

**We are Soapbox. We are a creative  
studio for ideas that matter.**

**Hello.**



John



Naomi



Erika



Claire

**Our clients include over 150 of the  
the world's leading mission-driven  
policy, research and advocacy  
organisations.**





What we do

We help our clients communicate with impact and better connect with their audiences



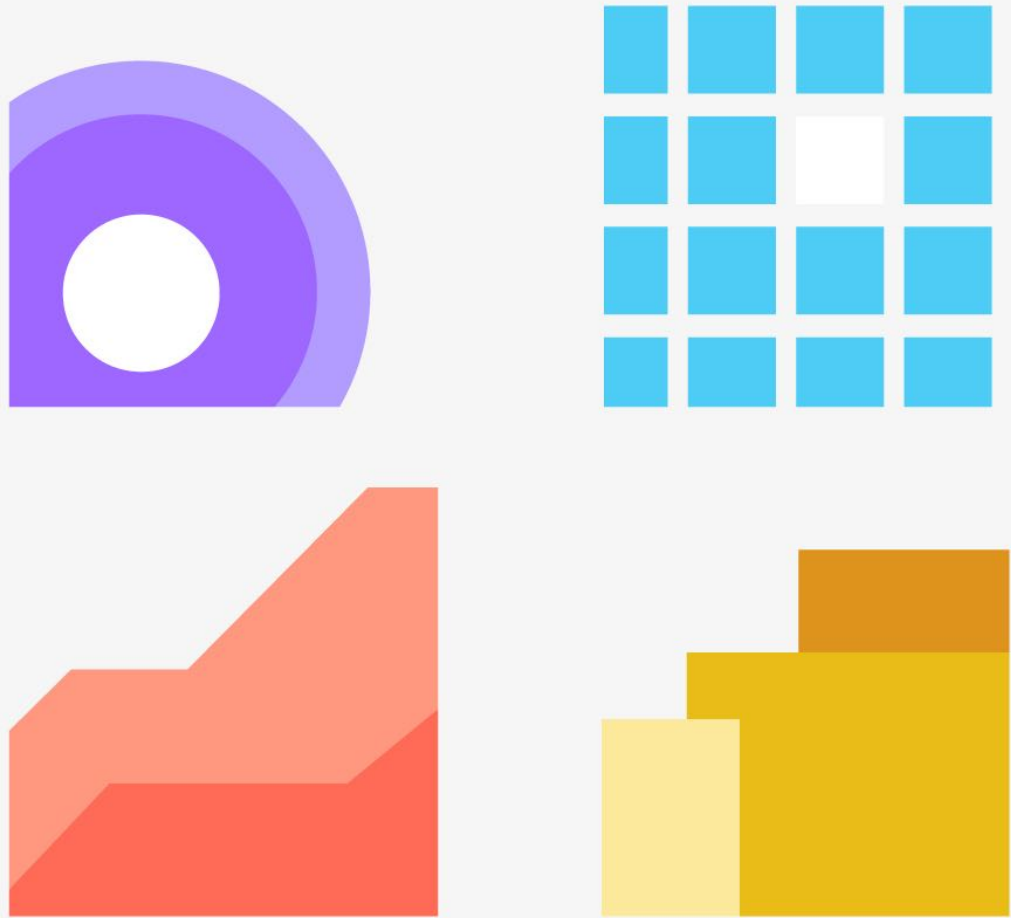
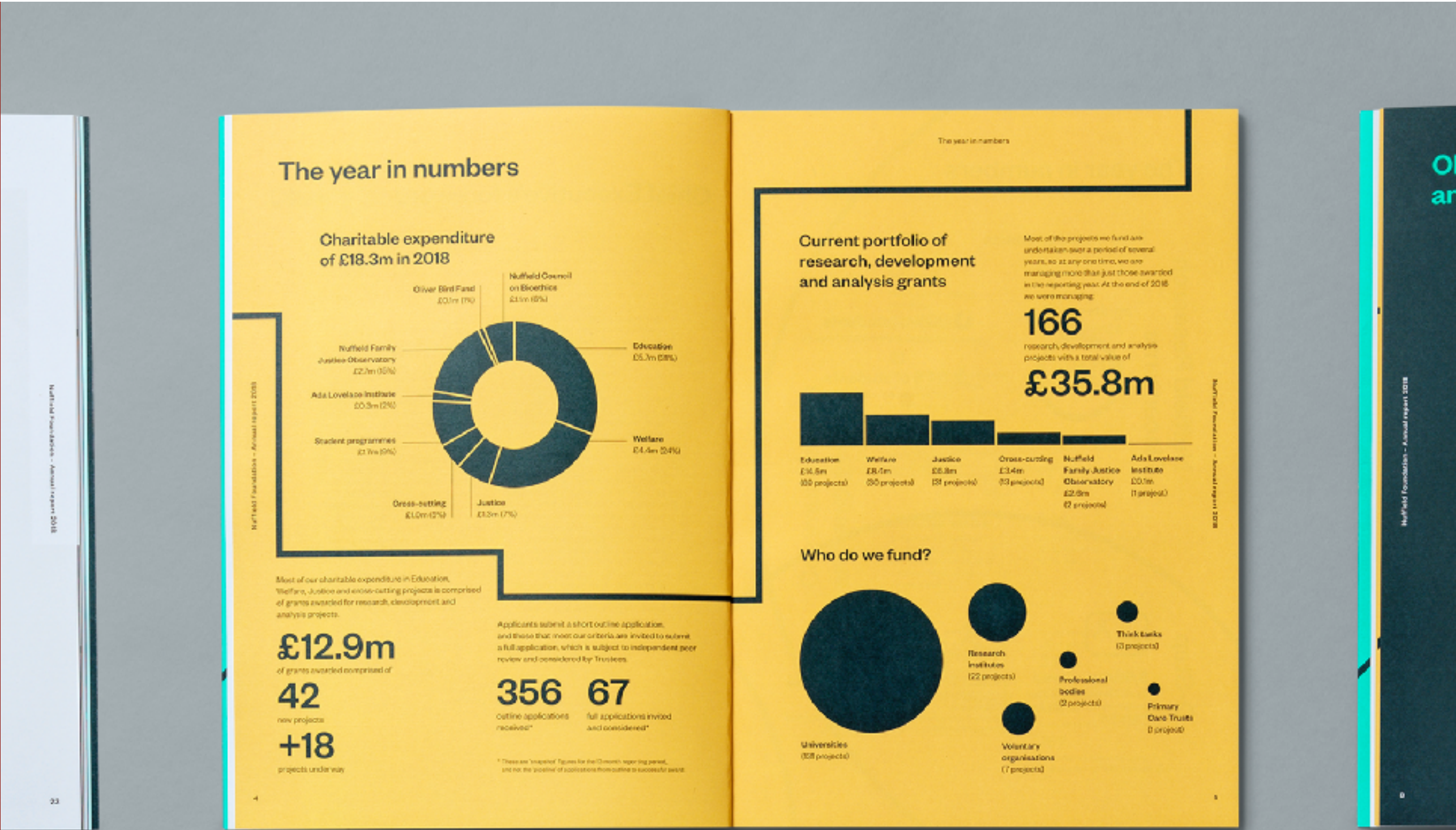
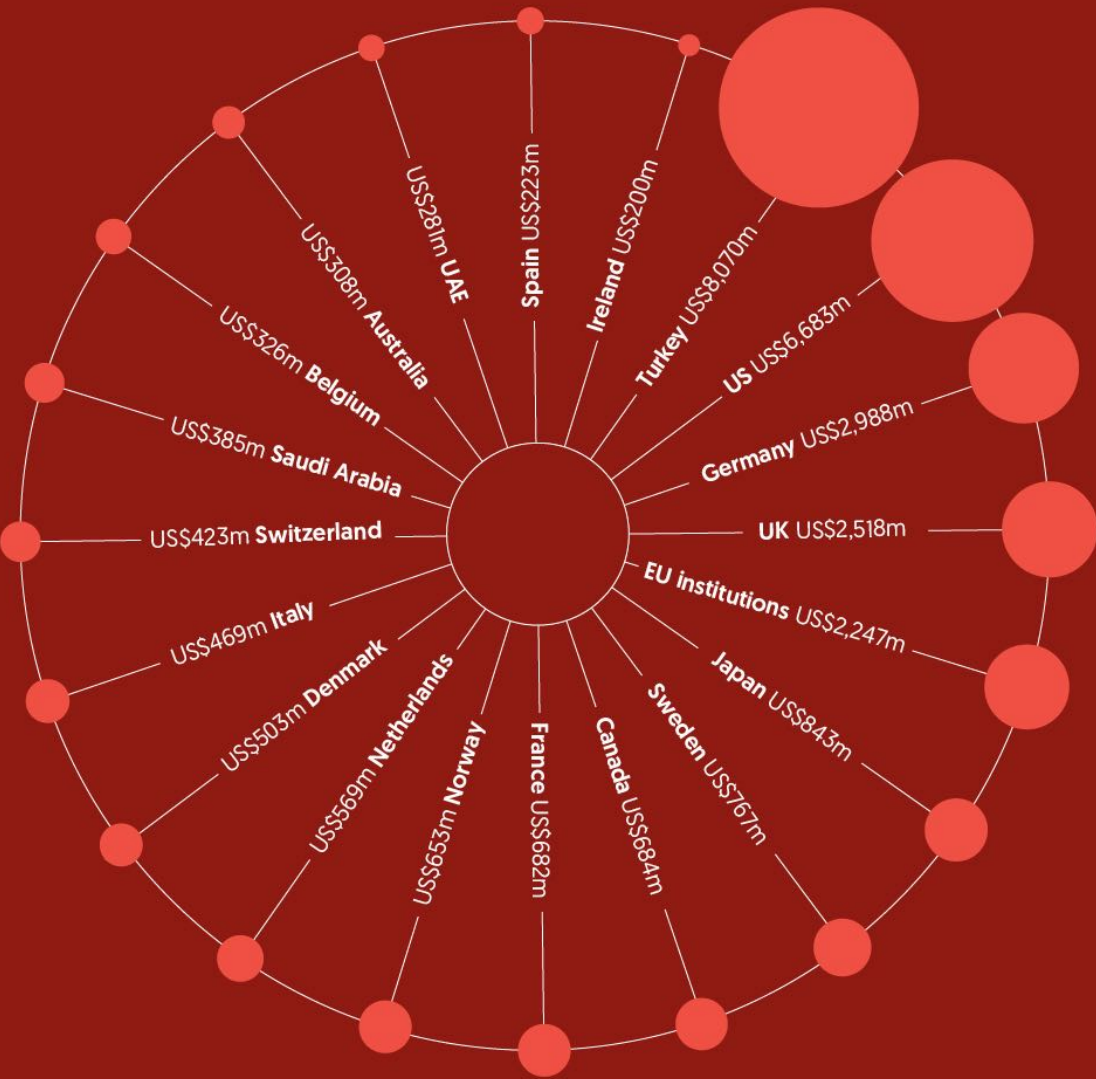
XX Proposal for [insert client name here]





