

Comments: Market Analysis and Growing the USPS Brand

These are the notes that go with the presentation

Slides 3-5 give a little background on what is meant by a “Brand”

Slide 6:

USPS engaged the services of R+M Agency, a marketing and brand development firm, to work with USPS and help us chart a course from where we are to where we want to be. This phase has been completed.

Phase I was an important foundational and direction-setting initiative, aimed at answering the following questions [read]

Phase II, almost complete, focuses on our offerings and how to improve our portfolio. Among other topics, it aims at the following [read]

Phase III focuses on internal communication within USPS, external communication with the public and customers, and promotion. Phase III will be complete in a couple of months.

Slide 7:

Most of us think we know who we are, but sometimes it takes a professional outsider to help us articulate it clearly and completely. The same thing is true for organizations. In our case, we worked with the consultants to define ourselves as follows:

[review chart, Read a Trait, then mention a couple of the illustrations. Then next trait, etc.]

Slides 8-11 :

Break out the information on slide 7 on 4 separate slides.

Slide 12: Positioning

- The Positioning Analysis focuses on where we want USPS to be perceived relative to other boating educational organizations and boating clubs.
- Part of the marketplace is Education:
  - Some organizations just focus on delivering a course, whether for revenue generation as a business, like BoatEd, or to meet a basic safety mandate, as in state-sponsored basic boating programs.
  - A few, like BoatUS and USPS, have a MISSION: creating better boaters.

- Another comparison is the affiliation or participation orientation
  - Some participate because it is required, or job related, or their duty
  - Other organizations focus on the social aspect of boating, like yacht clubs.
- USPS Focus: Few if any do both, like USPS. We stand out, and we do it right. But we have not communicated it well.
- If we do it right, people will chose to affiliate with us they will feel:
  - Connected
  - Capable
  - That they belong

Slide 13 – expanded the positioning diagram on slide 12

Slide 14 : Our Audience

[Review descriptions. Mention that we have two groups that we want to attract. Note that they are similar demographically, with one group focusing more on family activities, and the other looking at boating as an escape from the routine.]

Slide 15: Demonstrating the Brand

[First click]: We have an important message to convey. We have never described ourselves, and what membership means, like this before.

[Read “Our Message”]

We also want people to have a specific image of us in mind. This is our brand. Not just logos or tag lines, but a clear set of feelings and emotions associated with our name.

[read]

[pause, let it sink in]

Slide 16: Our Promise

Have everyone read aloud together.

Slide 17 Phase I Outcomes

So, here is where we are after Phase I.

[review]

However, now we need to get that message and image out there.

Slide 18: Phase II: All That We Offer

We have a lot to offer in education, volunteering opportunities, and fellowship. So we evaluated all of our offerings in these categories.

We examined, and are examining, how each of our offerings adds value to our organization, our members, and to other customers and affiliates.

We may need to make some choices and changes. What do we need to add? What do we need to modify? What do we need to stop doing?

Furthermore, what kinds of combinations should we offer?

And how should we deliver education, volunteering, and fellowship?

#### Slide 19: Phase III: Communication

Phase III focuses on communication. Phase III has started and will be completed in the next couple of months.

Good internal communication helps the organization operate and can help coordinate activities and efforts for growth and development.

Internal communication with members can help members see the value of staying with the organization and even contributing to its success. Retention is part of membership stability, and some of that relies on communicating value and meaning of membership with each opportunity.

External communication with the public is essential to our development. External communication promotes our brand and image. It directly contributes to recruitment and to sales of educational programs. Effective marketing and promotion of our image, with the right messages, is essential to organizational success.

So, we are looking at what we communicate, how we communicate, media used, how frequently, and so on.

But for some things, we don't need to wait, as we will see next.

#### Slide 20: Presence in the Marketplace

We have a problem. People don't know who we really are.

Our image is either non-existent, or murky, or down-right incorrect. For example:

Some people think we and the CG Auxiliary are the same

Some people say: "Yeah, I took their basic boating course. You're the basic boating people"

Many boaters have heard our name, but don't know much about us.

So, what we need to do is establish, or re-establish, our identity using the imaging discussed previously.

Furthermore, we want people to want to know more; to get to know us.

#### Slide 21: USPS Brand Development Ad

So, we need to pursue an advertising campaign and are working toward that end.

Remember that we need to convey the right messages, and that those messages need to induce a positive and emotional reaction to our brand. When people think of us, we want them to feel a connection to us, that they belong.

Furthermore, we want to sense that when they belong, they also will feel capable on the water.

So, we need to generate messages and feelings, along with excitement that gets their attention.

Furthermore, we need to generate interest by backing up those feelings with information about what's in it for them, by associating with us. That information should leave them wanting to find out more.

Consequently, we have been working on an ad that we believe will appeal to both emotion and reason.

#### Slide 22: The Photo Shoot

People involved in photo shoot

#### Slide 23: USPS Brand Development Ad

[BEFORE THE FIRST CLICK:]

This ad is very different from what we have done in the past. Instead of asking the customer to focus on boating safety, or trying to impress them with our 100 year age, we need to generate excitement, show that we are welcoming and would happily include them in our organization, and let them know in just a couple of nano-seconds what we are all about.

[click: the reveal]

Notice the welcoming message. Notice the excitement and anticipation. Note the brief but succinct description of what's in it for the potential member.

Learn boating skills

Engage with boating friends

Connect with the boating community

#### Slide 24: Upcoming Plans

In addition to the ad discussed so far, we are embarking on an email campaign for promote Seamanship as the next important step for boating education students. Here, we are focusing on non-members for now, who have taken ABC3 or a seminar from USPS. First a beta test, and then national roll-out.

We also are pursuing a campaign for ABC. Note that it is not just online sales, but also aimed at squadron-based education with an intent to promote membership. Both promotion and delivery will need to be coordinated with squadrons and districts. The program will also include guidance to squadrons to help them convert students to members. Next steps are to create a plan and proposal for funding the campaign.

#### Slide 25: Squadron Support - Available NOW!

As part of our squadron support, Marketing has visited squadrons and talked with them over the phone and email. We have produced a large amount of material to help squadrons with recruiting and marketing their courses and seminars. These materials range from instruction and guidance, to marketing collateral they can use directly. We continue to add material to our committee web page.

#### Slide 26 and 27 – both sides of the new trifold brochure

download at <http://www.usps.org/images/Exec/Marketing/USPS%20TriFold%20Brochure.pdf>

Slide 28 – cover slide of new marketing presentation. Use it with your ABC class or other outside groups.

download at <http://www.usps.org/index.php/departments/12000/12400>

Slide 29 : National Advertising Plans

a couple of major, high profile boating publications.

We also will be working with our partners (like Brunswick and others) to place our ad on their website.

advertise electronically so that our ad pops up depending upon context. For example, if someone is looking at boats online for a potential purchase, our ad will pop up.