



KIDS' TURN

Branding Strategy & Key Messages Presentation

November 12, 2008

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Agenda

- Introduce Project Team Members
- Goals of Project
- Background Review
- Findings Summary
- Branding Strategy
- Key Messages
- Tagline

Project Team Members

Taproot Foundation Team

Gerry Corbett	Account Director
Valerie Lee	Project Manager
Elyzabeth Dehapiot	Brand Strategist
Christina Kan-Duley	Marketing Manager
Jenny Malchow	Copywriter

Kids' Turn

Claire Barnes	Executive Director
Brad Jox	Executive Assistant
Steve Kinney	Board President

Goals: Why this Taproot – Kids' Turn project?

- Communicate better and more efficiently what Kids' Turn has to offer
 - Strong brand strategy: gain communication consistency
 - Refine Kids' Turn message
 - Polish key messages
 - Adapt to every audience (donors, clients, media...)
 - Improve name recognition



Increase awareness among the community and beyond

Background Review

• ***Situation/Goals***

- Kids' Turn Mission: Offer direct educational services to children and parents when facing separation or divorce
- Current Goal:
 - Raise community awareness
 - Better advertise Kids' Turn curriculum
 - Implement new curriculum
- Long-Term Goal:
 - Broaden use of Kids' Turn curriculum

• ***Challenges***

- Lack of broad public awareness
- Current brand identity is not readily intuitive to Kids' Turn mission
- Divorce is not an appealing topic

• ***Solution***

- Develop strong brand/communications strategy and create key messages to:
 - Widely communicate Kids' Turn mission
 - Focus on instant name recognition

Background - Discovery Process

• Research and preparation

- History
- Services and populations served
- Personal experiences
- Funding
- Effectiveness of the current brand and visual identity

• Interviews

- 16 Kids' Turn constituents
 - Staff, board members, clients, partners and donors

Key Findings - Lack of Advocacy and Public Awareness

- Staff and board hope for global awareness and use of “the Kids’ Turn Way” to characterize the methodology
- Partners asked for more media attention, television in particular
- Chinese language partner expressed a need for more intervention from the courts
- Lack of recognition of KT’s dedication to the cause of children’s emotional and physical well-being in the face of parental/familial separation

Key Findings - Divorce is an Unpleasant Topic

- Parental/familial separation is a private and often taboo subject
 - The name “Kids’ Turn” clearly puts the focus on the child, but does not address parental separation
 - Critically affects ability to attract donors

Key Findings – Branding and Messaging can be improved

- **Tagline**
 - The addition of a tagline to the current brand name is recommended
 - Would keep the focus on kids while addressing parental separation
 - Should convey the Kids' Turn identity
- **Logo**
 - Some interviewees were not aware of the logo or thought that the logo was something else
 - Interviewees who recognized the logo thought it was “archaic” or that it resembled objects that have nothing to do with Kids' Turn such as a cribbage peg, pencil or a mummy

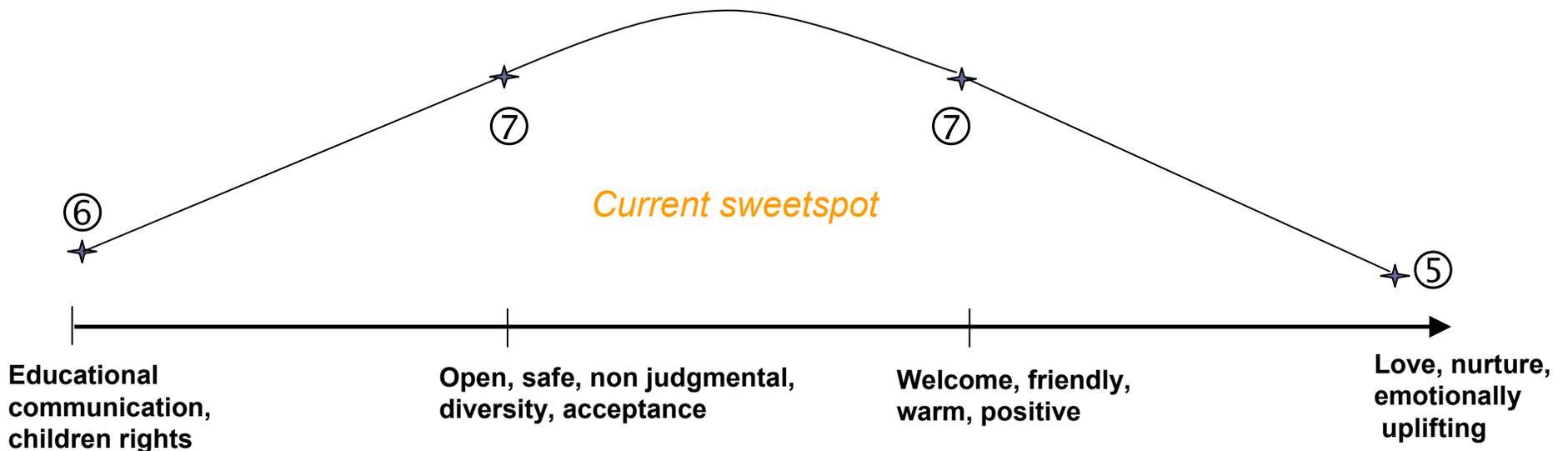
Key Findings - Inconsistent Communications

