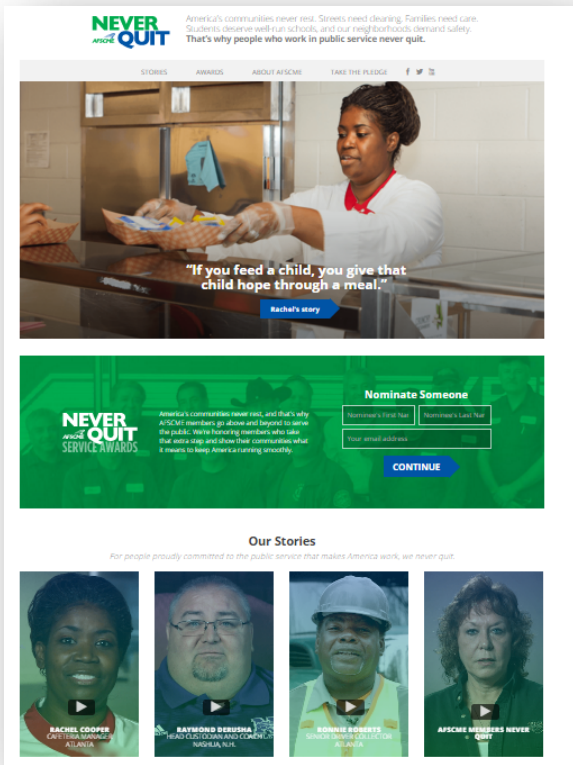
brand campaigns are built on top of the brand

brand campaigns can be short or long-term, but are designed for a targeted purpose and audience

brand campaign:
campaign platform

NEVER
AFSCME **QUIT**

audience differentiation



brand campaign:

guidelines

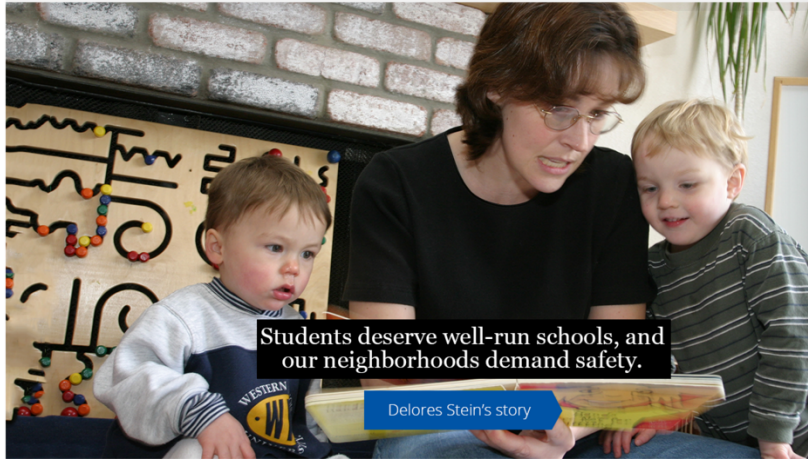
when developing and before launching
Never Quit materials and communications,
always ask, does this:

- position our union as a champion of every person in public service?
- honor the audience's commitment first, and position it as the reason AFSCME works so hard on their behalf?
- achieve the goal of winning over our key target audiences, given what we know they are thinking? Or is the message being mixed in an ineffective or problematic way with other forms of AFSCME messaging?
- demonstrate to members and future members that AFSCME recognizes their individual value and offers them collective value?

brand campaign: sample creative



America's communities never rest. Streets need cleaning. Families need care. Students deserve well-run schools, and our neighborhoods demand safety. **That's why people who work in public service never stop.**

[STORIES](#)[AWARDS](#)[ABOUT AFSCE](#)[JOIN AFSCE](#)

Students deserve well-run schools, and our neighborhoods demand safety.

Delores Stein's story



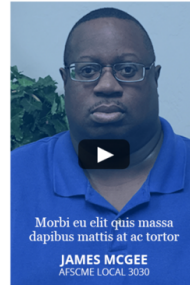
When people in public service connect, big things happen: Justice. Equality. Democracy. AFSCE is the union that honors solidarity without conformity - drawing each member's story into a force of experience and commitment that can't be ignored.

Nominate an unsung

CONTINUE

Our Stories

For people proudly committed to the public service that makes America work, we never quit.



Morbi eu elit quis massa dapibus mattis at ac tortor

JAMES MCGEE
AFSCE LOCAL 3030



Donec a ligula quis ante sollicitudin viverra.

YOLANDA BREWER
AFSCE LOCAL 1166



Interdum et malesuada fames ac ante ipsum primis in faucibus

JACCARD AMB
AFSCE LOCAL 909



Aenean bibendum, nisi vitae ultricies egestas

KAREN WRIGHT
AFSCE LOCAL 5533

brand campaign: sample creative

WE NEVER QUIT
ON THE PEOPLE WHO
DEPEND ON US.



A union is people working together for something better.
A union is also each individual member – committed to your job, your family, your hometown. AFSCME is the union that shows every public service worker respect through action—fighting for better pay, better conditions, a better future. To those who never quit serving your community, your goals are AFSCME's goals, and we will not rest until you reach them.

LEARN MORE: AFSCME.ORG/NeverQuit

NEVER QUIT
AFSCME

YOU NEVER QUIT.
THAT'S WHY WE NEVER REST.



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NEVER QUIT
AFSCME

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WE
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REST.

LEARN MORE:
AFSCME.ORG/NeverQuit

AFSCME | **NEVER QUIT**

**YOU
NEVER
QUIT.**



SO WE
NEVER
QUIT.

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toolkit overview:





The End