UNIFYING THE WIC BRAND

9 SEPTEMBER 2016

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TODAY'S AGENDA

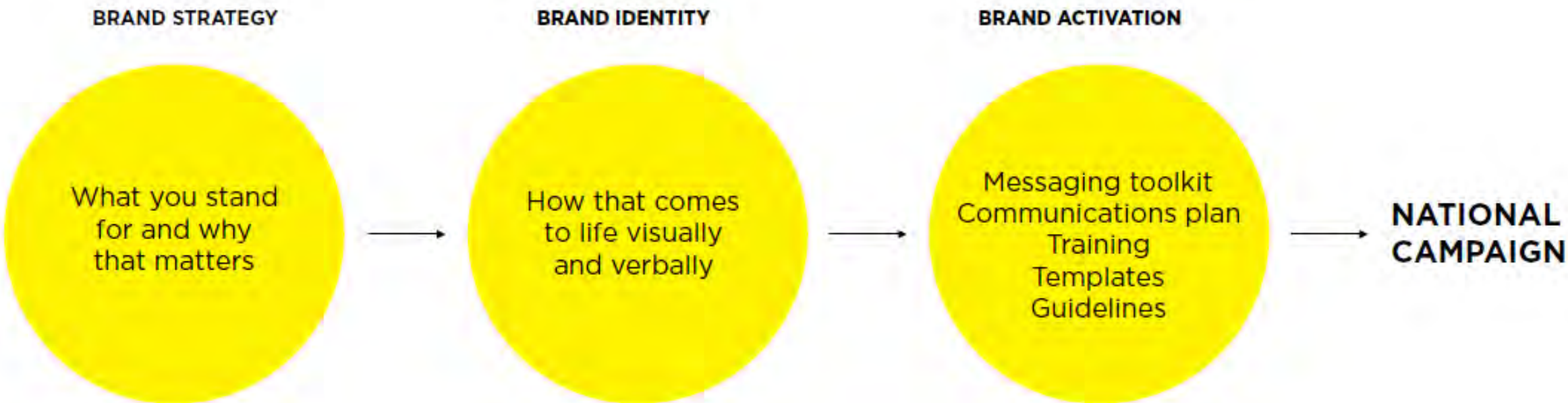
1

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



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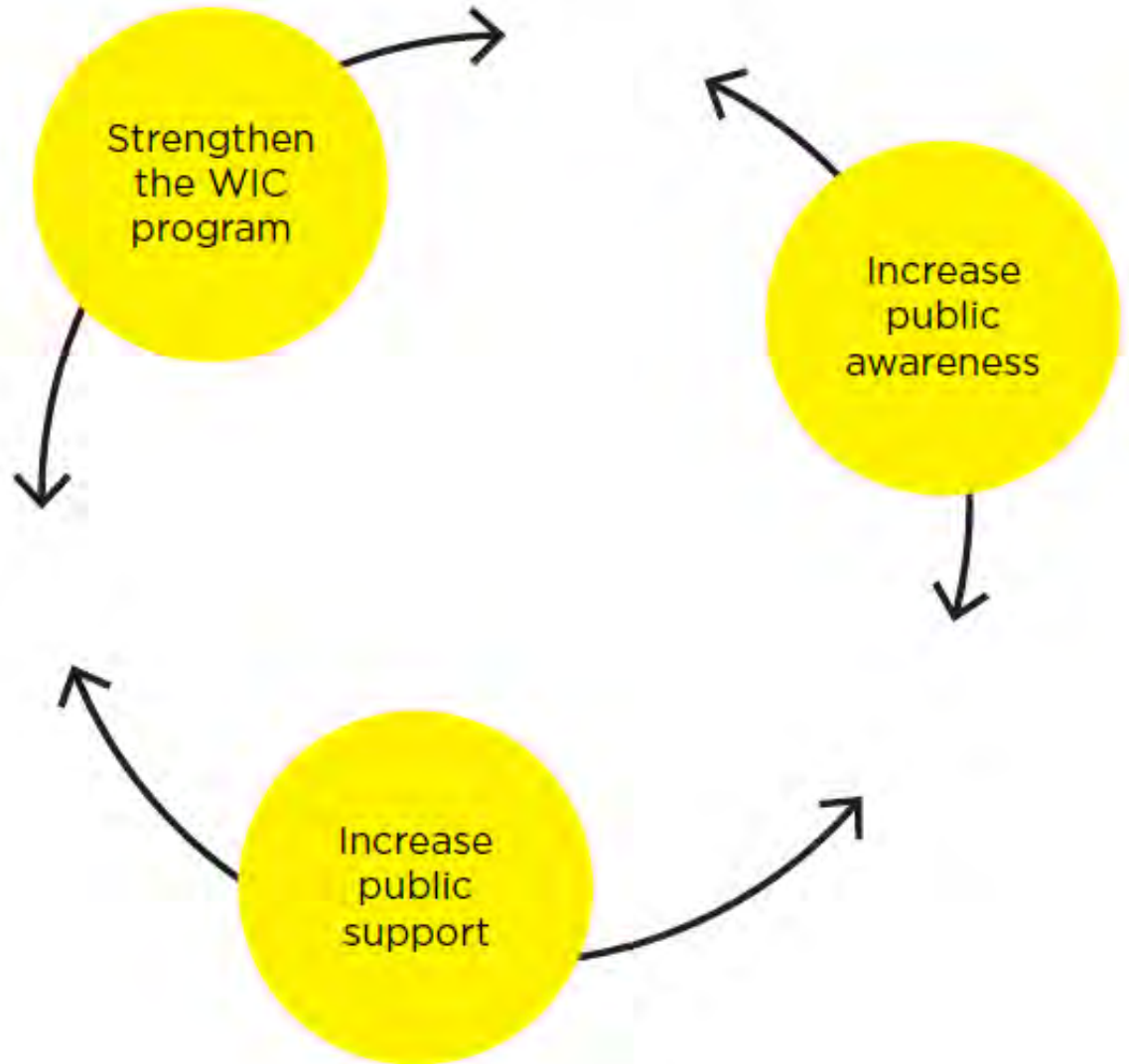
SITUATION TODAY

Having so many identities and messages can seem confusing and disconnected.

SITUATION TODAY

A unified brand will help you share WIC's story and drive support.



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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

