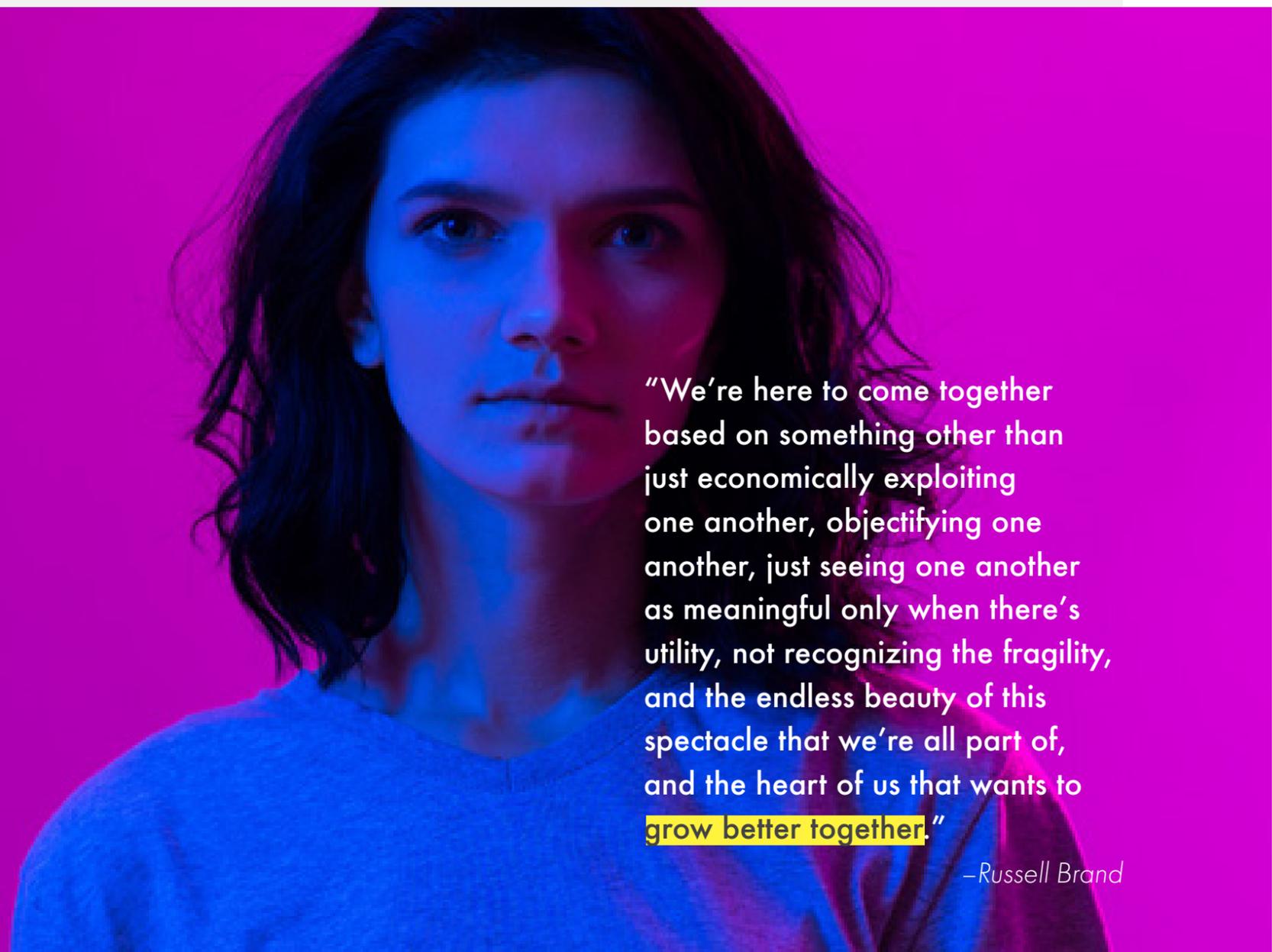




# BLOOM365

## BRAND REPORT



“We’re here to come together based on something other than just economically exploiting one another, objectifying one another, just seeing one another as meaningful only when there’s utility, not recognizing the fragility, and the endless beauty of this spectacle that we’re all part of, and the heart of us that wants to **grow better together.**”

–Russell Brand

# AGENDA

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- Explore audiences
- Explore competition and differentiation
- Explore how the new funding model influences communication
- Explore brand architecture
- Explore how archetypes translate to visual communication
- Drafting a passion statement
- Explore affiliate program or associated curriculum naming options
- Explore the visual and verbal communications that resonate with affiliates and youth

# THE PROBLEM

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## NOT ALL RELATIONSHIPS ARE HEALTHY

The problem is in plain sight. It's the elephant in the room... unrecognized, undiscussed, unaddressed. There's simply too many instances of relationship abuse and violence in America.

BLOOM365 is stepping in to root out abuse and violence through a 7-Dose program aimed at educating, advocating, and activating youth. The ripple effects of this approach are the foundation of the organization's mission. To change society.



"We are all different. Size, color, style, age - we've come to this thing as diverse individuals brought together by a common cause. Standing there shoulder to shoulder we're lighting up the gloom. We have that one tall light in Arizona and a smaller one on the other side of things we just lit in Brooklyn. Our purpose? To spread what we know. Illuminate the problem, nurture the blooms in our window boxes and share them with the world."

—Lynn Toler

# WHO'S BEING SERVED

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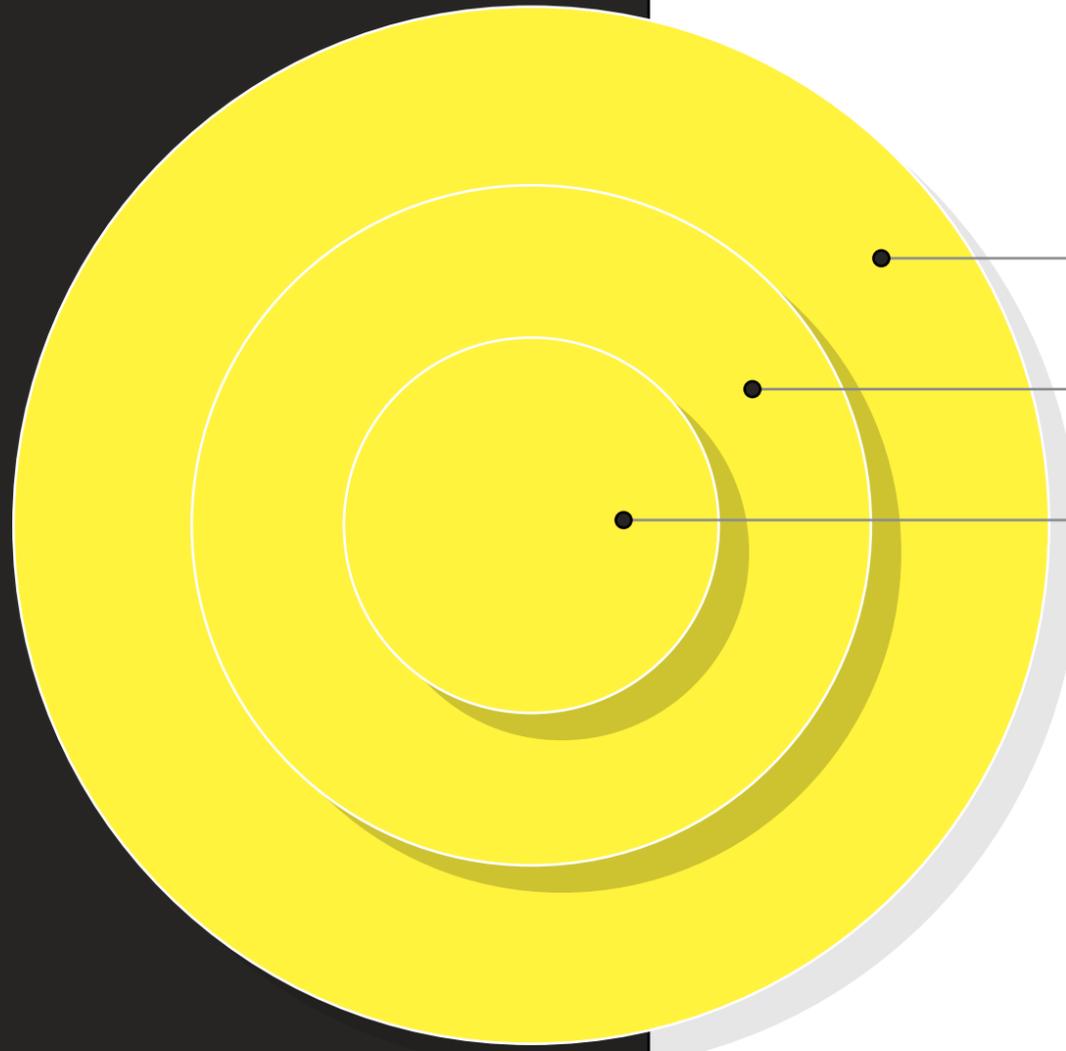
## YOUTH & ADULTS

Through a partnership with schools, BLOOM365 prescribes its 7-Dose program to high-school age youth by way of peer-to-peer educators employed by BLOOM365.

BLOOM365 wants to grow. BLOOM365 needs to grow. The program reach needs to expand.