- Web site does not adequately convey the Kids' Turn vision and message
- Visual consistency needed across all communication vehicles
- Child art - currently competes with the brand position and perception of KT and its mission
- Marketing communications delivery methods are very limited and traditional
 - Not capitalizing on today's technologies
 - Difficult to sign up for e-newsletter

Key Findings - Brand Personality

- Spectrum of feelings about Kids' Turn

(Source: 16 interviews conducted in June and July 2008) - # persons in circles.



Brand Strategy

Brand Strategy		
<ul style="list-style-type: none"> • Who are we? • Who do we serve? • How are we different? 	<ul style="list-style-type: none"> • What are our core attributes? • What is our organization's personality? 	<ul style="list-style-type: none"> • What is our promise to funders, clients and the community?

Key Building Blocks		
Name	Visual Identity	Key Messages
<ul style="list-style-type: none"> • Word or words that communicate key elements of our Brand Strategy 	<ul style="list-style-type: none"> • Visual image (i.e. logo) that communicates a key element of our Brand Strategy 	<ul style="list-style-type: none"> • Boilerplate language that very concisely communicates 3–5 elements of Brand Strategy. Often includes slight variations of messages per audience.

Other Communication Materials and Programs
Communicate more detailed messages that are all under the umbrella, consistent with and extensions of the Brand Strategy.
Brochures, Letterhead, Signs, Website, fundraising materials, etc.

End result:
communicate effectively;
achieve success!

Brand Strategy Definition

- A unique approach to best describe Kids' Turn
 - Communicate the values and mission of the organization
 - Recognized by all targeted audiences
 - Answer key questions about the brand
 - Support current and long-term goals
- Make sure that all communications and programs will effectively and consistently communicate Kids' Turn brand position
 - Ensures an overall consistency with all messages
 - Key messages are derived from the brand strategy

How to achieve a strong Brand Strategy?

- Define the brand attributes
 - Core attributes that best define the organization' s values
- State the brand positioning
 - Words that communicate key elements of Kids' Turn brand strategy
- Analyze the visual identity
 - Brand name "Kids' Turn"
 - Logo that supports the name
- Visual identity recommendations

Brand Attributes #1

- **Kids' Turn is the only dedicated information provider that provides emotional and educational support**
 - For kids:
 - Understanding of what's going on
 - Coping skills
 - No guilt, relief for kids "it's not my fault"
 - For parents:
 - Problem solving / conflict reduction skills
 - Better parenting skills
 - Understanding of their kids' needs and feelings

Brand Attributes #2

- **Kids' Turn is an objective, non-judgmental organization where kids have a safe place to heal and begin the process of moving on with their lives**
 - Kids' Turn is kid-centric
 - Kids' Turn is safe and secure
 - Kids' Turn offers relief for kids
 - Kids' Turn is open to diversity and believes that diversity is strength

Brand Attributes #3

- **Kids' Turn is a friendly and nurturing organization that provides hope and optimism**
 - Kids' Turn helps kids to build their positive side
 - Kids' Turn instills self-confidence in kids
 - Kids' Turn is on kids' side, as a friend
 - Kids feel empowered through Kids' Turn
 - Kids' Turn is a partner to the family

Brand Positioning Statement

Kids' Turn is the only dedicated provider of a comprehensive program for children and family members affected by familial separation. By putting children in the center of their families and out of the middle of parental conflict, Kids' Turn reduces the negative effects of parental separation, provides hope and optimism, resulting in a healthy adjustment to family reconfiguration.