What we do

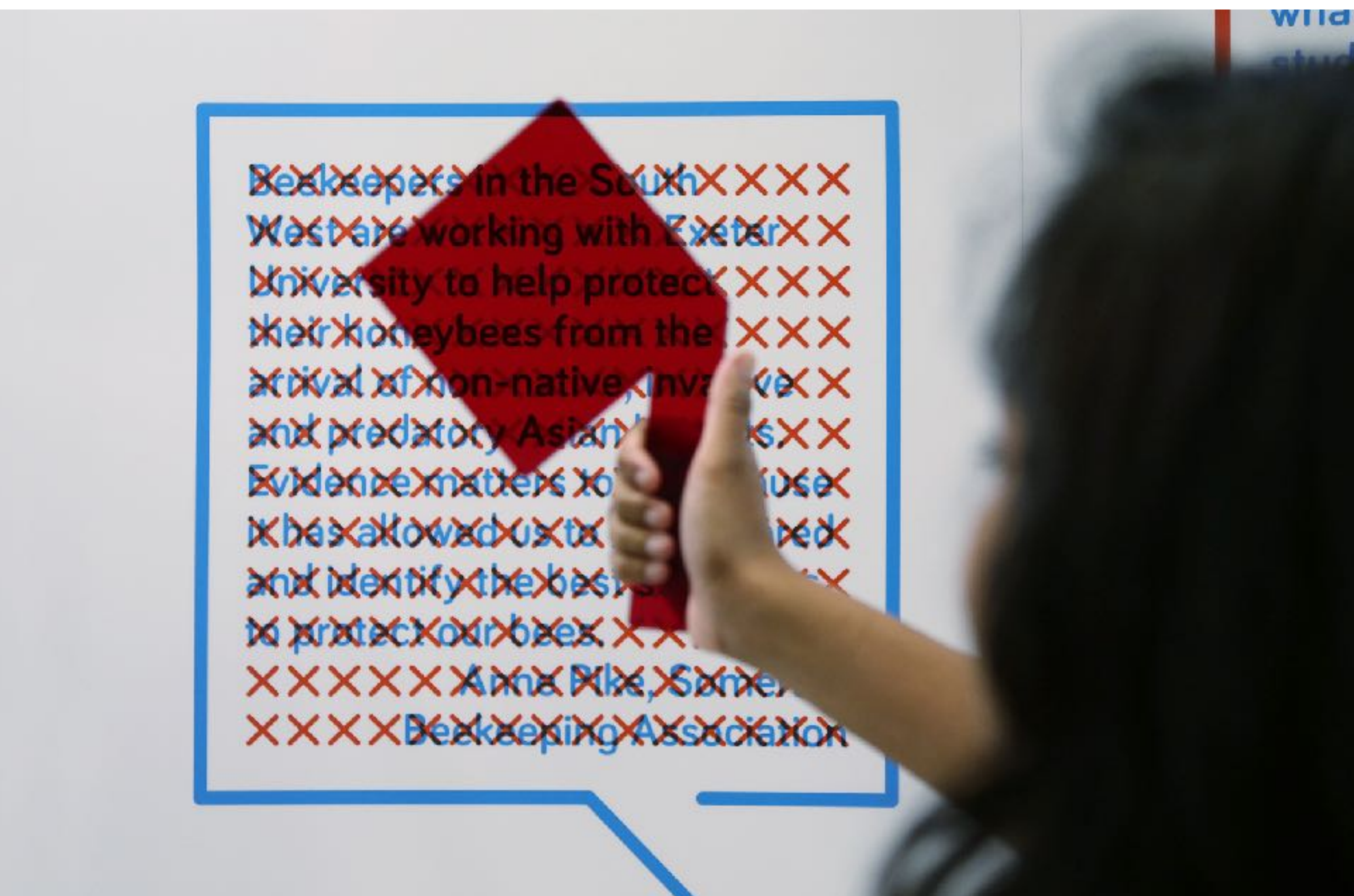
# We make complex ideas beautiful and understandable





What we do

# We lead the sector in new ways of communicating





# What we're doing today

**Exploring how to establish the  
strategic core of a brand – and how to  
bring it to life, through your identity  
and communications**



# **Part 1**

**Concepts, approaches  
and examples**

# **Part 2**

**Putting it into  
practice in our mini  
rebranding workshop  
(the fun bit!)**

# Today's agenda

01	Welcome, introductions and the plan for today	10 minutes
02	Key concepts and processes	10 minutes
03	A couple of examples	10 minutes
04	Questions and reflections	10 minutes
05	Your brief	10 minutes
06	Quick break	5 minutes
07	Getting into Miro	10 minutes
08	Group activity (plus another break)	80 minutes
09	Playback	20 minutes
10	Final questions and wrapping up	10 minutes



# A quick bit of housekeeping

- We've scheduled in a couple of breaks. But just drop a note in the chat if you need to pop out at any point.
- If you're having any technical issues, just let us know in the chat.
- We want to hear from you! When we get into the mini rebranding workshop in particular, do please feel free to speak up, share ideas and think big. There are no wrong answers!
- Enjoy the ride.

# Let's get started!



**Firstly, some key concepts**

# What is a brand?

What do you think? Put your thoughts  
in the Zoom chat box.

There are many definitions of what a brand is.

**Our view is that a brand is a collection of thoughts and feelings someone has about you as an organisation.**

It exists in the hearts and minds of people.

Every time someone encounters your organisation it contributes towards the thoughts and feelings they have about you.



Collectively, these add up to  
your brand.

**You can't control what these thoughts  
and feelings are that people have about  
your organisation.**

**But you can try to shape them.**

This is where branding comes in.

# What is branding?

We are describing branding as a way to try to intentionally direct how people feel about your organisation.