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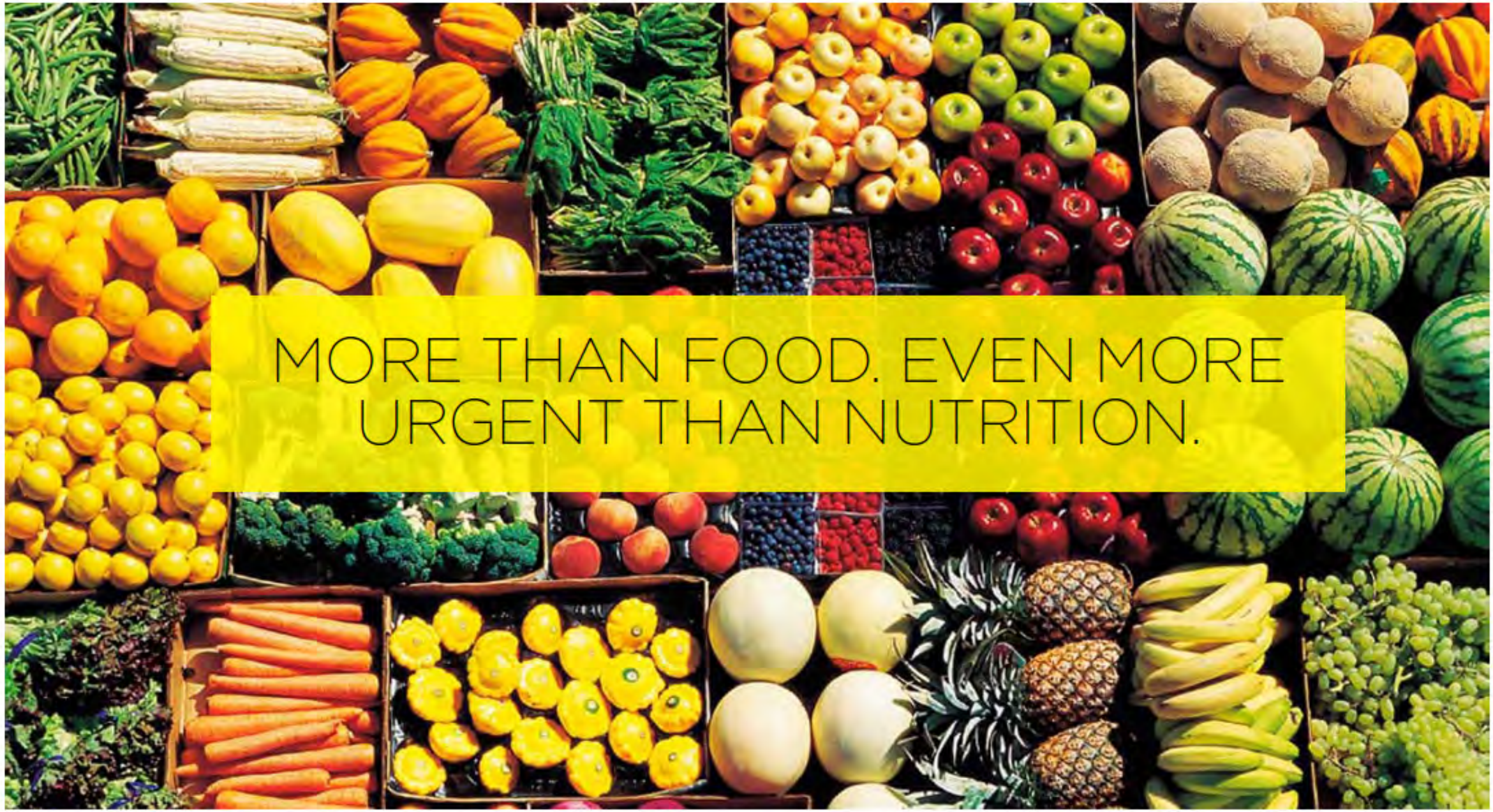

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WIC keeps families eating healthy—
WIC provides healthy food, a nutritionist's support, and the guidance on how to prepare, shop for, and incorporate healthy meals into your life.

That is something only WIC can deliver.

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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.

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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.

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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?

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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

OUR BRAND COLORS

BE THE
MOM YOU
WANT TO BE.

OUR PHOTOGRAPHY

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

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MOM STRONG

ENCOURAGEMENT FOR NEW MOMS, EVERY STEP OF THE WAY.

WIC

YOU GOT THIS.
AND WE'RE HERE
WHEN YOU DON'T.

WIC

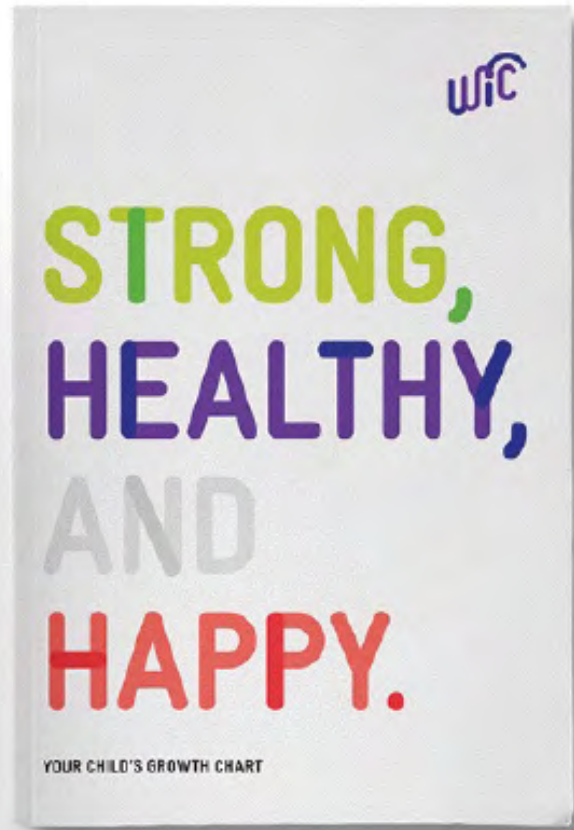
THE LATCH
IS KEY.
WE CAN HELP.