Topic	Question
Target	Children who are affected by parental separation and all of the adults involved
Need	Kids' Turn provides children with age-appropriate information that results in a healthy adjustment to family reconfiguration and gives adults the information they need to best serve the well-being of their child(ren)
Alternatives	<ul style="list-style-type: none"> •Marriage family therapist (MFT) •Self-help resources (books, Internet, etc.) •No alternative, families on their own
Competitive Advantage	Kids' Turn is the only provider of a program that communicates candidly with children and adults for the sole purpose of helping children through parental separation.
Key Benefits	<ul style="list-style-type: none"> •Kids' Turn offers a variety of educational programs to families and gives kids a voice during parental separation •Information about divorce and separation supported by a comprehensive curriculum and served by professional workshop coordinators •Utilitarian and factual key benefits •Hope and optimism provider, relief for kids •Improve overall quality of life for parents and kids

Visual Identity Analysis: Name and Logo

	<i>Mission</i>	<i>Key Brand Elements</i>	<i>Strengths</i>	<i>Weaknesses</i>
Current Name KIDS' TURN	<ul style="list-style-type: none"> • Convey the essence and mission of the company 	<ul style="list-style-type: none"> • Name is focused on kids • No real font or color associated with the name • Name is intermingled with the logo elements • Short name 	<ul style="list-style-type: none"> • Name is focused on kids • Dynamic name, idea of a change, moving forward • May prompt people to ask more about Kids' Turn • Short name 	<ul style="list-style-type: none"> • No real explanation of the company mission and purpose • No real brand name identity (lack of font consistency: KT written in different fonts Web site, brochure, logo and different colors). See <i>next slide</i>.
Current Logo 	<ul style="list-style-type: none"> • Immediate brand recognition • Support the brand name • Evoke emotional feeling about the organization 	<ul style="list-style-type: none"> • Children's artwork • Kids' Turn name at the bottom • Graphics related to kids (pencil, house, ball) • 2 primary colors • Blue drawing of a kid silhouette: focus on kid 	<ul style="list-style-type: none"> • In use for a long time (accompanied Kids' Turn growth) • Graphics look like they have been created by kids 	<ul style="list-style-type: none"> • Too crowded • Traditional graphic • Low retention, does not effectively support the name • Aggressive primary colors • Shows conflict, but does not connote hope and optimism • Kids' Turn name lost among the graphics; font is confusing



Recommendation: Name and Logo

- **Retain “Kids’ Turn” brand name**
 - Name appreciated and recognized
 - If not recognized, gives mystery and willingness to learn more about the company’s purpose
 - Implement consistent “look and feel’ across all materials (name, color and font)
 - Will help build and sustain a stronger brand identity
- **Recommendation to change the logo***
 - Logo not well recognized
 - Too crowded
 - Confusing image/message, it doesn’t help the brand
 - Colors very flashy, Kids’ Turn name not visible
 - Recommendation to change to a clearer, cleaner logo
- **Add a tagline to support the brand and reinforce name recognition**
 - Clear standardization of logo usage versus other graphics (e.g. children’s artwork)

*Your new logo project: A nice way to make a powerful brand identity and support a strong brand strategy!

Analysis of Logo Proposal

- Clean and succinct logo
 - Color palette is pleasing, aligned with hope and optimism
 - Orange is a cheerful color associated with building a community
 - Green is a peaceful, tranquil color
- Puzzle graphic is simple yet comprehensive and intuitive
 - Shows both the problem (parents separated) and the solution (when pieced together)
 - Plays very well with the positioning statement - *putting children in the center*
 - Logo elements are well-suited for animation – Web site, PowerPoint etc.
- KT written in printed characters, with a different color and lower case on the 'i' for a surprisingly twist
 - Plays very well with the kid in the center theme (same color)
 - Emphasize the “i”
 - The kid is the focus
- Contemporary logo, but still handmade drawing (human figure)
 - Strong focus on children
- Easily replicable font type for the brand name
- Potential modification
 - ‘Kids’ Turn brand name could be ‘softer’ by using a slightly rounded font type



Key Messages



How we consistently and coherently
describe Kids' Turn

Key Messages - Features

- Focuses on children while simultaneously providing adults with complementary information
- Offers comprehensive six-week curriculum which is undergoing continual enhancement
- Teaches adults the skills they need to support their children through transition
- Provides a safe and secure environment for kids to share thoughts and feelings
- Core curriculum is available in English, Chinese and Spanish

Key Messages - Benefits

- Fosters child-parent communication
- Improves parenting skills
- Helps children feel better and cope with family separation
- Reduces conflict

Key Messages - Organization Description

- **15 words:** Kid's Turn helps children and their families through parental separation.
- **25 words:** Kids' Turn is the only dedicated provider of a comprehensive program for children and family members affected by familial separation.
- **100 words:** Kids' Turn is the only dedicated provider of a comprehensive program for children and family members affected by familial separation. Kids' Turn helps children navigate through the difficult emotions associated with family reconfiguration and teaches family members support skills for affected children.