Moving from a prescription to subscription model, BLOOM365 looks to grow an "Affiliate" program where a broad range of workplace trainers are educated and licensed to facilitate the 7-Dose curriculum. This means we now need to communicate with school administrators, corporate entities, employees, students... in short, everyone.





● *Charitable Giving*

● *State & Federal Grants*

● *Fee-for-Service*



# COMPETITION

## FINANCIAL SUPPORT

There are a number of excellent providers of support services for victims of abuse and violence. There are fewer organizations that look to prevent abuse or violence through education... and fewer still that do so through a subscripitive model.

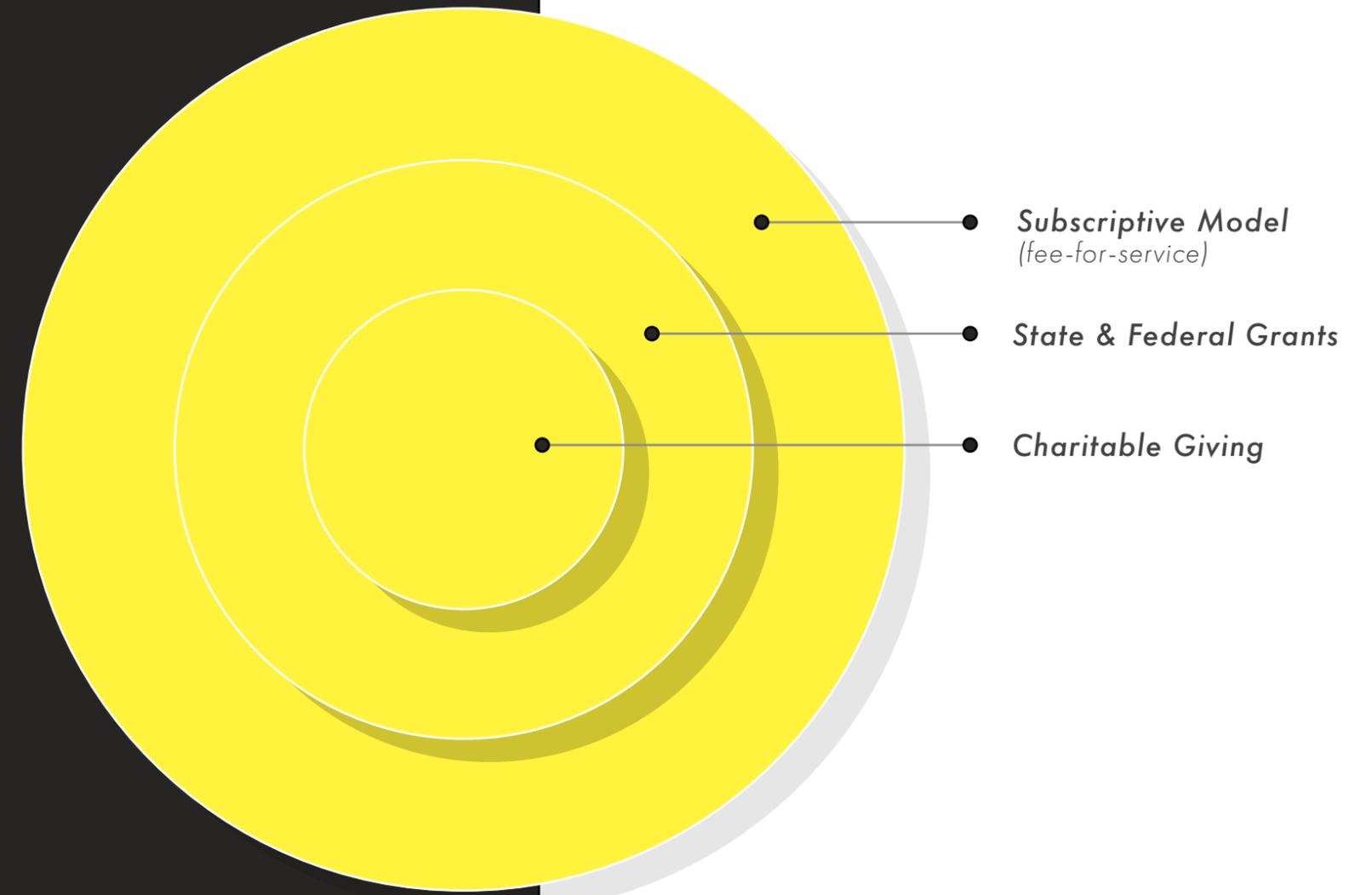
Competition comes in many forms and the most significant is financial. All not-for-profit organizations are pressed to raise funds to execute their mission. There are three primary areas where not-for-profit organizations compete for dollars: charitable giving (the most competitive), state or federal grants (also very competitive), and finally, fee-for-service (less competitive in the not-for-profit space).

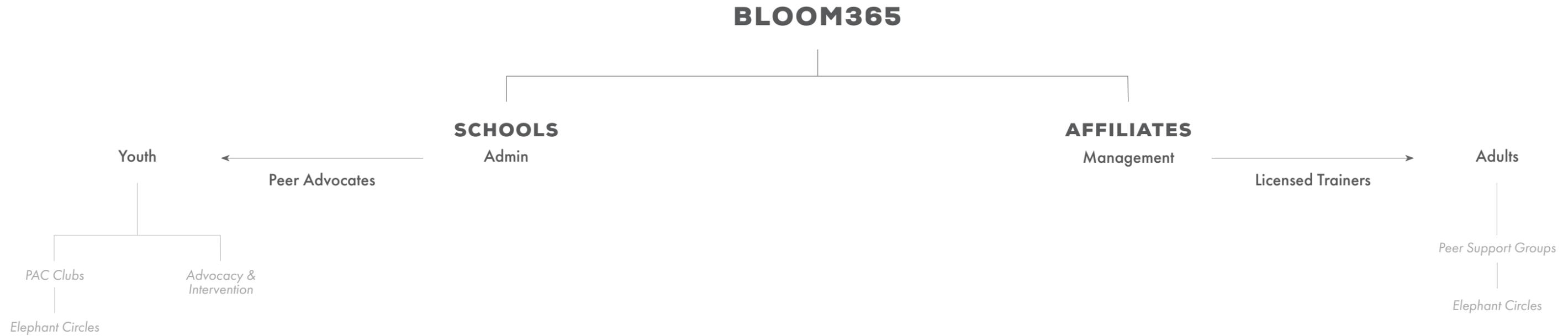
# FUNDING

## NEW FUNDING MODEL

Currently, BLOOM365 is funded through a 1.3 million dollar VOCA grant that is due to terminate in 2020. The uncertainty around grant funding is driving the organization to adopt a new funding model which will grow the organization – it is this change that underpins the need to expand the brand.

Although, BLOOM365 will continue to pursue grants – and should pursue charitable giving – they are moving to a subscripive (fee-for-service) model as a more stable, long-term financial foundation. Licensing its program / curriculum to other organizations and trainers.





# BRAND ARCHITECTURE

## FLEXIBILITY

The current brand has evolved to primarily educate high-school youth. Given the growth demand of the organization, the new funding model, and the new audiences that result from this objective, the brand must evolve. It now needs to be seen as more than a brand... a brand system.

This brand system needs to be scalable for future growth while accommodating for new audiences and a new funding model which dictates a new perspective on selling the services of the organization.

# ARCHETYPES

ALLY



*Share feelings and experiences.*  
Allies tap into our senses. They create experiences that build relationships and long lasting memories.

JESTER



*Laugh and the world will laugh with you.*  
Playful and spontaneous, the Jester's smile will make any day brighter

INNOCENT



*Life as it should be.*  
Exemplars of optimism, Innocents serve the glass half full with a side of kindness and simplicity.

EXPLORER



*Let me be free.*  
Explorers are adventure seekers that are forever focused on the horizon.

CAREGIVER



*Make people a priority.*  
An oasis of comfort in a bustling world, Caregivers are the first to lend a hand, an ear, or a shoulder.

CREATOR



*Pair art with science.*  
Creators mold a world of possibilities into something refined, functional, or simply beautiful.

SAGE



*To know is to grow.*  
Sages support every endeavor to learn. Because, the more you know, the better off we'll all be.

REVOLUTIONARY



*Conventions were made to be broken.*  
Revolutionaries do things radically different, on purpose.

CATALYST



*Make your vision a reality.*  
Catalysts dream bigger, change our perspective, and transform the world.

HERO



*Bring it on.*  
With discipline and focus, Heroes inspire us to be bigger, braver, and stronger.

RULER



*Take control and lead.*  
Politically savvy and well-connected, Rulers use authority and expertise to influence change.

EVERYPERSON



*All for one and one for all.*  
In honor of the common man and woman, the Everyperson is real, honest, and hardworking.