WIC

HEALTHY FOOD.
HEALTHY KID.
HAPPY MOM.

WIC

HEALTH AND FITNESS.
CHECK-UPS
ACTIVE PLAY
SLEEP SCHEDULE
FRUITS AND VEGGIES.
FRESH OR FROZEN
6 SERVINGS
EVERY DAY
JUICE AND SMOOTHIES


WIC
STRONG, HEALTHY, AND HAPPY.
YOUR CHILD'S GROWTH CHART

EXIT
MOM,
YOU
OWNED
TODAY.

Sprint
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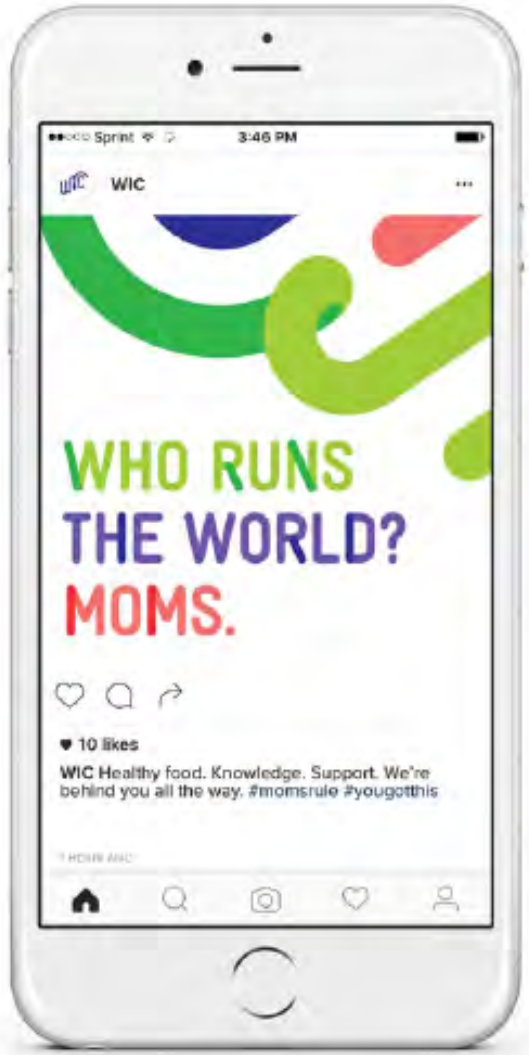
WIC
10 likes
WIC Few things are stronger than a breastfeeding mom. #powerofmom #yougotthis


Sprint
3:46 PM
WIC
WHO RUNS
THE WORLD?
MOMS.
10 likes
WIC Healthy food. Knowledge. Support. We're behind you all the way. #momsrule #yougotthis

Sprint
3:46 PM
WIC
10 likes
WIC We give you healthy food. You'll take it from there. #powerofmom #yougotthis

SEE YOU SOON.

NAME

DATE & TIME

2091 S STREET NW, SUITE 580,
WASHINGTON, DC 20009
555.049.0435

RELAX.
YOU'RE
READY.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum condimentum auctor vitae.

DON'T
WORRY,
DAD'S GOT IT.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum condimentum auctor vitae.

NANA:
THE AMAZING
BABY TAMER.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum condimentum auctor vitae.

WHAT DOES THIS MEAN FOR YOU?

AS WIC EMPLOYEES...

YOU EMPOWER MOMS EVERY DAY.

WHAT'S NEXT?

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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