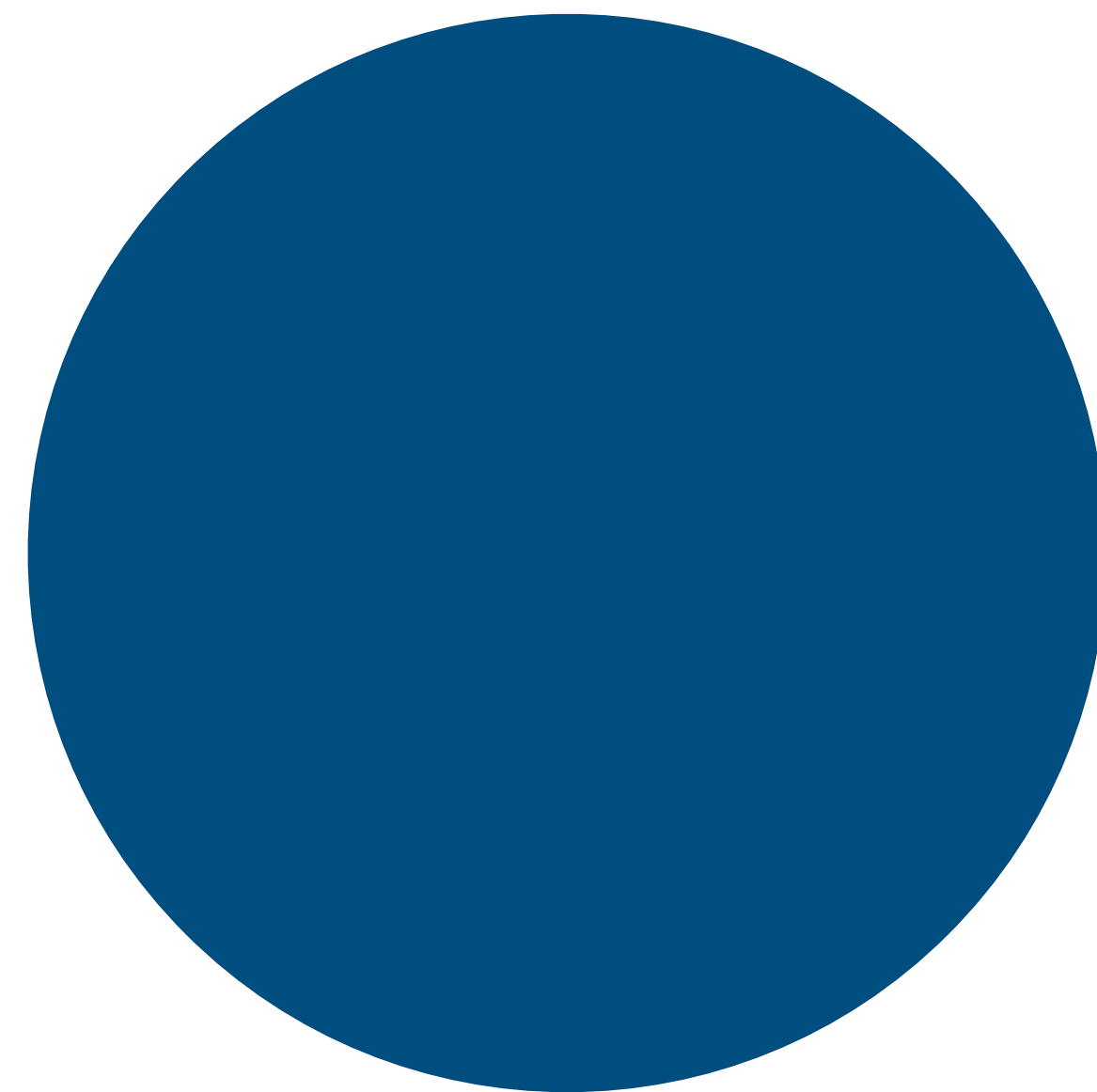
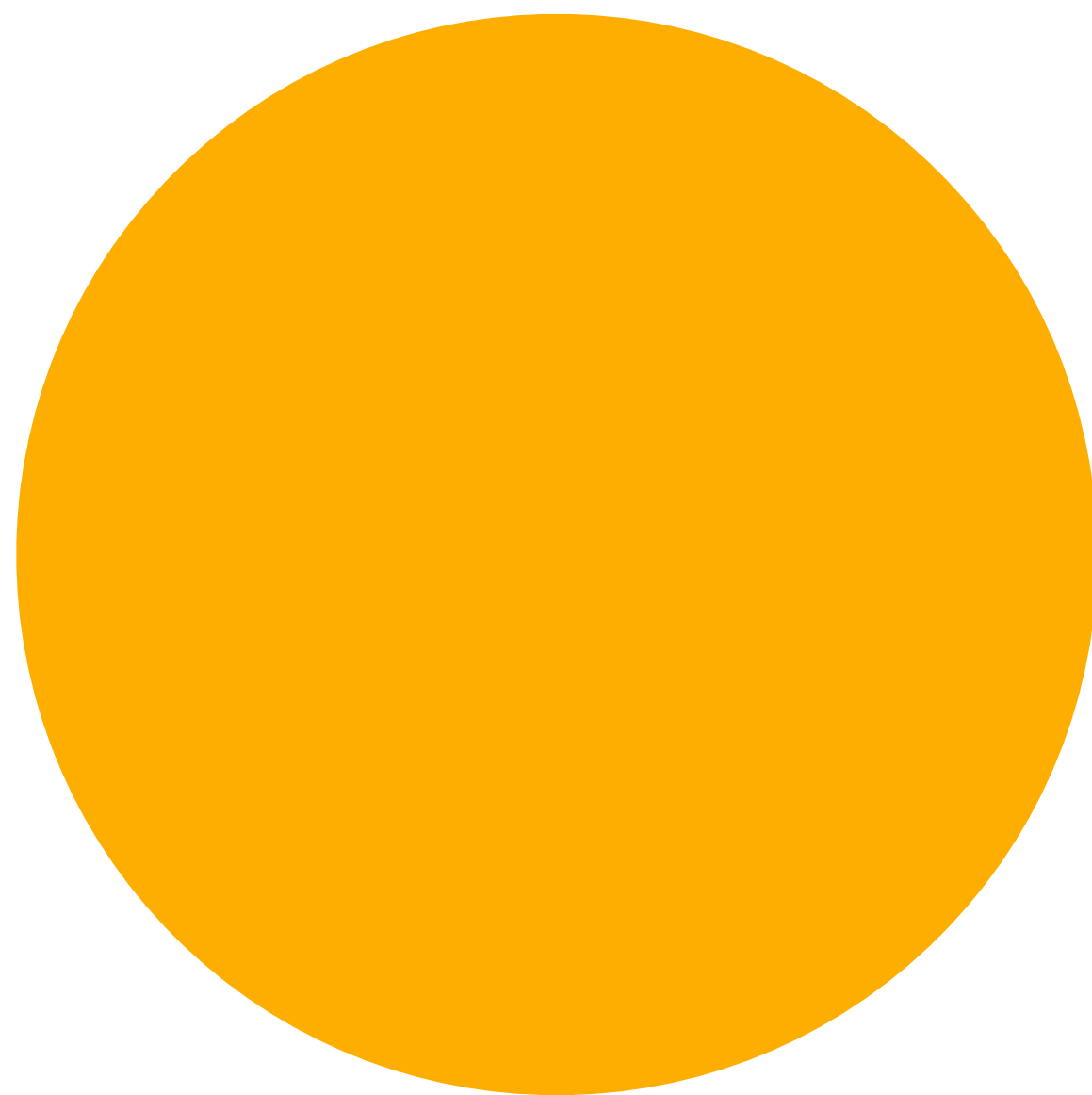
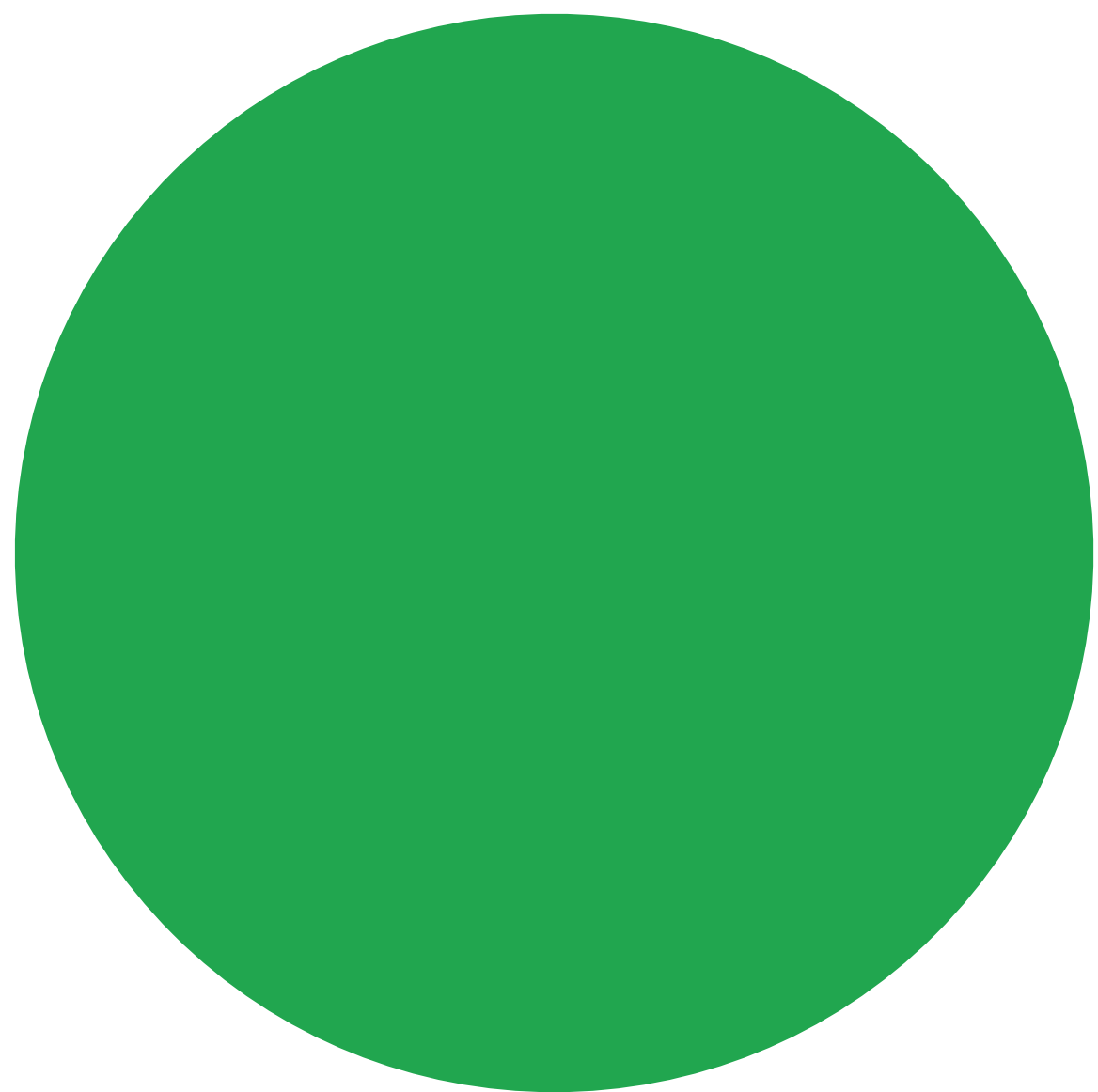
Because there are lots of ways people  
encounter and interact with you...