# SURVEY RESULTS

## TOP FIVE

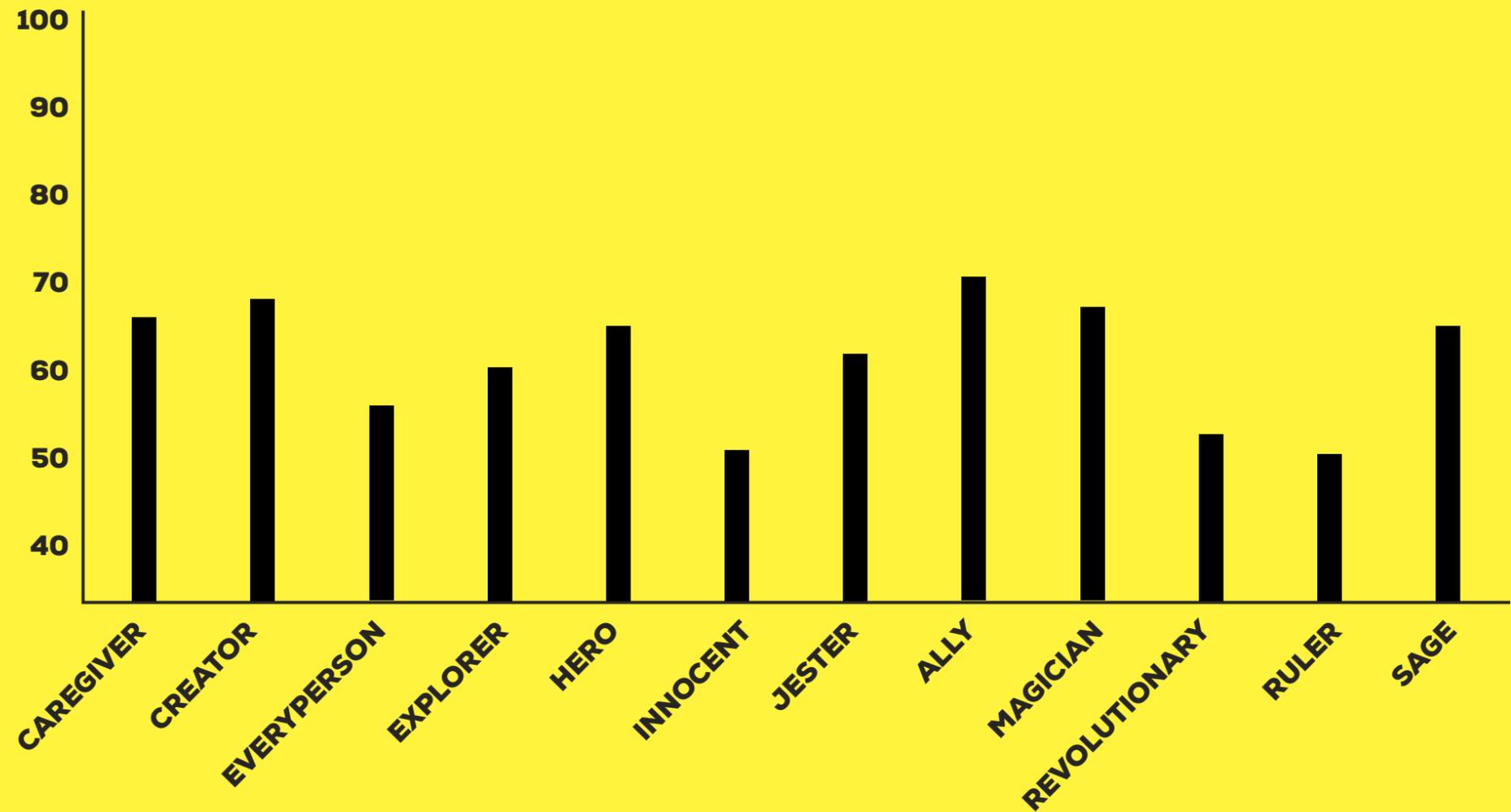
Ally: 73

Creator: 71

Catalyst: 70

Caregiver: 69

Hero: 68





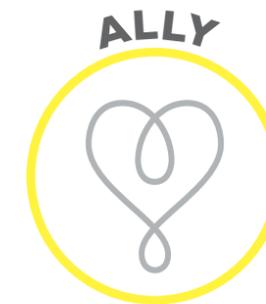
Sages support every endeavor to learn—because, the more you know, the better off we'll all be.

- *Methodical*
- *Perserverant*
- *Visionary*
- *Insightful*
- *Profound*
- *Objective*



Catalyst dream bigger, change our perspective, and transform the world.

- *Confident*
- *Persuasive*
- *Visionary*
- *Transformative*
- *Optimistic*
- *Wise*



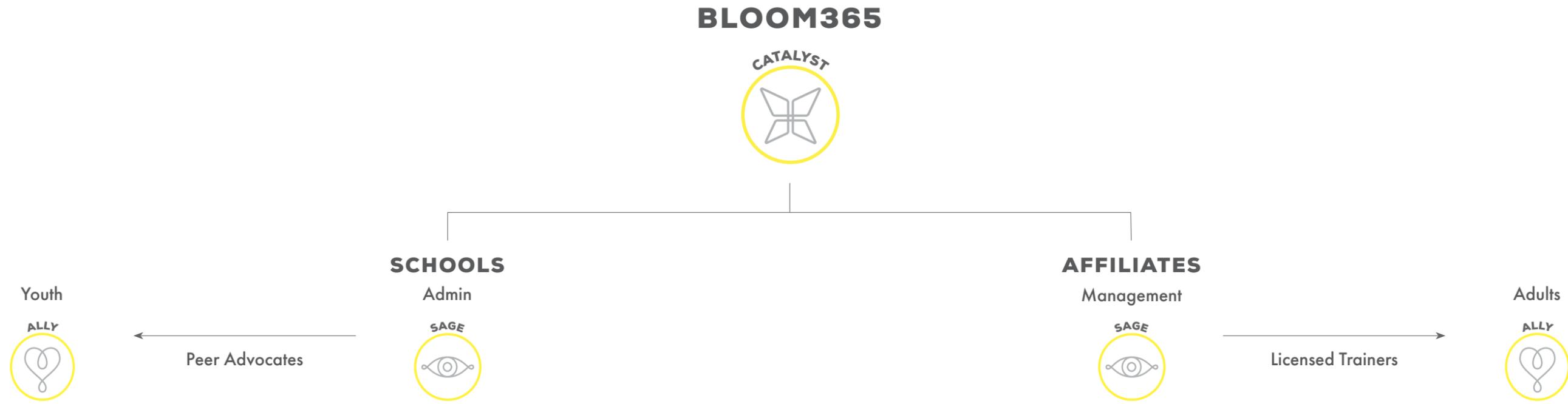
Allies create experiences that build relationships, and make relationships the priority.

- *Trustworthy*
- *Synergetic*
- *Open-minded*
- *Dedicated*
- *Loyal*
- *Enthusiastic*

# RELEVANT ARCHETYPES

## SHAPING THE BRAND

We use these personas to help shape the visual and verbal messaging associated to brands.



# RESEARCH CONCLUSIONS

## SUPPORTING ARCHETYPES

Catalyst is the primary archetype that speaks to the mission of the brand. It helps to describe the organization as a change agent - changing individual and societal behaviors around abuse and violence.

The supporting archetypes each play a supporting role depending on the audience. Ally speaks to the brand's engagement of program participants - both youth and adults. Sage speaks to the brand's engagement of decision makers when demonstrating BLOOM365's evidence informed and research based program as the best solution.

**AUDIENCES:**

**Admin**  
*Schools*

**Youth**

**Management**  
*Affiliates*

**Adults**

**Supporters**

**Brand Association**

A proven program that address a critical subject, abuse and violence, while building on existing school curricula. A program designed to reach teens at the peer level.

A new perspective on relationships – facilitated by peer allies that listen and empathize.

A proven program that address a critical subject – creating a safer and more productive work environment, while reducing organizational risk and liability.

A peer-to-peer workplace training program, individually focused, where listening and empathy are valued.

A proven and growing program changing societal norms – a grass root movement of individual advocates improving lives and making everyone safer.

**Story**

A proven, research-based educational program to root out abuse and domestic/sexual violence. The seven-dose, in-class program brings forward a topic affecting far too many teens. Changing behaviors through awareness and recognition, the compounding effect of the program is grounded in peer activation. Additionally, students have the opportunity to join a Peer Advocate Crew (PAC), developing leadership skills while sharing the message of healthy relationships with their peers.

Abuse, dating violence and sexual violence are about control. The abuse is not always physical or easy to spot.

A proven, research-based workplace training program that addresses abuse and domestic/sexual violence. Creating healthy and productive work environments and peer-to-peer advocacy that drives positive change.

Abuse can take many forms (verbal, sexual, manipulation, control) and can occur at home or in the workplace. The effects of abuse can be devastating to a person’s sense of self worth and esteem. Do you know how to recognize unhealthy behavior? Are you, or is someone you know, a victim of abuse? Find out. When you help yourself, you help others around you.

A proven, research-based educational program to root out abuse and domestic/sexual violence. Changing behaviors through awareness and recognition, and building peer-to-peer advocacy that’s driving grass-roots societal change. With your support and our program, we’re having a growing impact.

