



Internal Communications

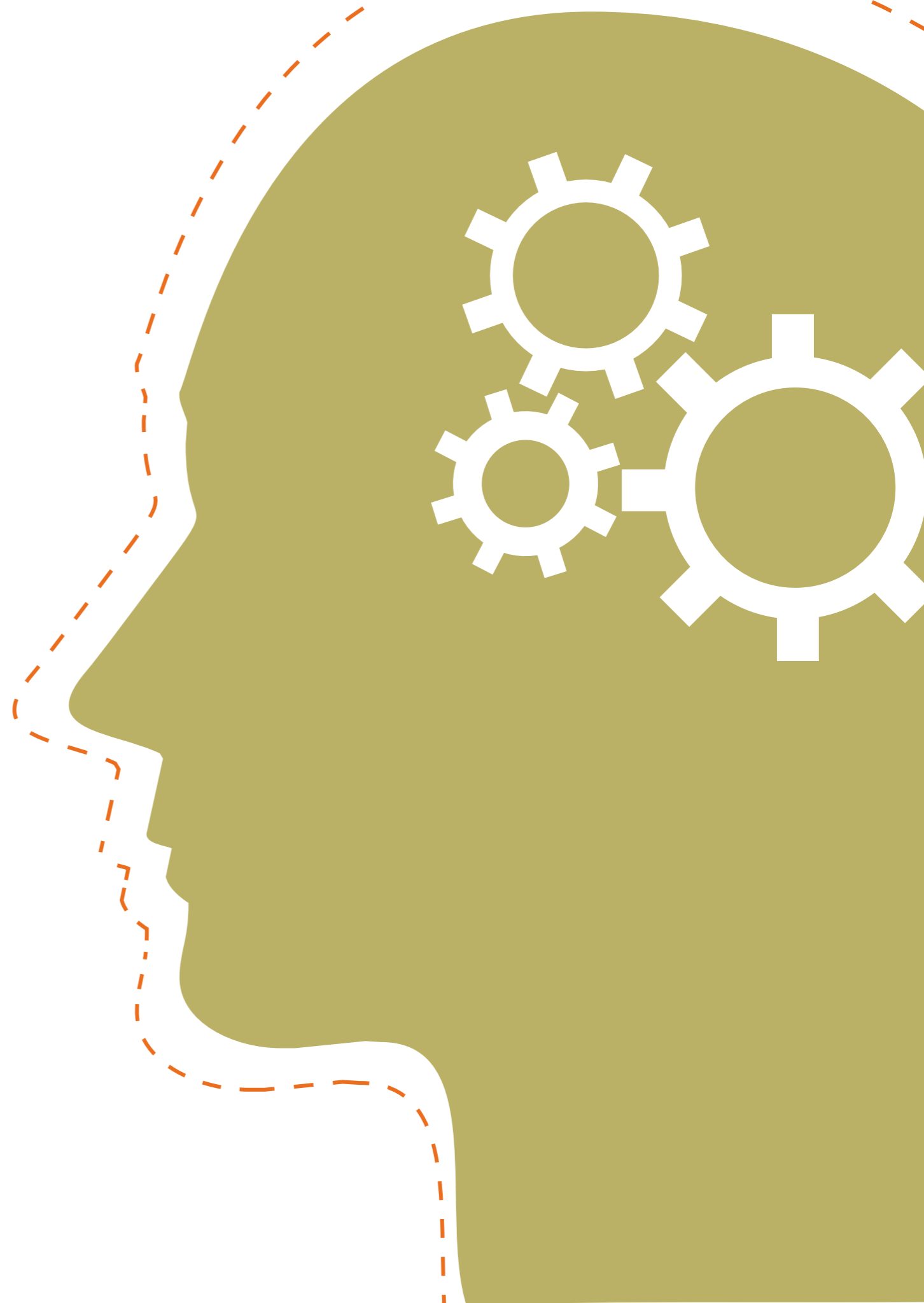
APTA Marketing & Communications Workshop