...there are lots of ways you can try to cultivate particular feelings and associations.

How you look:







traditional

modern

BOBBLY

**BOLD**

**What you say and how you say it:**



**The future is full of possibilities. You know  
what it takes to make change happen. And  
so do we.**

**That's why we believing in working  
together. Tackling challenges as a team.  
Finding new ways to fix lasting problems.  
Are you with us?**

Elements need to work together – and be delivered in a clear, coherent and deliberate way over time – to be effective.

**So why is branding important for think tanks?**



Let's quickly go back to our definition

**A brand is a collection of thoughts and feelings someone has about you as an organisation.**

People will have an impression of you whether you want them to or not.

Branding helps you to try to influence what that impression is.

# For think tanks, branding helps you to:

Plant your flag.  
Mark your space in the  
intellectual and cultural  
territory.

Serves as an internal  
framework. More  
effective and efficient  
ways of working.

Inspire, define and  
galvanise.  
Helps you become the  
organisation you  
aspire to be.

Set you apart.

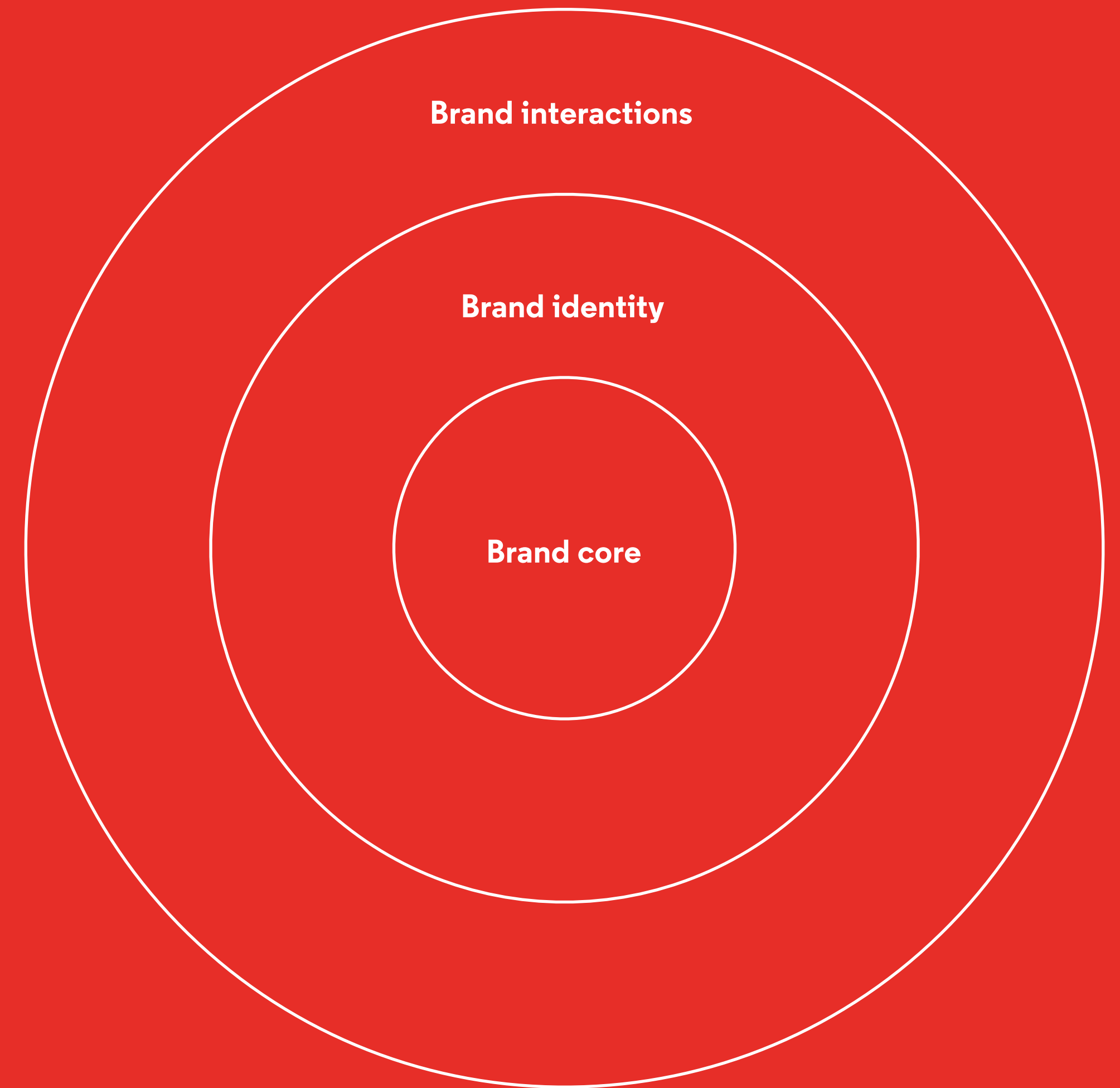
Serves as a shortcut  
to meaning. Builds trust  
and helps audiences  
better understand you.