**Voice**

Informed, experienced, and knowledgeable

Friend or confidant, empathetic and helpful

Experienced, professional, and knowledgeable

Informed, knowledgeable and empathetic

Informed, successful, connected, and growing

# AUDIENCE MATRIX

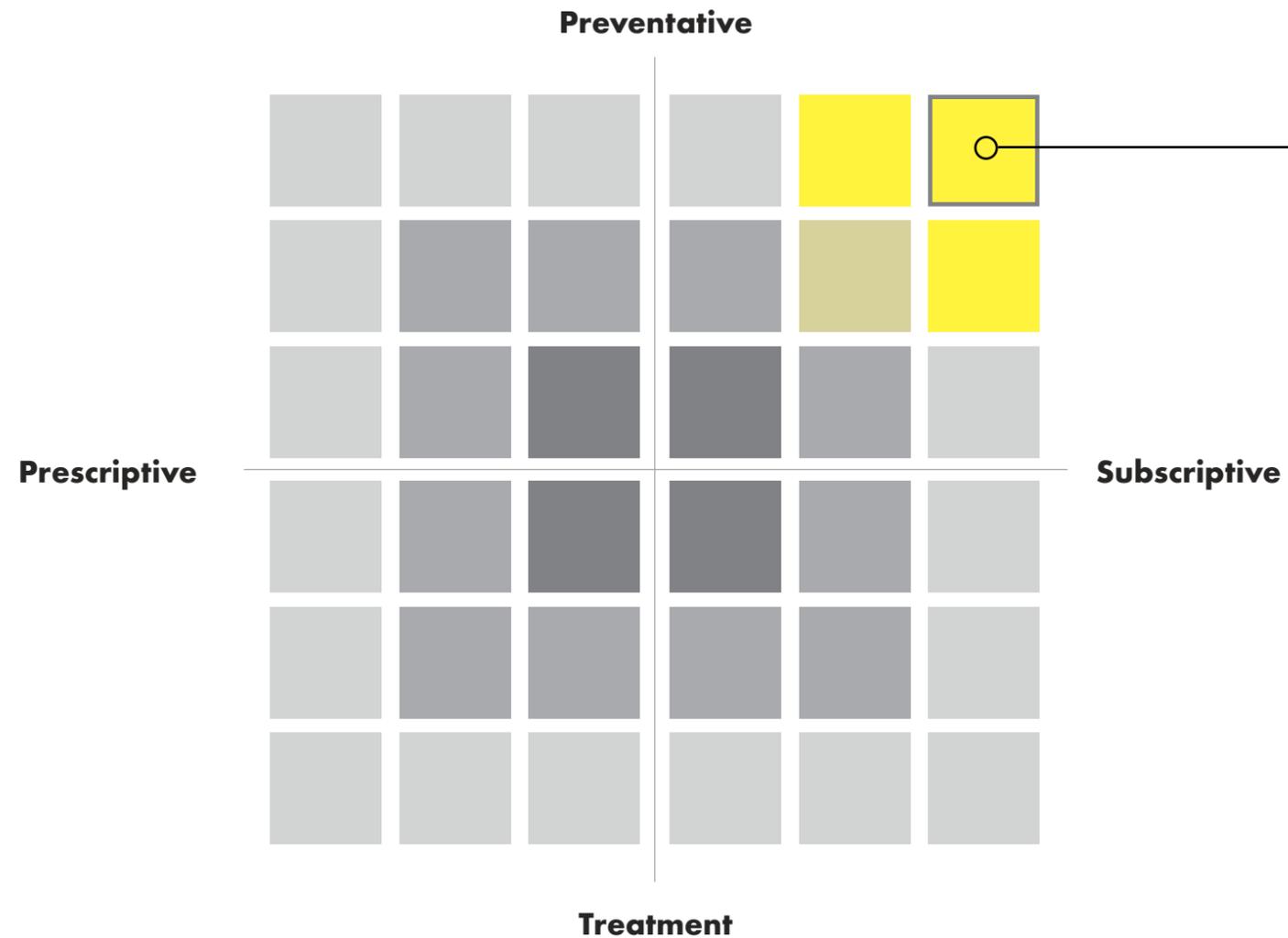
## TAILORED MESSAGING

The key to engaging an audience is understanding who you’re speaking to and what is relevant and meaningful to them. Further, if we understand their issues, then we can be empathic when tailoring our communication. Simply put, we need to show that we understand them.

# BRAND MATRIX

## HOW TO MEASURE BLOOM365

When charting what sets BLOOM365 apart from other organizations, we look for a spectrum of behavior that ultimately frames BLOOM365's differentiating characteristics. The first axis illustrates a focus on treatment vs. prevention – both are needed, but not everyone focuses on prevention. The second axis illustrates the concept of prescription vs. subscription – meaning the difference between teaching someone vs. teaching someone how to teach others.



In our view, BLOOM365 uniquely occupies the upper-right quadrant, defined by a focus on preventive education and activation, as well as a subscription methodology. This compounded effect is an important and defining difference with BLOOM365.



Relationships take many forms - from intimate to professional – and they all have one thing in common; relationships join people together.

Unfortunately, not all relationships are healthy. Some may appear perfect at the beginning but evolve into unhealthy forms of control, manipulation, or even physical abuse.

Bloom365 is educating teens and adults across the country about unhealthy or dangerous relationships. We're intervening and advocating for people **who find themselves victims of abuse**, and we're establishing peer-to-peer action groups nationwide to educate, cultivate, and foster a culture of respect.

After all, we're not just dealing with the effects of abuse. At Bloom365, we're growing circles of respect to keep it from happening in the first place. You see, by training leaders to educate their communities, we can uproot abuse and change culture. When we empower people with an enlightened outlook, a respectful approach, and caring intentions, everyone wins.

We are sowing the seeds of change.

# PASSION STATEMENT

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## SEEDS OF CHANGE

Passion statements capture the essence of an organization while helping the reader understand what you do and why it's important.

BLOOM365



SCHOOLS

AFFILIATES

# APPLYING THE ARCHETYPES

Youth



Peer Advocates

Admin



Management



Adults

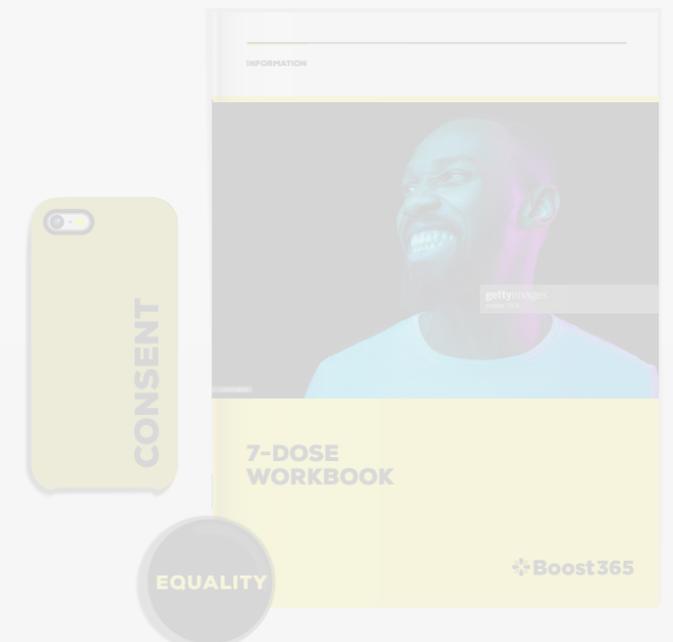
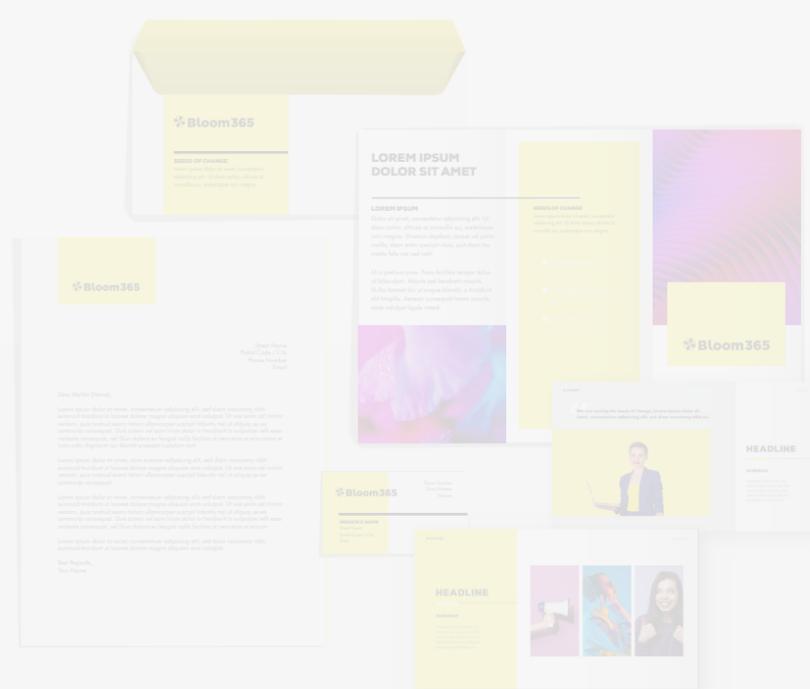


