UNIFYING THE WIC BRAND

9 SEPTEMBER 2016
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We'll share the unifying message that came across through all of our research.

2

We'll bring that unifying message to life visually and verbally.
THE BRANDING PROCESS

BRAND STRATEGY
What you stand for and why that matters

BRAND IDENTITY
How that comes to life visually and verbally

BRAND ACTIVATION
Messaging toolkit
Communications plan
Training
Templates
Guidelines

NATIONAL CAMPAIGN
A STORY OF UNITY
Having so many identities and messages can seem confusing and disconnected.
A unified brand will help you share WIC’s story and drive support.

Strengthen the WIC program

Increase public awareness

Increase public support
OUR RESEARCH

- State and local staff interviews
- Participant Interviews
- A focus group at a WIC office
- Focus groups at the Annual Conference
- Best practice example analysis
- An online survey
MORE THAN FOOD. EVEN MORE URGENT THAN NUTRITION.
WIC keeps families eating healthy—WIC provides healthy food, a nutritionist’s support, and the guidance on how to prepare, shop for, and incorporate healthy meals into your life. That is something only WIC can deliver.
SUPPORT FOR MOMS WITHOUT A SUPPORT SYSTEM
Moms need support. WIC is there for them. WIC listens when they talk, understands what they need and offers the advice and expertise acquired from decades of helping moms before them. WIC is a mom’s trusted friend, her knowledgeable guide and her caring community.
CONNECTING MOMS TO CARE BEYOND WIC
Through referrals, WIC connects moms with support beyond what WIC can provide. WIC connects moms to the services, specialists, counselors and healthcare providers they need to be healthy across every facet of their life.
WHAT DOES THIS LADDER UP TO?
There’s no manual for motherhood.

WIC can help you gather the information to create your own.
Access to free, wholesome food and guidance on how to shop for and prepare it gives moms the tools to incorporate healthy meals into their families’ lives.
Our peer counselors listen to each mom, uncover her unique challenges and connect her with the support and professionals who can meet her and her families’ needs.
WIC gives moms information, tools and support to be the mom they want to be.
HOW DO WE DO IT?

WE GIVE YOU
HEALTHY FOOD
AND TEACH YOU
HOW TO USE IT

WE PROVIDE
A COMMUNITY
OF SUPPORT

WE CONNECT
YOU TO CARE
BEYOND WIC
WE'RE AT OUR BEST WHEN WE ARE...

OPTIMISTIC
- INCLUSIVE
- COMPASSIONATE
- ENCOURAGING

STRONG
- CAPABLE
- RESOURCEFUL
- RESILIENT

OPEN
- NONJUDGEMENTAL
- APPROACHABLE
- STRAIGHTFORWARD
HOW DO WE BRING THIS TO LIFE?
OUR BRAND PLATFORM

WIC gives moms information, tools and support to be the mom they want to be.

We give you healthy food and teach you how to use it
We provide a community of support
We connect you to care beyond WIC

OPTIMISTIC  STRONG  OPEN
CREATIVE IMPERATIVES

- Bright, bold color
- Flexible, customizable
- Motivating, empowering tone
- Genuine photography
- Approachable and conversational
- Active and supportive
- Useful and practical messages
- Modern, relevant
BE THE MOM YOU WANT TO BE.
OUR VISUAL LANGUAGE
YOU
GOT
THIS.

THE WIC VOICE IS:
EMPOWERING
SIMPLE AND
STRAIGHTFORWARD
ENCOURAGING
DIRECT
ENGAGING
BOLD

IT IS NOT:
PATERNALISTIC
CONDESCENDING
GUILT-INDUCING
OVERBEARING
GIMMICKY
FLASHY
BRINGING IT ALL TOGETHER
MOM STRONG
Encouragement for New Moms, Every Step of the Way.
YOU GOT THIS.
AND WE'RE HERE
WHEN YOU DON'T.

THE LATCH
IS KEY.
WE CAN HELP.

HEALTHY FOOD.
HEALTHY KID.
HAPPY MOM.
HEALTH AND FITNESS.

FRUITS AND VEGGIES.

STRONG, HEALTHY, AND HAPPY.

YOUR CHILD'S GROWTH CHART
MOM, YOU OWNED TODAY.
SOFAS STREET NW, Suite 121
WASHINGTON, DC 20009
33345935

SEE YOU SOON.

NAME

DATE & TIME

GROWTH JOURNAL

DATE: 

DEAR

MY HEART MELTS WHEN YOU

PAPERWORK TONK, BUT IT'S ALSO ENRICHING TO REMEMBER TO ENJOY THOSE LITTLE MOMENTS WITH YOUR LITTLE ONE.

NEXT WEEK: 

WE WILL

DEAR

, MY HEART MELTS WHEN YOU


WHAT DOES THIS MEAN FOR YOU?
AS WIC EMPLOYEES...

YOU EMPOWER MOMS EVERY DAY.
WHAT’S NEXT?
A NATIONAL RECRUITMENT AND RETENTION CAMPAIGN ENCOURAGING PEOPLE TO ENGAGE WITH WIC.
YOUR ROLE IN IT ALL.

USE THE NATIONAL CAMPAIGN IDENTITY

GET READY TO LIVE UP TO THE BRAND

TRACK AND MEASURE IT