**So how do you go about branding an organisation?**

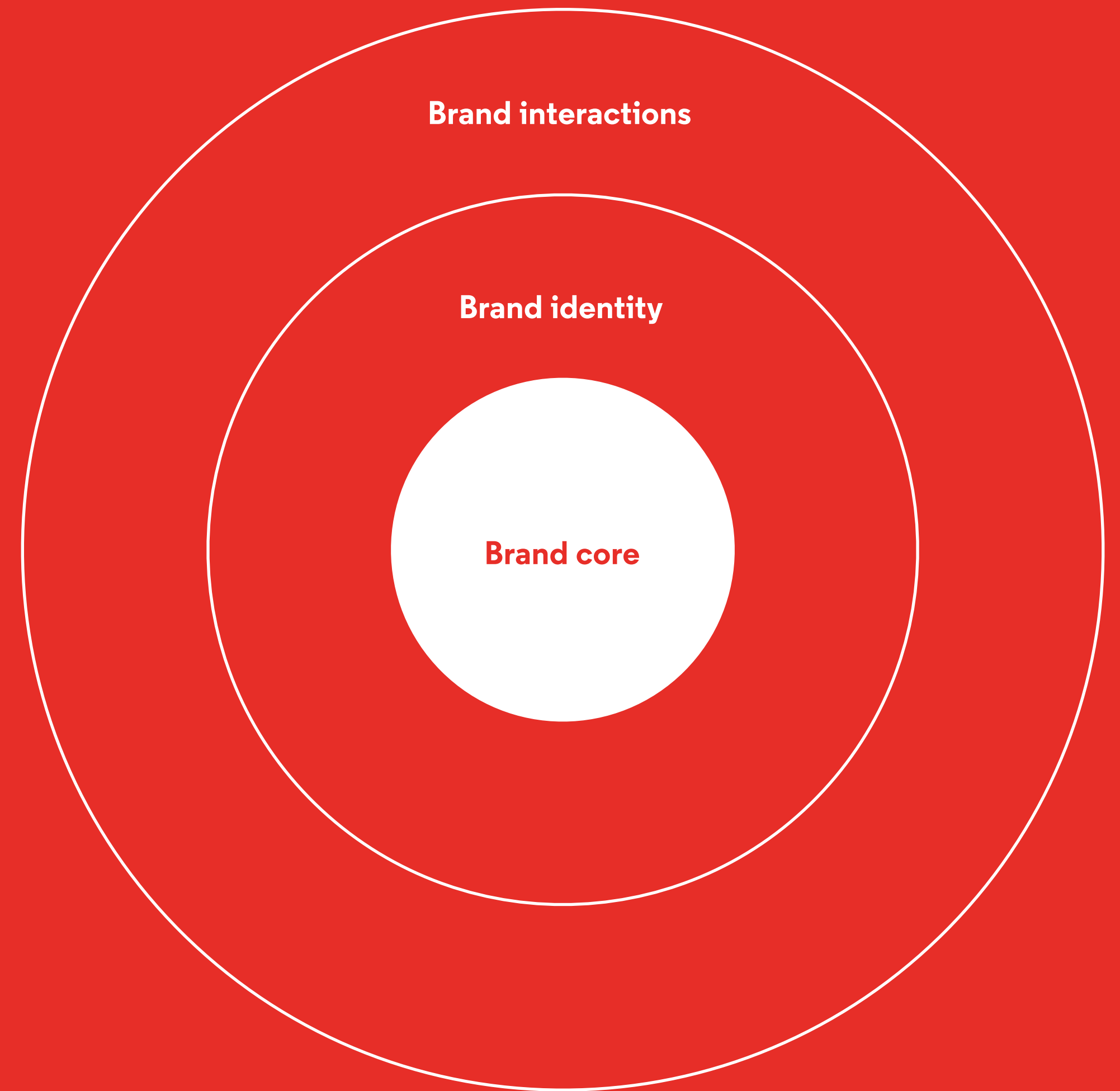
**Here's how we do it.**

# A three-step model



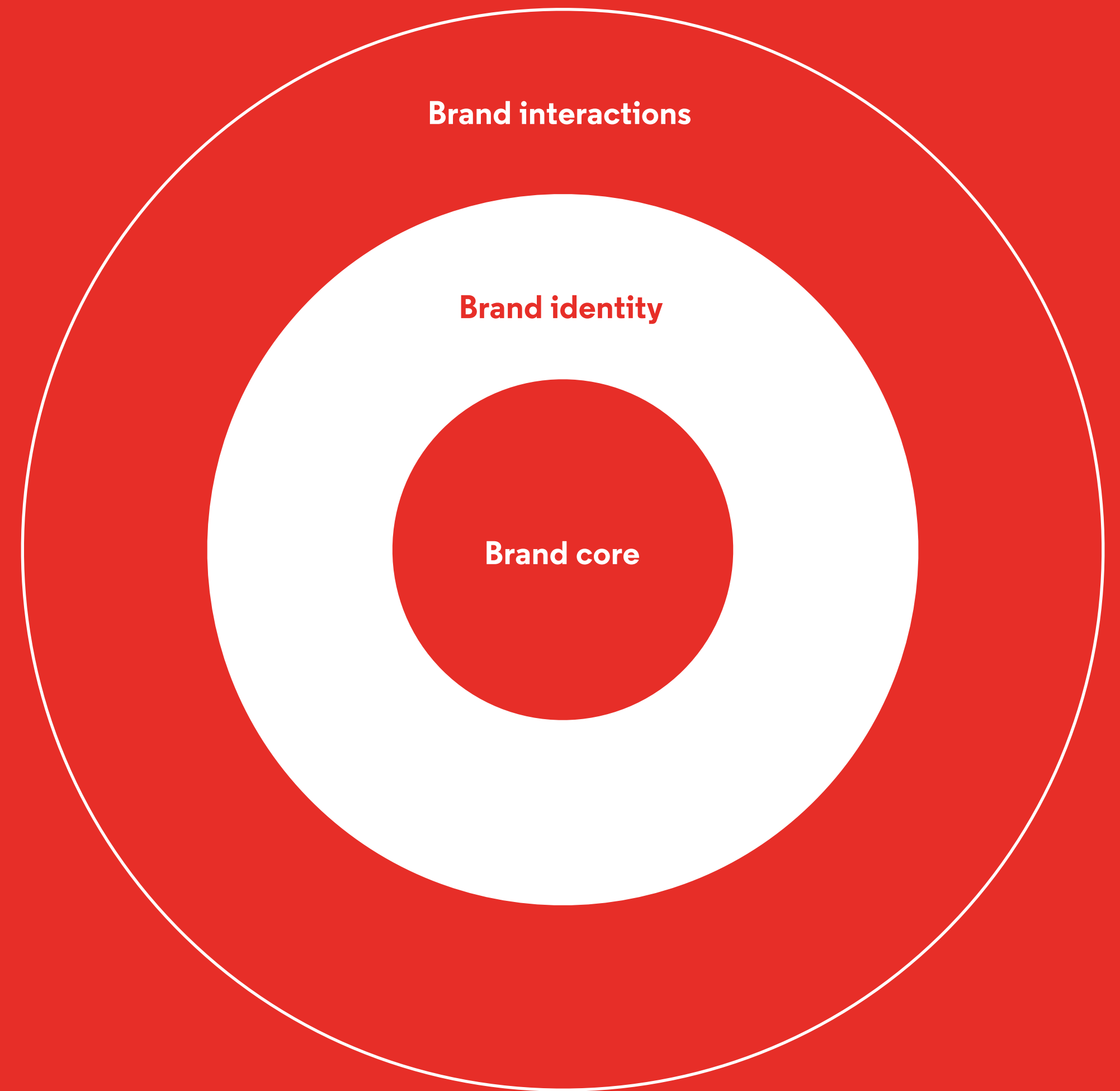
What are the feelings and associations you want to cultivate? What is the story you want to tell? This is your **core**. Your strategic framework.

- What you do?
- How you do it?
- Why you do it?



How can you try to deliberately create those feelings and associations in the minds of your audiences?  
This is your **identity**.

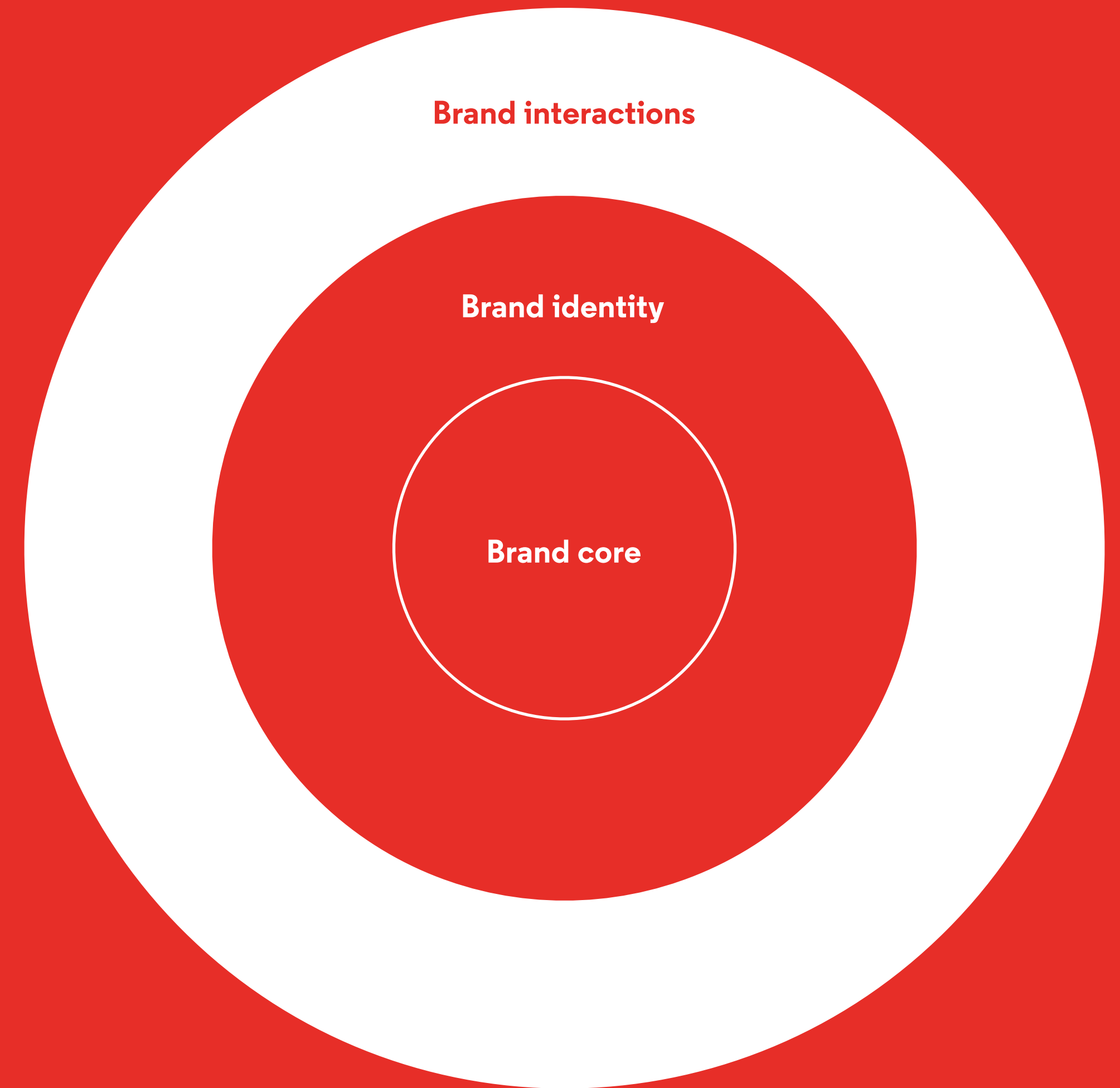
- How you look: visual identity
- What you say and how you say it: verbal identity (or your voice and key messaging – including name)