Licensed Trainers

Students, Advocates, PAC

Teachers, Superintendents, Military Employers

Commercial, Defense, and First Responders



PARKER MADISON

# BLOOM365



## SCHOOLS

Admin



## AFFILIATES

Management



Youth



Peer Advocates

Licensed Trainers

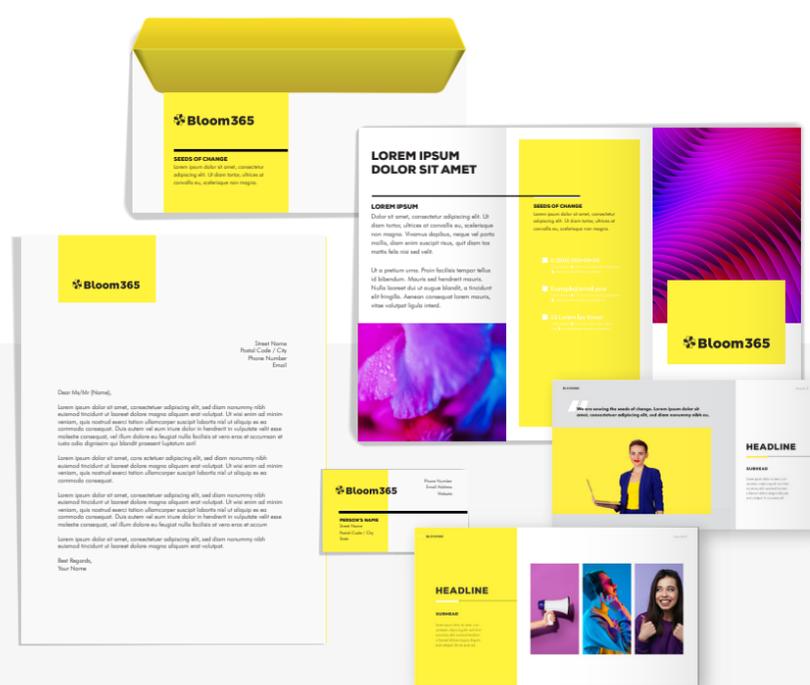
Adults



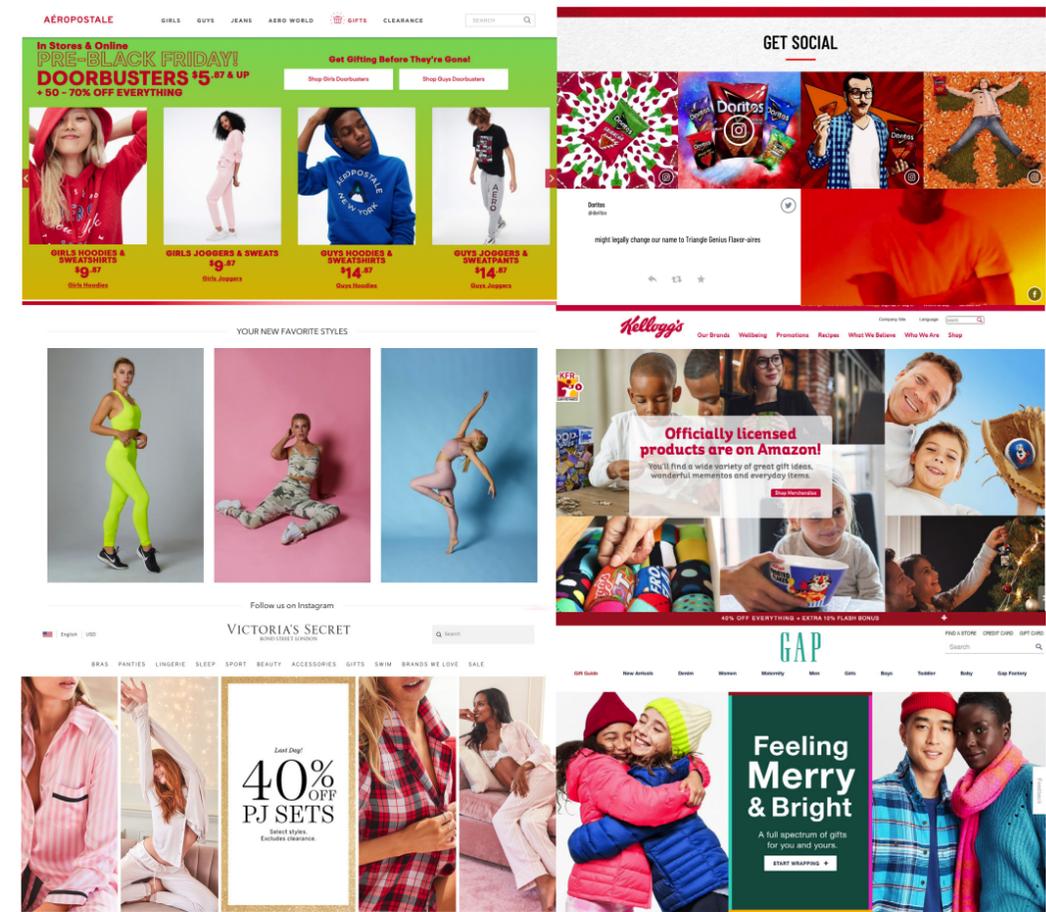
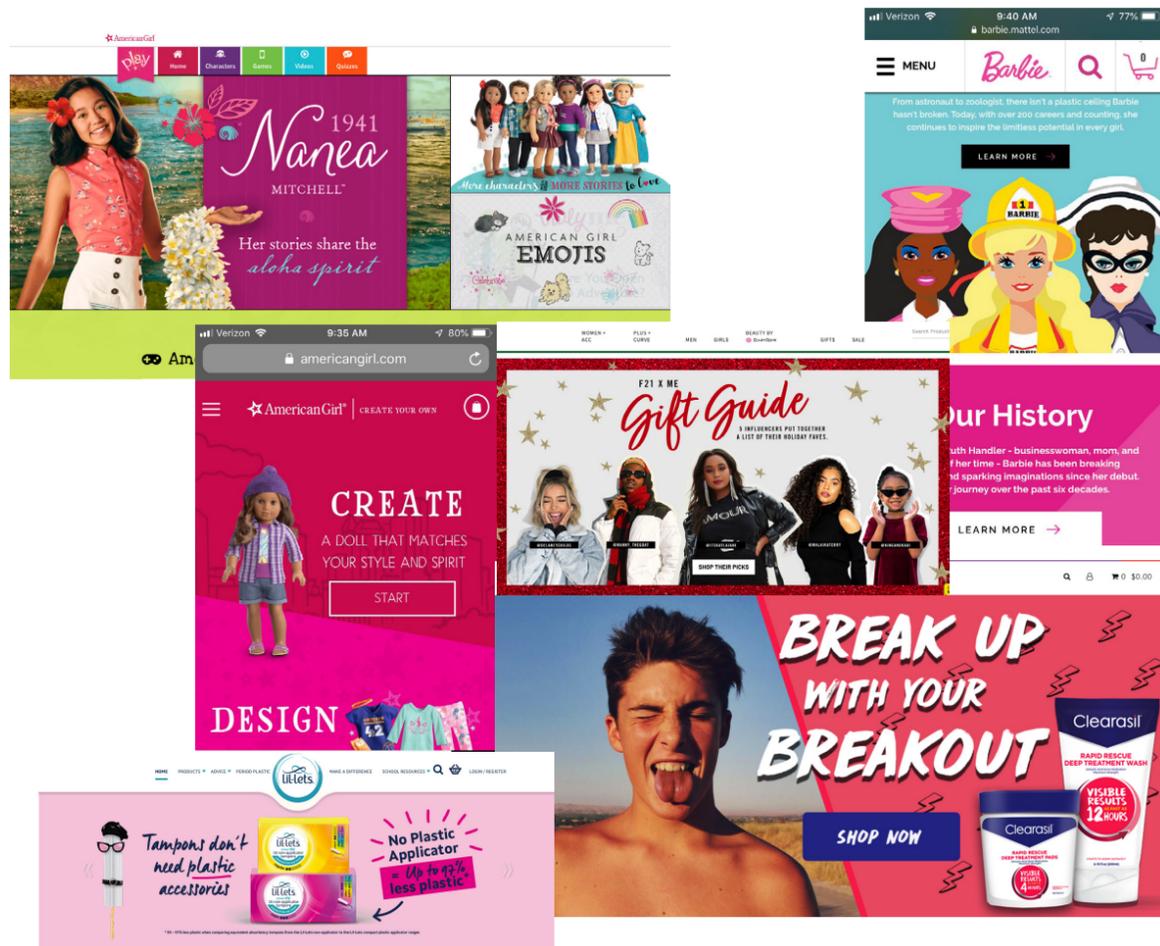
Students, Advocates, PAC