Key Messages - Organization Description

– 250 words:

Kids' Turn is the only dedicated provider of a comprehensive program for children and family members affected by familial separation. Kids' Turn helps children navigate through the difficult emotions associated with family reconfiguration and educates family members on how to support the affected children. The negative impact family breakdown has on individual children and society has reached epidemic proportions. In 1988, a small group of legal professionals noticed that many children had been either largely ignored or worse, placed in the middle of parental conflict. They founded Kids' Turn with the sole intention of keeping each child at the center of their family. As kids face difficult changes, Kids' Turn offers families the opportunity to move forward with hope and optimism. More than 10,000 children and parents have taken advantage of the Kids' Turn program with more than 90% of parents reporting improved understanding of their children's reaction to family separation and that Kids' Turn helped them to communicate more openly with their children.

Key Messages - Organization Description

– Boilerplate for News Releases:

Kids' Turn provides an opportunity for families facing parental separation to move forward with hope and optimism, reducing conflict and its negative effects. Children often find themselves in the middle of parental conflict. Employing the Kids' Turn Way puts kids at the center of family healing and resolution and takes children out of the middle of parental struggles. Kids' Turn is the only organization where the entire family participates in a comprehensive program that helps children develop essential coping skills and gives adults the critical parenting skills they need to support their children through family reconfiguration.

Key Messaging Variations per Audience

- **Key Messages to PARTICIPANTS OF KIDS' TURN:**

- The Kids' Turn program offers you and your child the opportunity to cope with the changes in your family structure and move toward a healthy, happy future. Children often get caught in the middle of parental issues. Employing the Kids' Turn Way takes children out of the middle of parental struggles and puts them at the center of family healing.
- Our curriculum provides your child with age-appropriate information designed to help your child realize s/he is not alone, nor at fault. Adults benefit from a program that complements the information their children receive.

Key Messaging Variations per Audience

- **Key Messages to DONORS:**

- The negative impact that parental separation has on individual children and society has reached epidemic proportions. In 1988, a small group of legal professionals realized that many children had been either largely ignored or worse, placed in the middle of parental conflict. They founded Kids' Turn with the sole intention of taking children out of the middle of family struggles and keeping each child at the center of family healing and resolution. As kids face difficult changes, we offer families the tools to move forward with hope and optimism.
- Kids' Turn provides an opportunity for you to join its pioneering founders, its energetic board members and its dedicated staff in the interest of the thousands of children in America who are compromised by family separation each year. Your involvement makes the *Kids' Turn Way* available to families regardless of their income. We will all benefit from the positive social impact that this preventative work with children and their families provides.

Key Messaging Variations per Audience

- **Key Messages to the MEDIA:**
 - The negative impact that parental separation has on individual children and society has reached epidemic proportions. Children often find themselves caught in the middle of parental disputes. The tangential relationships between parental separation and childhood difficulties (e.g., obesity, developmental, academic, social, psychological problems, etc.) are well proven. Kids' Turn takes children out of the middle of parental struggles and puts them at the center of family healing and resolution through a curriculum that teaches children a variety of coping skills and provides parents with appropriate parenting and conflict reduction skills.

Tagline Proposals

- **Kids' Turn** – At the center not in the middle
- **Kids' Turn** – We put kids at the center not in the middle
- **Kids' Turn** – Where kids come first
- **Kids' Turn** - At the center of resolution not the middle of conflict



Program Committee Preference (as of 10/1/08):
Kids' Turn – Where kids come first

Kids' Turn at-a-glance

Kids' Turn is the only dedicated provider of a comprehensive program for children and family members affected by familial separation. Kids' Turn helps children navigate through the difficult emotions associated with family reconfiguration and teaches family members support skills for affected children.



Where Kids Come First

Thank you!

Questions?