Trying to shape those feelings and associations consistently and deliberately through your interactions.

Well-crafted and well-targeted communications – across everywhere you show up.



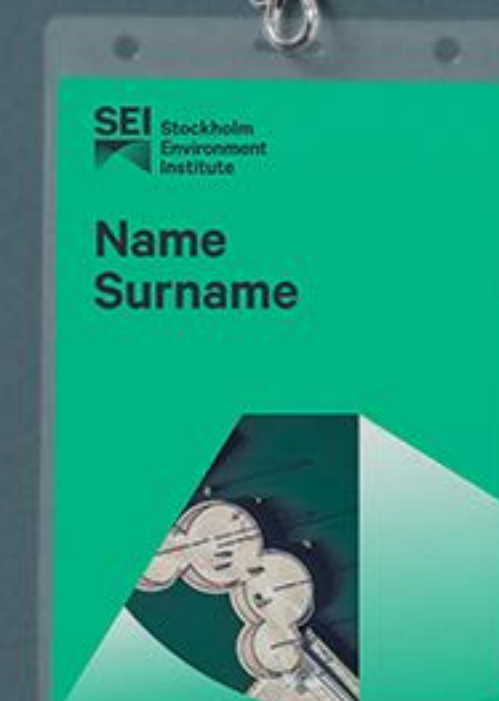
# A couple of examples





Our vision  
is a sustainable  
future for all

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future for all



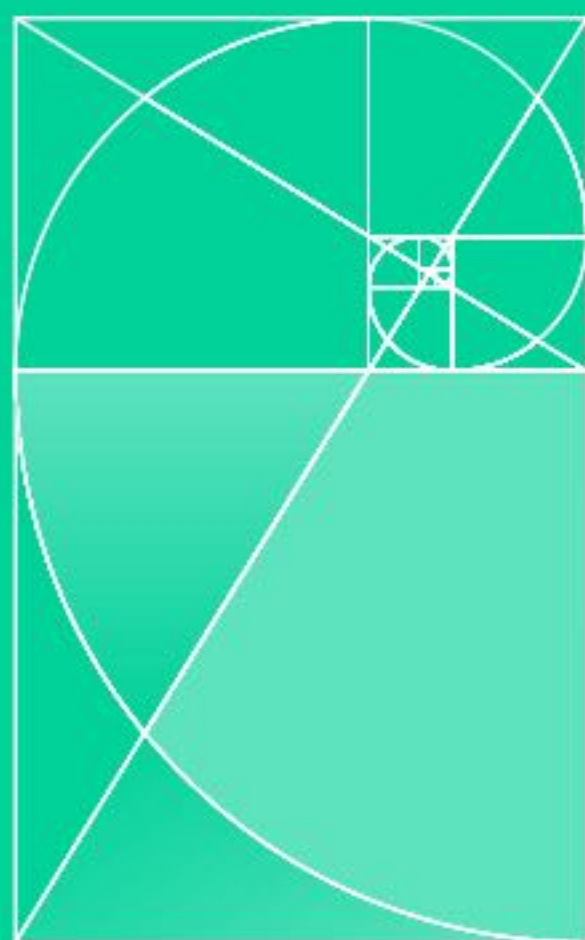


Before



After











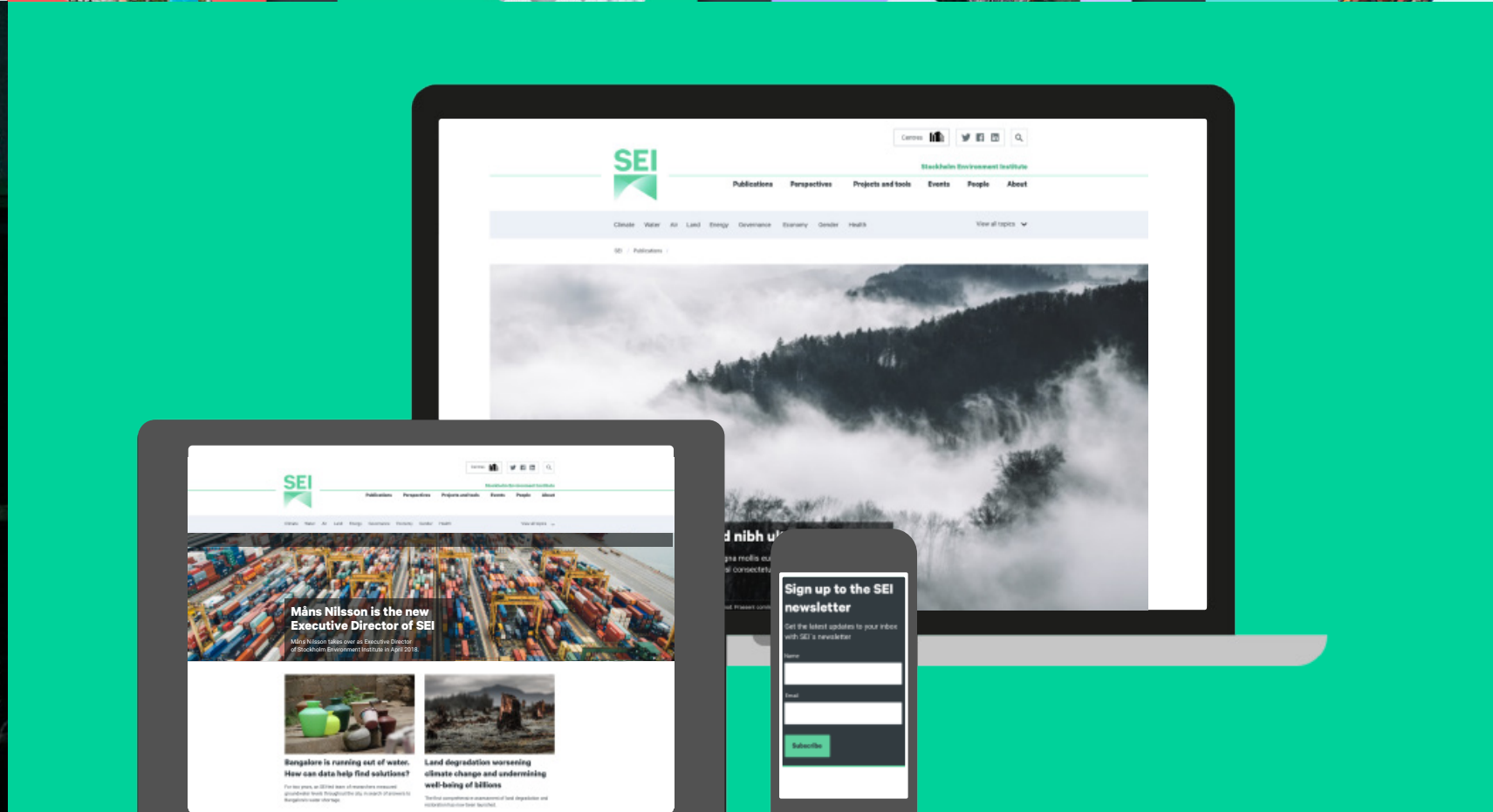


### Our Vision

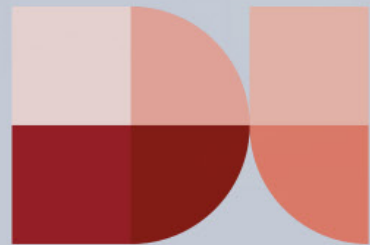
A sustainable, prosperous future for all

### Our Value Proposition

Bridging science and policy







**development  
initiatives**







A close-up photograph of a young boy with dark hair and a light-colored t-shirt, smiling warmly at the camera. In the background, another child is visible, wearing a blue patterned shirt and having a white substance applied to their face. The image is framed by a grid of red and orange squares of varying shades.