Teachers, Superintendents, Military Employers

Commercial, Defense, and First Responders



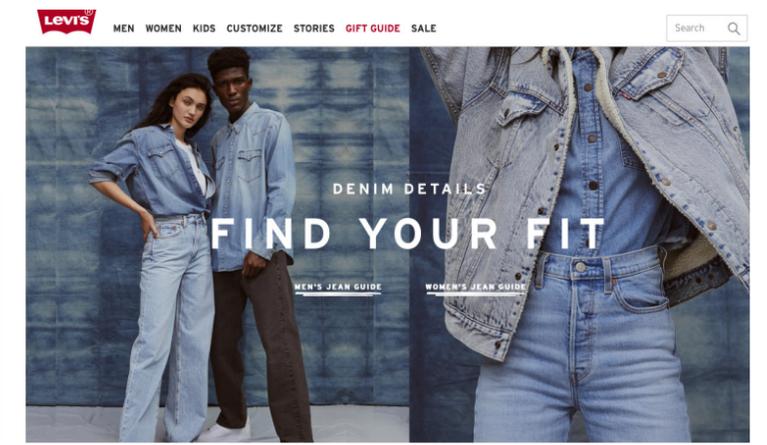
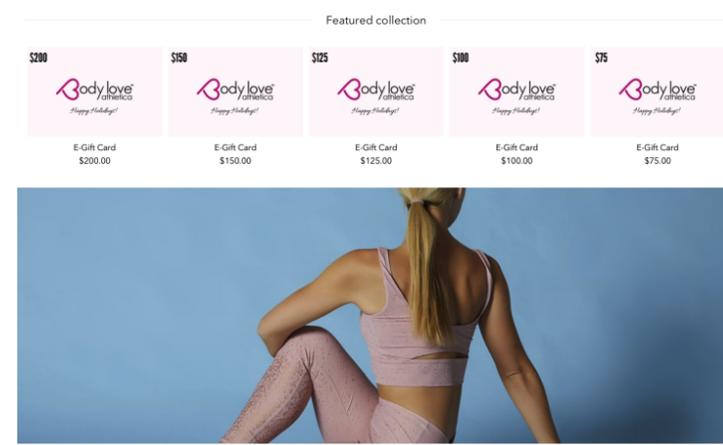
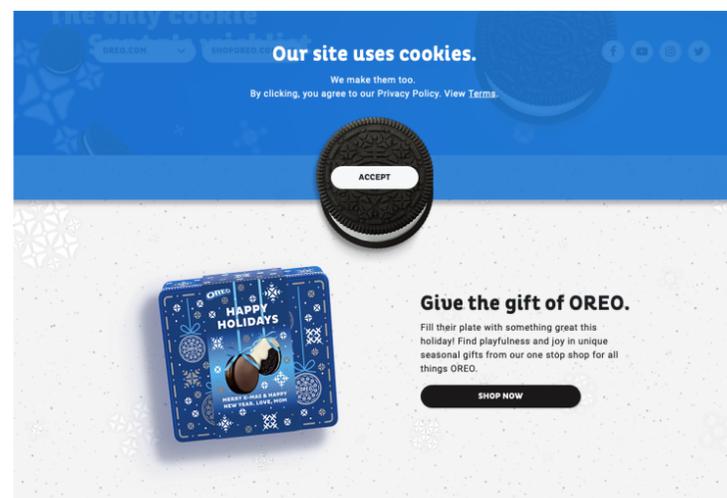
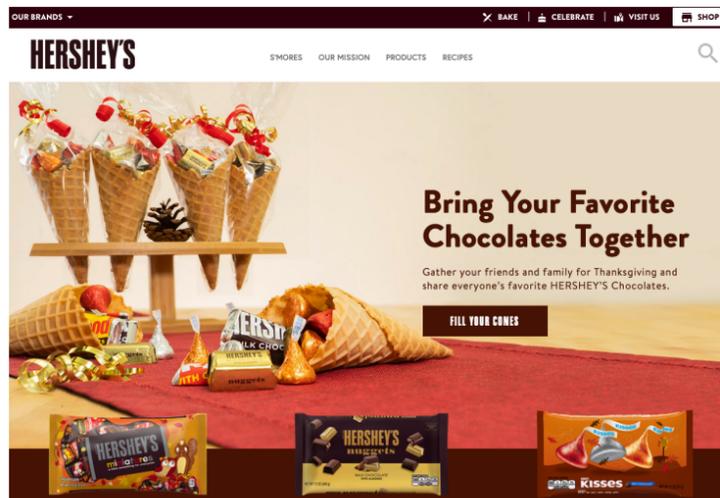
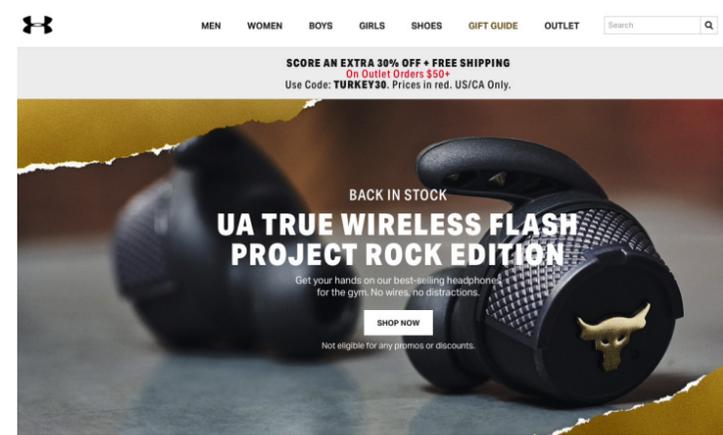
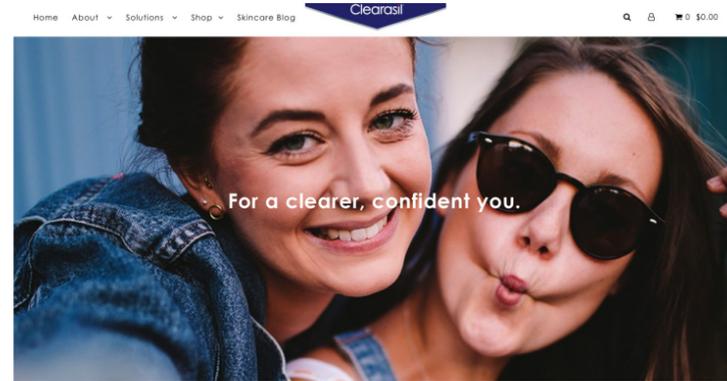
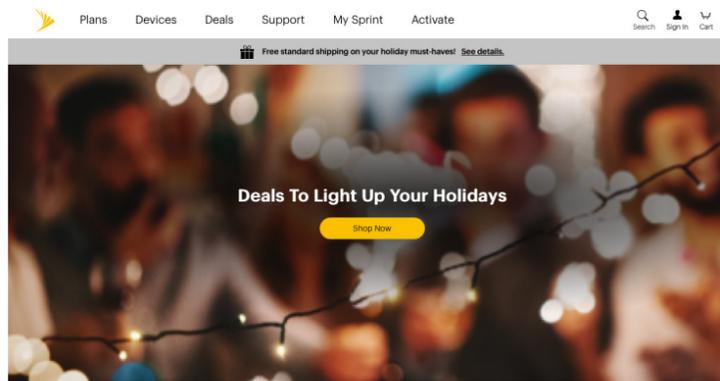
PARKER MADISON



# BRAND IDENTITY

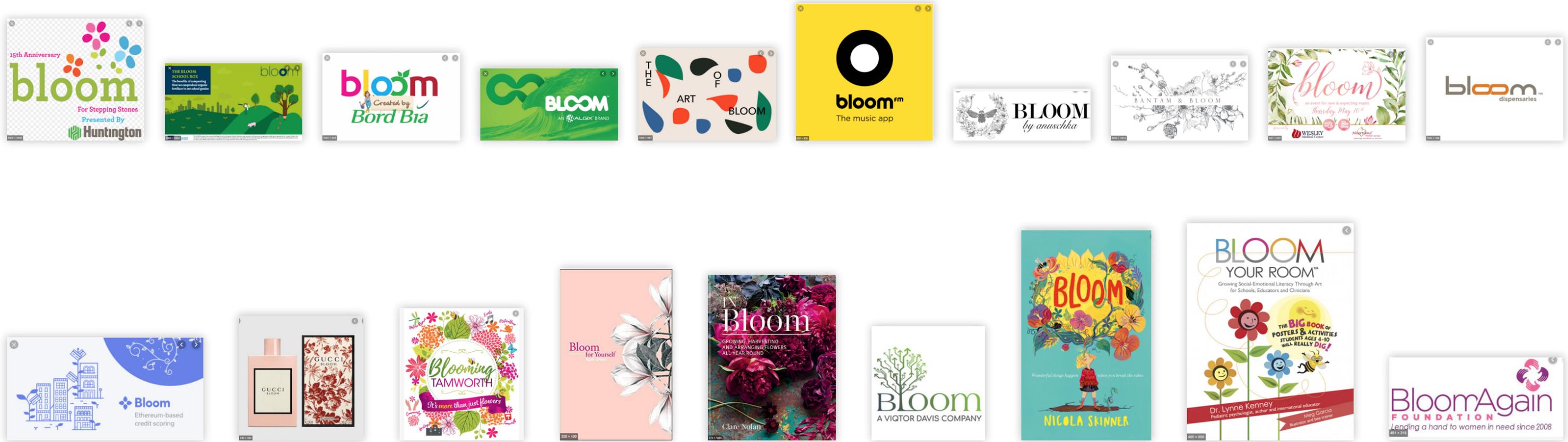
## EXPLORING TEEN BRANDS

The current visual messaging aligns closely with marketing to young girls. This needs to change for our affiliate audience as well as our youth audience. We want to show that we understand our adult and youth audience – which include both females and males. Even in the case of our youth audience, your current visual messaging seems to skew a bit young.



# BRAND IDENTITY

## EXPLORING TEEN BRANDS



# BRAND IDENTITY

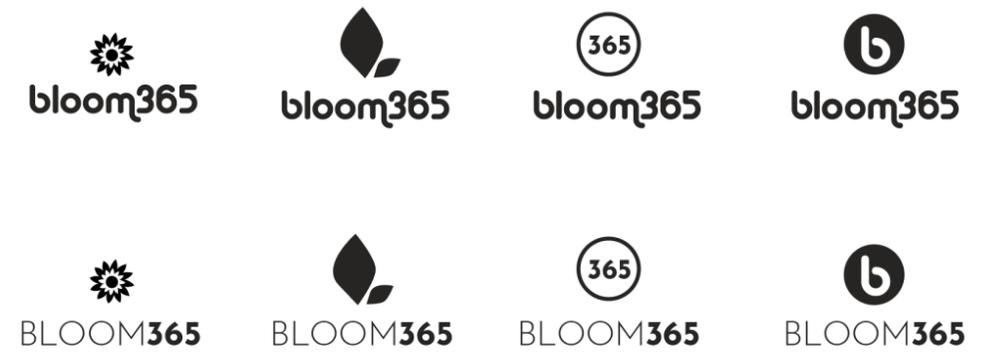
BLOOM IS BLOOMING



# BRAND IDENTITY

PURPLE IS POPULAR

	Existing logo	New Student logo	New Admin / Affiliate logo
Option if graphic and typeface are important			
Option if typeface is important			
Option if graphic is important			



# NAMING RECOMMENDATIONS

## EXPLORATION

Logos represent the look and feel of a brand which often help the viewer base a brand opinion. Here is some exploration around different directions the logo could go.