February 25, 2013 | Los Angeles, CA

Brand Equity
Research



For starters, brands
live in your head



Brand Equity
Research

2010

2009

COTPA Board
Approves
Contract with
S Design



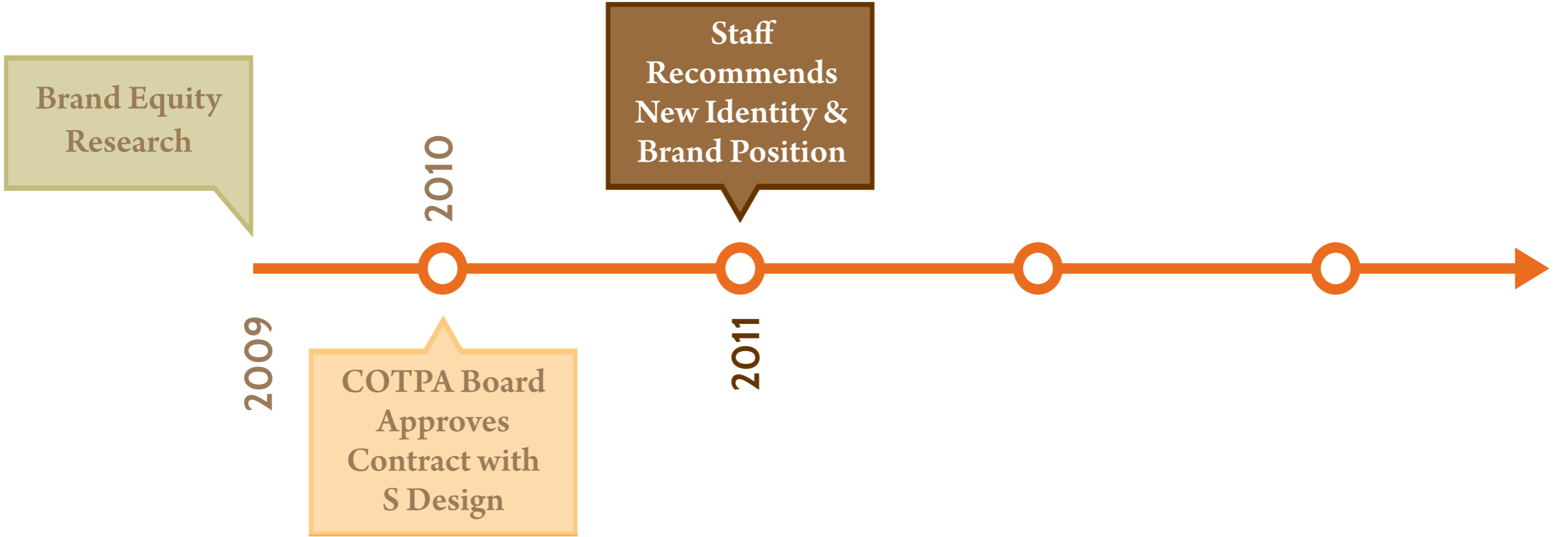
How do brands get inside your head?