Appendix

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Discovery Interview Quotes: Describe Kids' Turn

- *“Place where kids can come and be heard; teaches kids to communicate with their families.”*
- *“Workshop for kids and parents who are dealing with family separation.”*
- *“Unique agency, helps kids not to be in the middle.”*
- *“Helping children through immense emotional turmoil and disruption.”*
- *“It is about making children happier and healthier.”*
- *“It is about giving parents a way to operate through separation.”*
- *“It supplies the children with a space to talk about their feelings while supporting the parents as well.”*
- *“A resource to learn communication skills.”*

Discovery Interview Quotes: Current Branding and Messaging Impressions

- *“Logo is cute, but I don’t know if it’s effective”*
- *“I think a new image for Kids’ Turn could be powerful”*
- *“Web site has evolved, but could still be more user friendly”*
- *“Kids’ Turn name has been in use for a long time”*

Discovery Interview Quotes: Greatest Challenges

- *“Increasing awareness, spreading the word is the greatest challenge right now.”*
- *“Creating a set of tools for parents to be successful in reducing or eliminating the conflict during separation.”*
- *“Funding.”*
- *“Growth and expansion. It’s an opportunity and a challenge (finding location, funding, increased awareness).”*

Discovery Interview Quotes: What solutions does Kids' Turn provide?

- *“Solve lack of communications; parents do not know how to effectively communicate with their children so Kids' Turn is a good mediator.”*
- *“For kids to be secure/have freedom, not to be on one side or the other. Damage may not be immediate but show up later.”*
- *“It is the only organization that provides services to an underserved population to address the epidemic problem of familial separation. The program helps with transitions.”*
- *“Help children understand they are not alone. Helps them , develop coping skills and to know they are not responsible for what's going on. The curriculum has helped children to develop skills to face the life situation.”*
- *“KT exists to reduce conflict in separations.”*

Best Practices: Summary

Key Learnings :

- Presence of a strong tagline can reinforce brand promise
- Congruence of brand name, brand marks, colors, taglines, fonts and people imagery emphasizes brand position
- Clear endorsements of affiliations raises credibility
- Effective repetition seals perceptions

Key Pitfalls to Avoid:

- Single color, confusing or chaotic brand elements
- Under-utilizing Web site home page



Taproot
FOUNDATION

BAY Area
children
FIRST



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Discovery Interviews – SWOT Analysis

Strengths

- **Unique** organization with a focused curriculum on children “*KT puts children at the center*” (not in the middle)
- **Well known** and well recognized within court and family mediator environments
- Recommended by courts: KT is really helpful
- Age-appropriate curriculum
- KT’s mission adaptable to different targets (LGBT) and communities (Spanish, Chinese)

Opportunities

- Opportunity to **grow** and expand
->Increasing divorce rates
- Evolution of parenting (LBGT, couples who never lived together)
- Spread the benefit of the KT curriculum (the Kids’ Turn way)
- Revamp the curriculum

Weaknesses

- Old curriculum
- Lack of funding
- Lack of consistency about visual identity (logo, Web site), branding and messaging
- Lack of advocacy and public awareness

Threats

- Heavy competition for donors in the Bay Area: why should they give to KT?
“Need to define the passion”
“Need to raise awareness”
- Apathetic feelings towards divorce

Visual Identity Analysis: Name and Logo

Web Site Homepage and Gazette:

- 3 different fonts for the Kids' Turn name
- 3 different colors for the Kids' Turn name

The image shows a comparison between the Kids' Turn website and a Kids' Turn Gazette magazine cover. On the website, the header features the text "KIDS' TURN : A NON-PROFIT ORGANIZATION TO HELP FAMILIES THROUGH" in a blue banner. Below this is a navigation menu with links: Home, About Us, Kids, Parents, Support Us, Contact Us, and Privacy Policy. The main content area includes a "Register Online" button, a "Donate" button with Visa and MasterCard logos, and a testimonial from a parent. The website's main heading is "Home" and "Welcome to Kids' Turn!". The magazine cover, dated Summer 2008, features the title "Kids' Turn Gazette" in a blue script font. Annotations with arrows point to the text "KIDS' TURN" in the website banner (labeled "Kids' writing" in red) and "KIDS' TURN" in the website's main heading (labeled "Kids' writing" in blue). Another arrow points to "Kids' Turn Gazette" on the magazine cover (labeled "Kids' writing" in blue).



Visual identity needs to be consistent