# AFFILIATE BRANDING

## BOOST

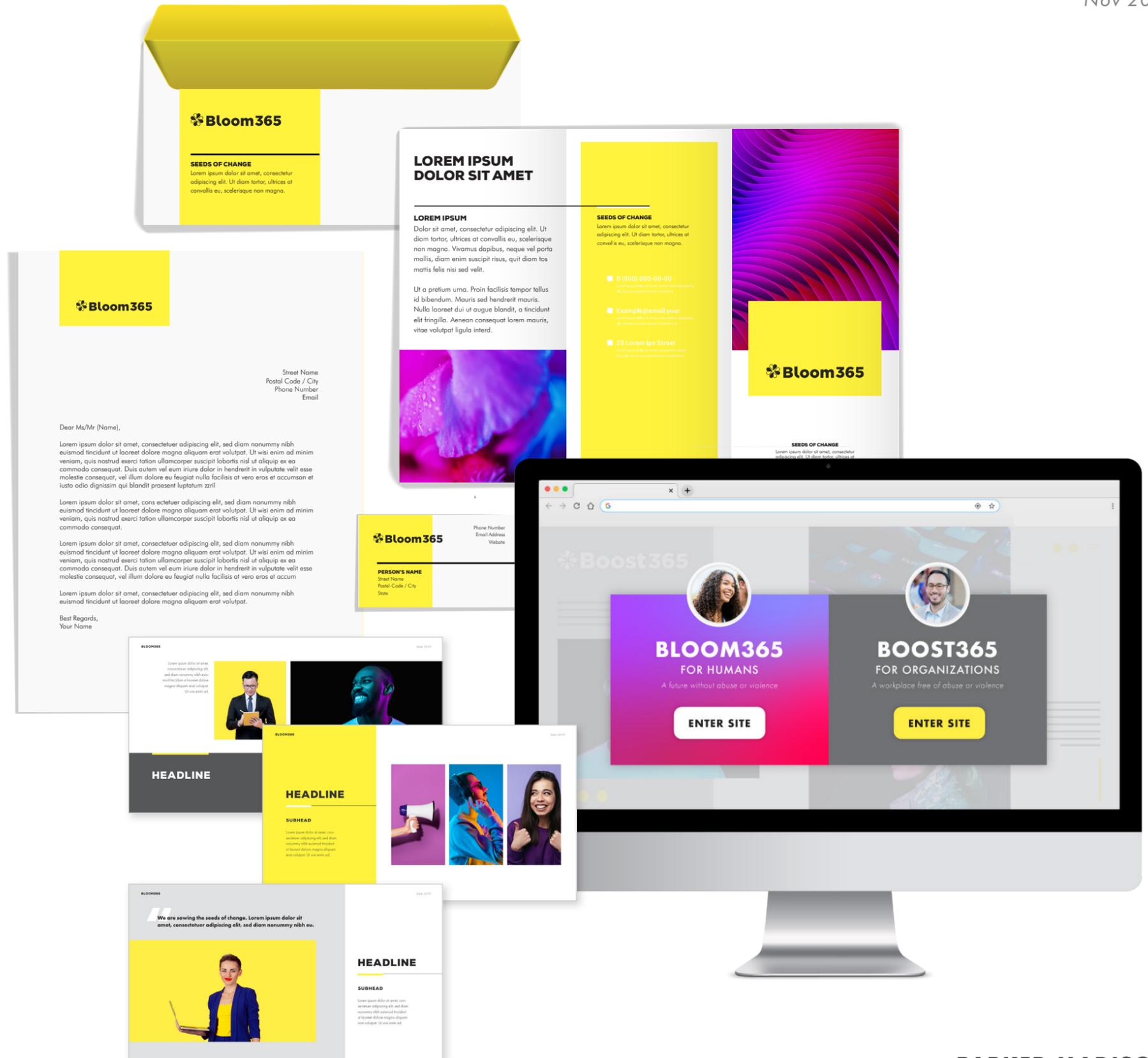
The Affiliate Program needs to speak to corporate management, HR professionals, and leadership within the ranks of police and military. Altering the visual and verbal communication to align with these audiences is recommended. Colors would be used in a neutral fashion - neither implying a masculine or feminine connotation. Photography would symbolize the communities we're speaking to, and language would be focused on making the business case for implementing the 7-Doses. Finally, a name that relates to BLOOM365, and is also expressive of our Catalyst archetype - Boost.



# PARENT BRANDING

## UNIVERSAL APPEAL

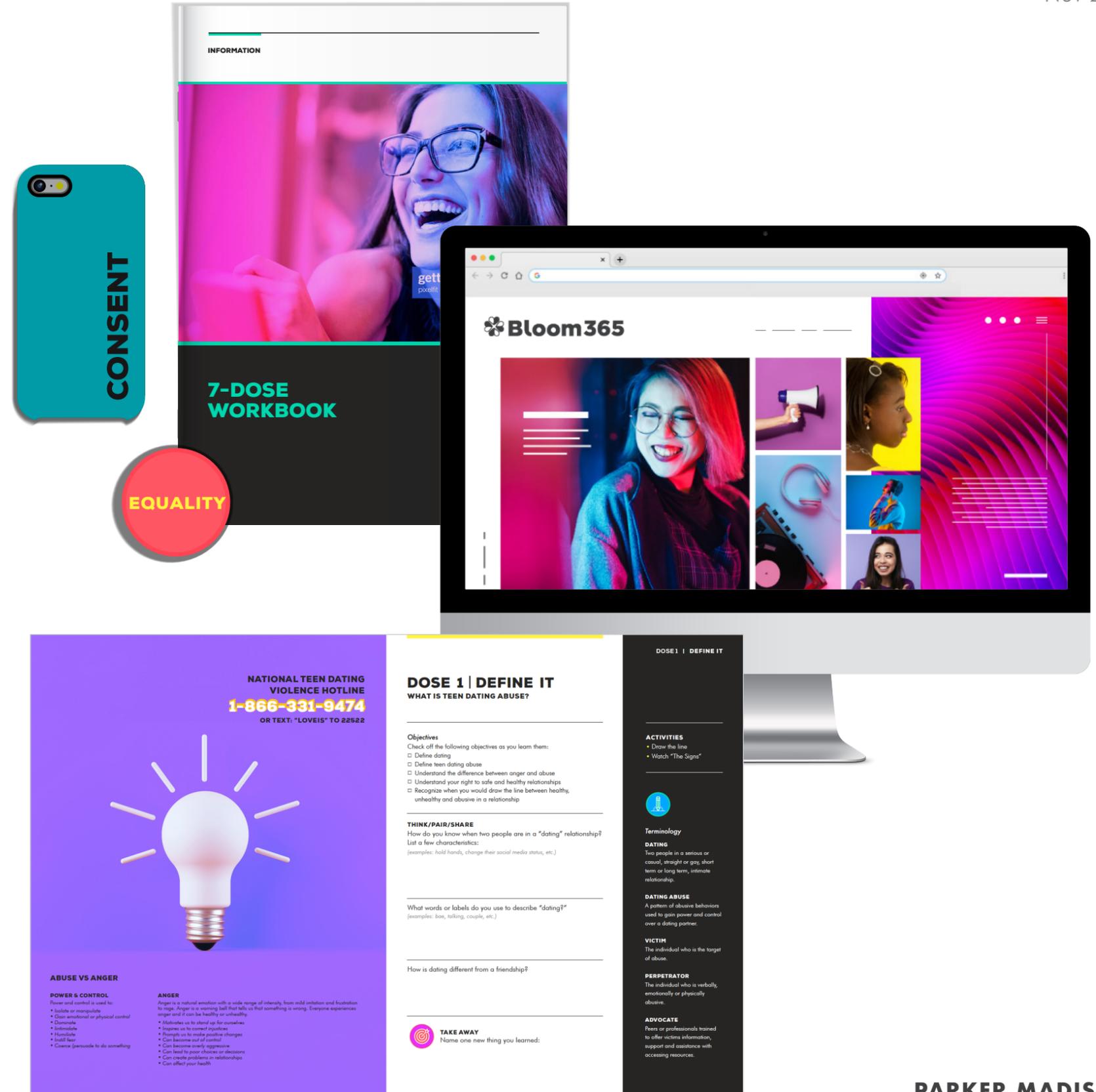
The parent brand, BLOOM365, needs to resonate with decision makers. For this reason, the brand should be evolved to resonate with adults.