Exposure

Through *exposure* to messages about the brand

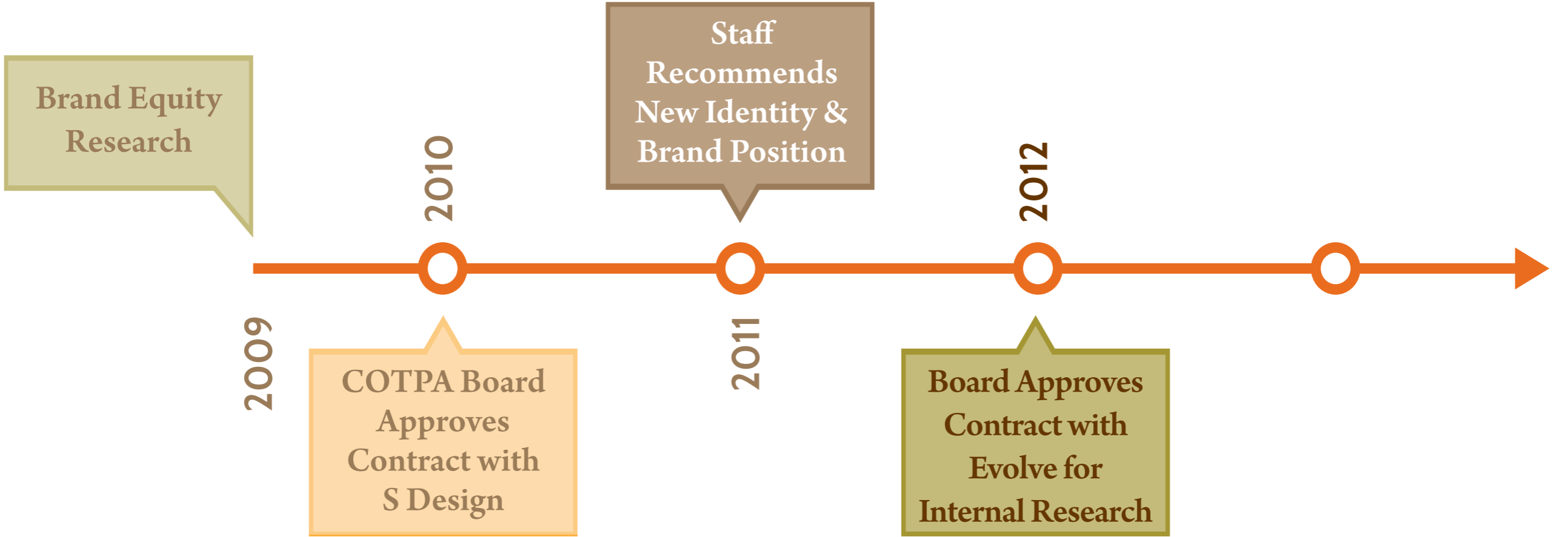
Experiences

Through actual *experiences* with the brand



Who affects these moments
of brand experience?





For this reason, *branding*
is not solely a marketing function.
It is an organizational function.

Brand Equity
Research

2009

COTPA Board
Approves
Contract with
S Design

2010

Staff
Recommends
New Identity &
Brand Position

2011

Board Approves
Contract with
Evolve for
Internal Research

2012

Launch delayed
Brand Culture
Initiative

2013



truths

› **Moving Communications from “Think-Feel-Do” to “Feel-Do-Think”**

Employee Experience: The Intersection of Brand and Talent

Employer Brand Activation: The Uncommon Denominator

Bringing the Employer Brand to Life

truths

Moving Communications from “Think-Feel-Do” to “Feel-Do-Think”

› **Employee Experience: The Intersection of Brand and Talent**

Employer Brand Activation: The Uncommon Denominator

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Employee Experience: The Intersection of Brand and Talent

› **Employer Brand Activation: The Uncommon Denominator**

Bringing the Employer Brand to Life

truths

Moving Communications from “Think-Feel-Do” to “Feel-Do-Think”

Employee Experience: The Intersection of Brand and Talent

Employer Brand Activation: The Uncommon Denominator

› **Bringing the Employer Brand to Life**



Jim Parker
Account Executive

Edit Profile

- My Feed
- Private Messages

My Profile

- Activity Stream
- Members
- GROUPS
 - All Company
 - Marketing
 - IT
 - Customer Support
 - Product Management
 - Groups Directory
- More

- APPS
 - Leaderboards
 - Topics
- More

- Messages
- Questions
- Files
- Documents
- Images
- More

Full threads Jim only



Devon Mitchell

Do we have any decks with a rollout to a financial institution? May help with my call later this afternoon.

16 minutes ago · Answer · Like · More

Jim Parker: Hey, I've attached my rollout to Odessa Bank! Hope this helps, let me know if you have any questions

Odessa Bank ver2.ppt

1 minute ago

Add an answer...



Jim Parker

Just wondering when we can expect the final sales numbers for Q3?

September 9 at 2:08pm · Answer · Like · More



Jim Parker

We're getting ready to order some new Four Leaf branded gifts. Any ideas beside the usual pens and t-shirts?

July 6 at 10:04am · Reply · Like · More

Liked by Devon Mitchell.



Steve Johnson: The cell phone covers were a big hit with my customers last week. Also would love to have lanyards as well for conferences.

August 8 at 9:41am

ABOUT JIM

Sales wizard, working my magic all down the West Coast.

INFO

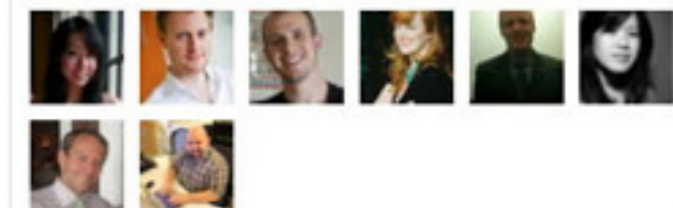
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Department: Sales
 Location: West Coast
 Birthday: April 9
 Expertise: Sales.
 Interests: The Best Coast, mountains, the Giants and exploring the Bay.
 Email: jim@fourleafconsulting.org
 Work: 415-123-4567 ext 891

FOLLOWERS



FOLLOWING



GROUPS (7)

see all

Customer Support
7 members

East Cost Sales
8 members

Thank you!

Michael Scroggins

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CREDITS:

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<http://www.hrmreport.com/article/Activating-Brand-Culture-Rethinking-the-Internal-Communications-Platform/>