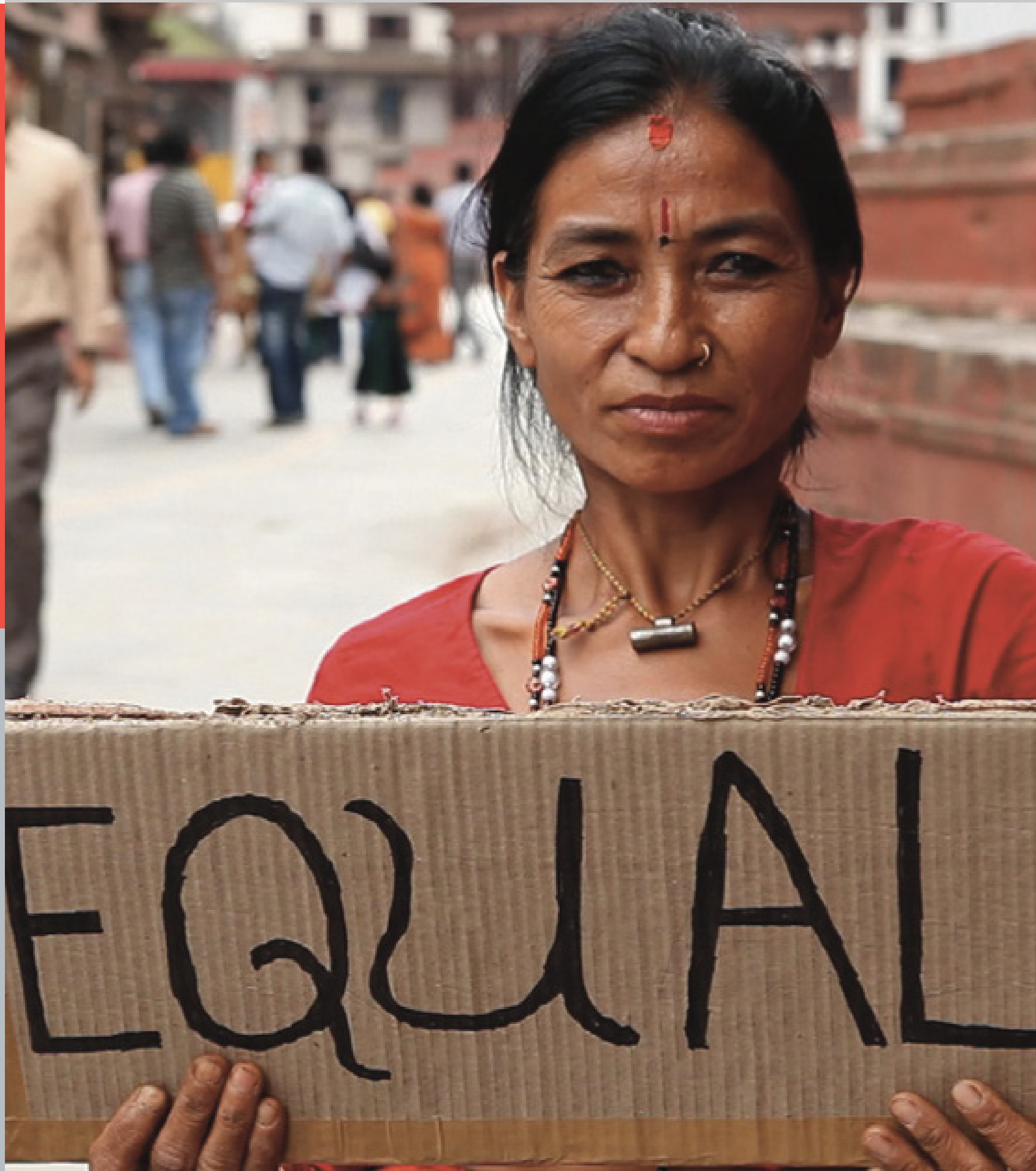
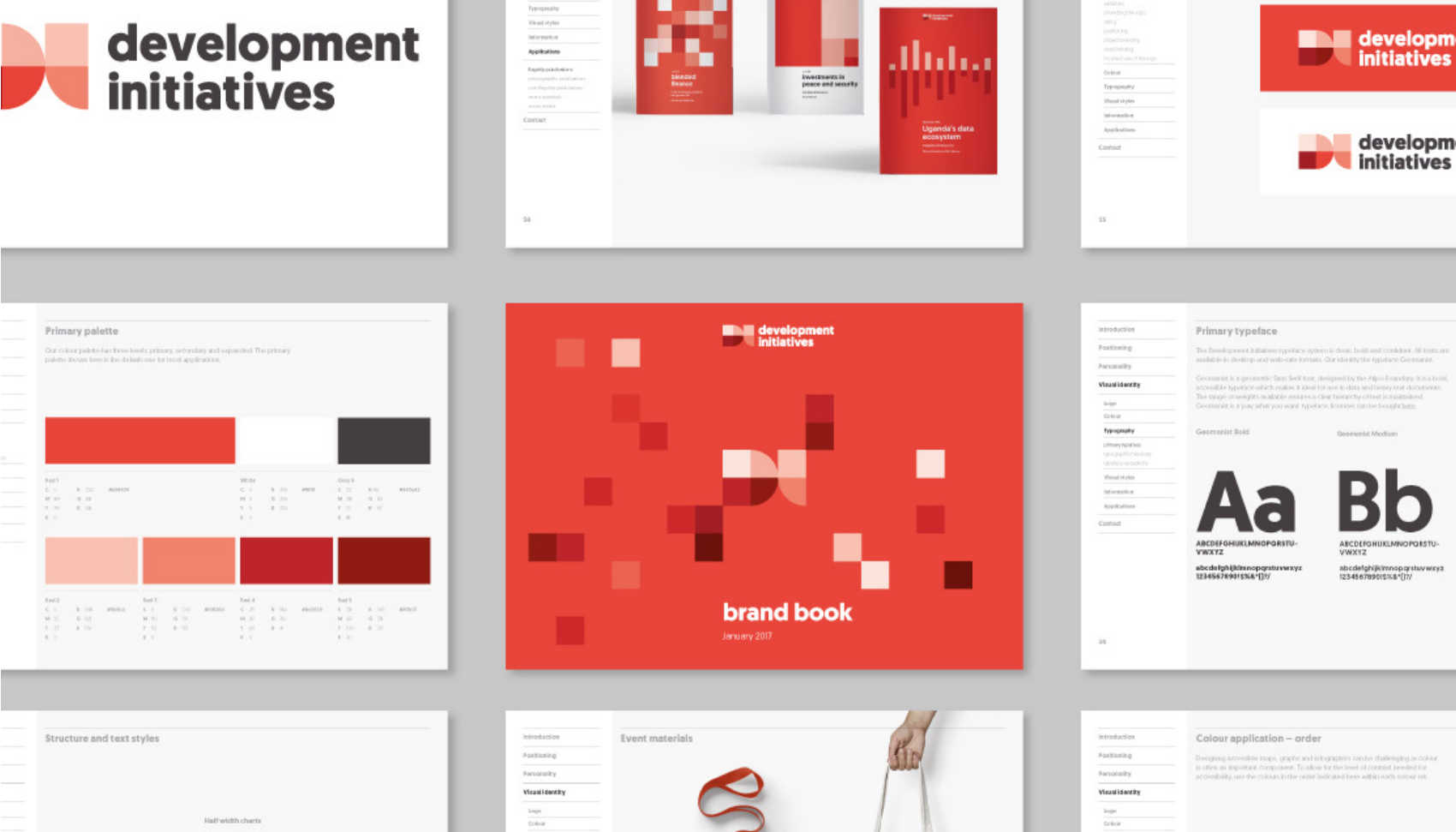
DI at a glance

**our vision**

A world without poverty that invests in human security and where everyone shares the benefits of opportunity and growth.