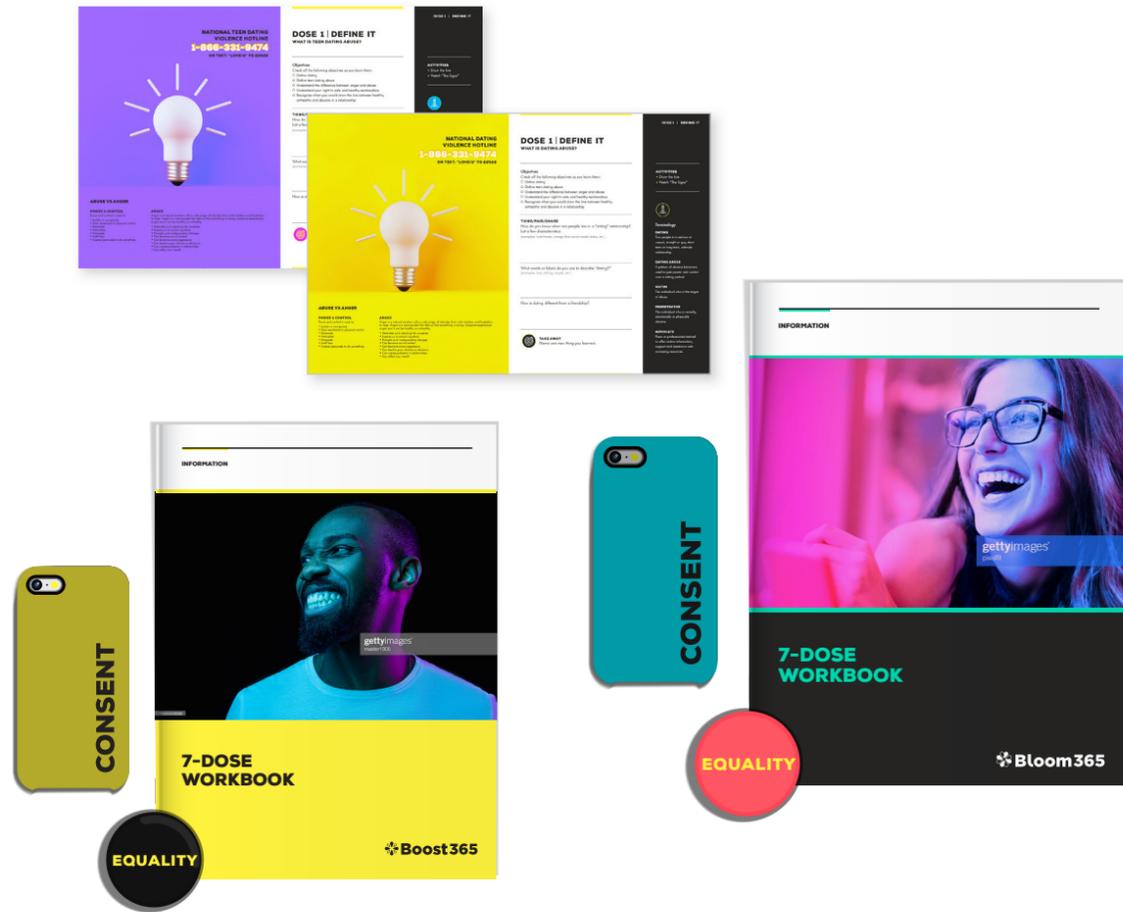
# SCHOOL BRANDING

## YOUTH ARE PEOPLE, TOO

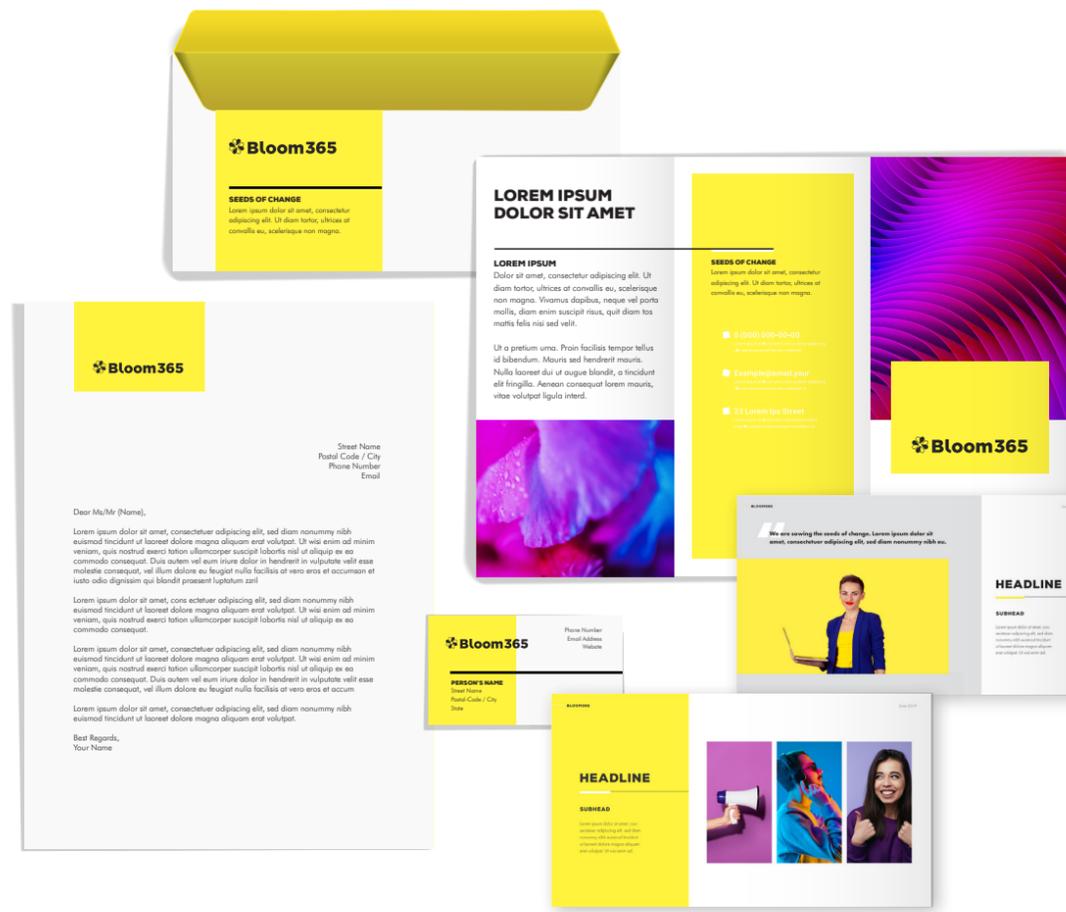
This is the place to show that we understand students. Students aspire to be adults and imagine themselves as older than they are. The visual language should follow this aspiration.



Ally



Sage



Program Sales

- Website
- Presentation Deck
- Handout(s)
- Email Template

Education

- Course Book
- Certification

Activation

- T-shirt, button, sticker, phone case, etc.
- Email Template
- Website
- Distribution Material

# BRAND ASSETS

## INITIAL SUGGESTIONS

There are many potential applications for the updated organizational brand, and it may be a while before all of this can be addressed. Parker Madison, as part of our Uncommon Good Program, will start things off by designing a stationery package, website landing page, a handout for affiliates, and covers for both youth and affiliate course books.



# BRAND PHOTOGRAPHY

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## A PICTURE PAINTS A THOUSAND WORDS

Photography allows the brand to communicate an enormous amount of character and emotion quickly. Photography can set the tone of a communications piece and is often what people remember. In the case of BLOOM365, images should relate to the audience being engaged and help reinforce the objective of the communication - showing the audience that you understand them and empathize with their needs.



Small party for all employees, volunteers, and board members to re-introduce the brand. This might also include key supporters.

Reach out to all those who have completed the 7-Doses program (or are currently taking the course). This would include all activation groups (PAC, etc). These individuals may be hard to reach.

Schedule speaking opportunities at various conferences where you can talk about your brand update (and what it means to the future of the organization).

To the extent possible engage media with interviews and releases.

Email / Mail current prospect pipeline announcing your brand update and what it means to them.

# BRAND LAUNCH

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## LETS TELL THE WORLD

How a brand update is launched - communicated to your audience(s) - can have a significant impact on successful adoption as well as message traction. We understand that BLOOM365 has limited resources, thus the launch should be managed in phases.

# COMMUNICATION PLATFORM

## ACTION PLAN

The following is our recommendation for addressing the communication requirements around program sales, activation, and funding. This marketing engine requires certain resources but is an efficient and effective model for outreach.

The website is the center piece of the marketing engine, it needs present BLOOM365's program offering(s), collect subscribers, and drive inbound inquiries through SEO.

The second key piece is email outreach. Separate databases of interested parties (school administrators, HR professionals, military and first responder leadership, etc.), certified trainers, and folks who have completed the 7-Doses.

These lists will grow with your efforts to collect email address of each group. Targeted messaging will place BLOOM365 top-of-mind with decision makers, drive continued revenue with certification updates and/or additions, as well as drive activities (and potentially charitable giving) with activation groups.

Program / curriculum materials tailored to your audiences. The cost to maintain a printed set of these materials will soon be an unwelcome cost for the organization to bare. Thus, we recommend moving this to a digital solution.

Community engagement tools are an important piece of fulfilling BLOOM365's mission. In order for people to feel a part of a movement, they need to feel part of the BLOOM365 community. This scenario is well illustrated by collegiate alumni programs. The data shows that alumni that feel engaged by their school and part of that community are more active (and give more).