**Image credit:**  
Kelly Ramundo,  
USAID







# Questions and reflections

**Now it's your turn!**

**We want you to rebrand a fictional think tank.**

**Very shortly, we're going to divide you up into a couple of groups and ask you to play the role of brand strategists and designers.**

**But first, let's start with your brief.**

CAEP

Center for African  
Economic Policy

# OVERVIEW

- Located in Accra, Ghana
- Established in 1999
- Offshoot of the economics department of the University of Ghana
- Founding members were leading economists
- A challenging remit



# OUR KEY AUDIENCES

- Government officials in West Africa
- Funders
- Academics
- International development agencies

# CURRENT STATUS

- An increasingly independent remit
- Some ongoing contact with the University
- New leaders from government, international institutions and private sector finance
- More technocratic

# FUTURE AMBITION

- More extensive policy programme
- To extend our influence beyond our home country
- Retain a sense of independence
- Work with a range of governments as necessary

# THE BRIEF

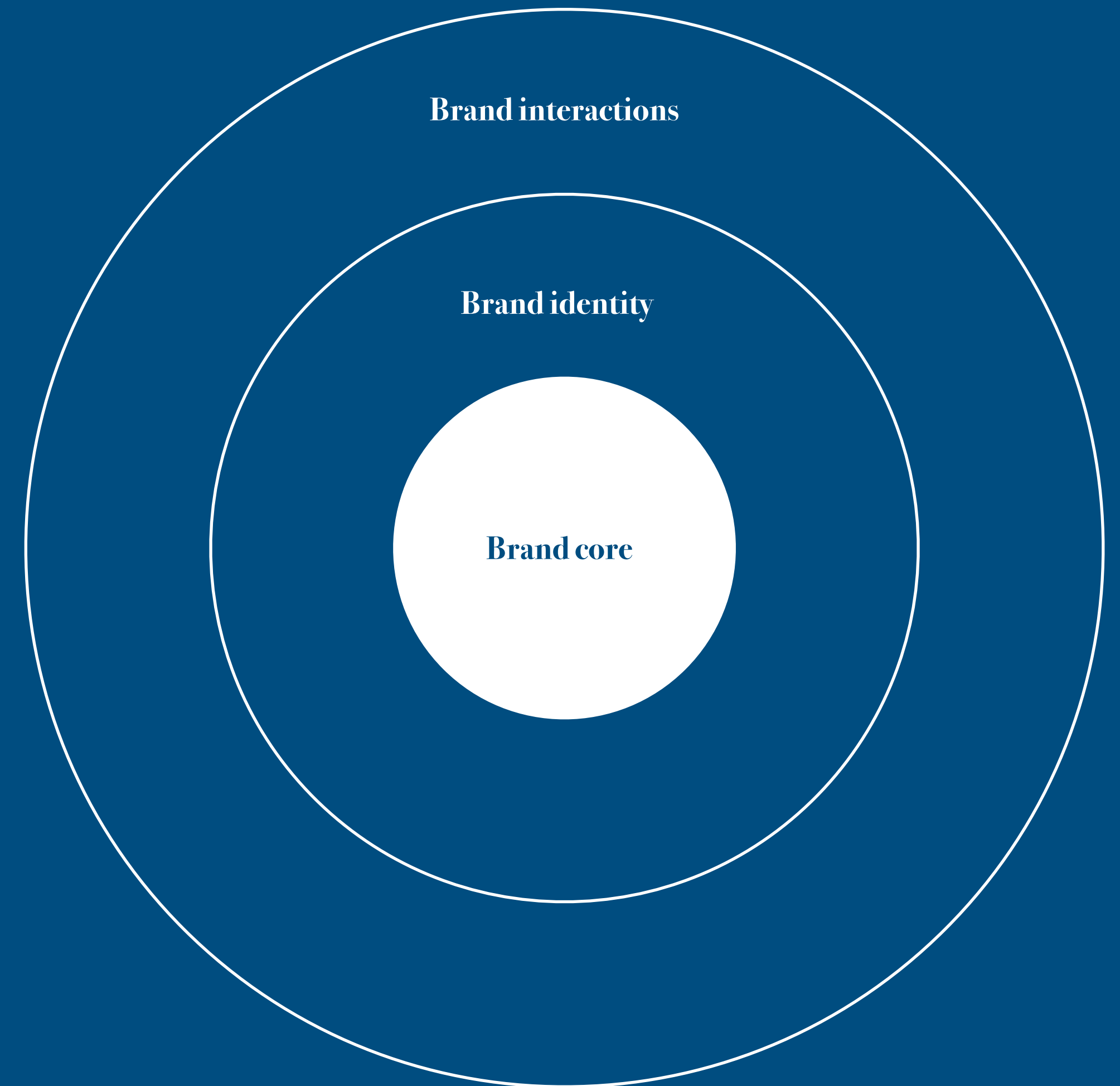
A new brand identity to match our ambitions

- Provides stand-out in the market
- Something that reflects who we are and where we've come from
- Appealing to a wider audience
- Attractive to funders

# THE DELIVERABLES

Define our brand core – our personality, our essence:

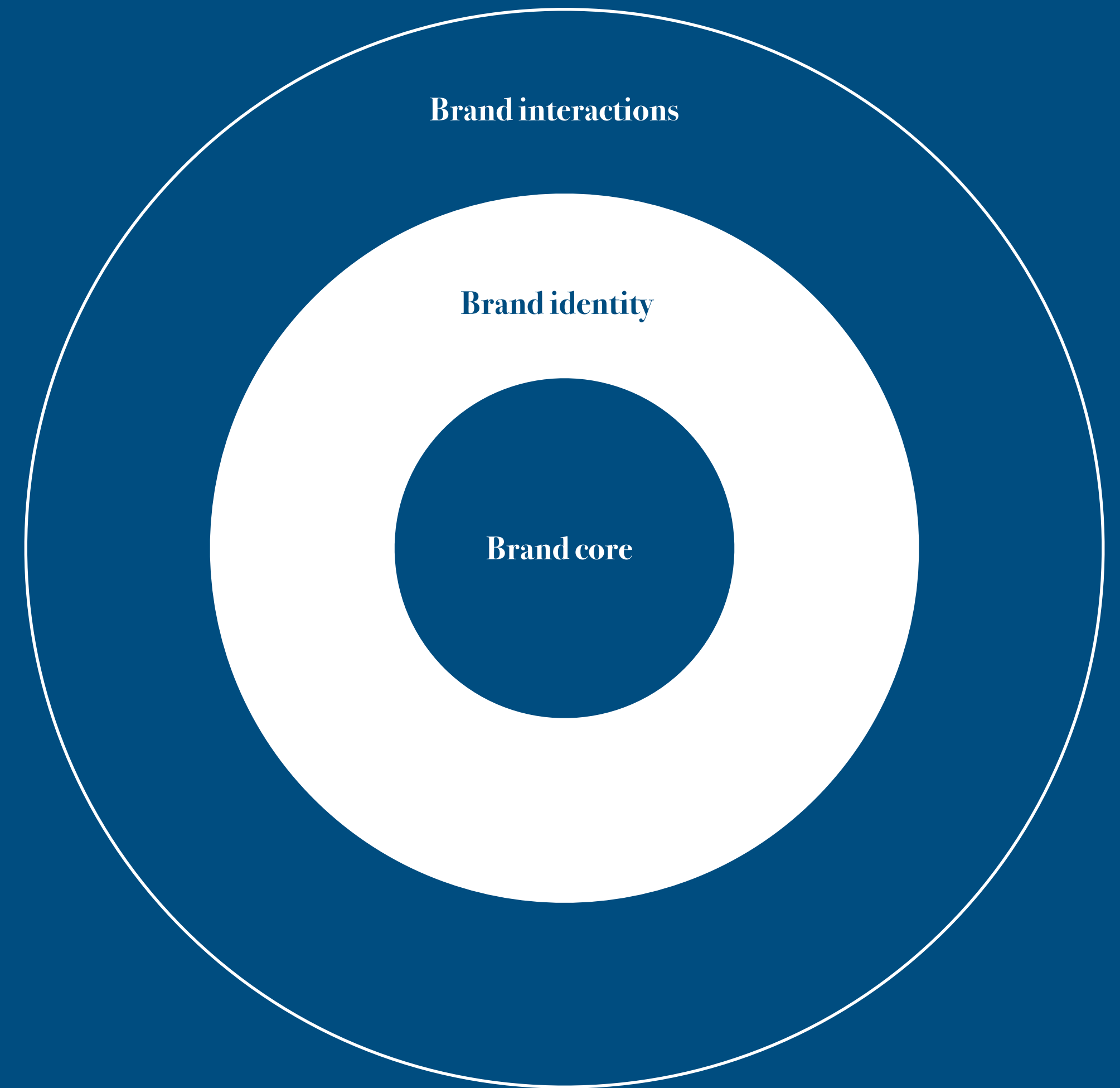
- What do we do?
- Why do we do it?
- What's our positioning?
- What's our personality?





Create the basic elements of our visual identity – helping to define what we should look like:

- Our colours
- Our type
- A general look and feel



# How might you bring our brand to life practically?

- Social media?
- Events?
- Other content and communications ideas?

