

Defining the Promise of The Chamber of Commerce In the 21st Century

A Brand Definition Project in Partnership with W.A.C.E.

BrandBirth



The Job of the Brand

- ✓ Charting an aspirational path for all Chambers to follow.
- ✓ Each Chamber must choose the right tools to navigate the path on their own.
- ✓ “What you do” and “how you do it” become separate conversations.

How We Learned

✓ Quantitative Study

- 200+ Members & Non-Members
(from our own membership and purchased lists)

✓ Qualitative One-On-One Interviews

- 25 In-depth, 30-60 minute Interviews with W.A.C.E. leadership, local Chamber executives, Chamber members

✓ Secondary Research Review

- Review of existing W.A.C.E. and ACCE studies to establish baseline

Quantitative Research Sample

Respondent Demographics

	NON-MEMBER	MEMBER	TOTAL
Male/Female	51%/49%	54%/46%	53%/47%
Age			
18 to 24 years	5%	3%	4%
25 to 34 years	25%	15%	19%
35 to 44 years	28%	21%	24%
45 to 54 years	18%	23%	21%
55 to 64 years	15%	26%	22%
65 years and older	9%	11%	10%
Education			
High School	6%	5%	5%
Some College	20%	15%	17%
Prof/Trade School	9%	5%	6%
College Grad	41%	46%	44%
Post Grad or higher	24%	29%	27%

Today's Agenda

- » The Chamber Purpose, Mission and Vision
- » The Chamber Pillars and Values
- » The Chamber Value Proposition
- » The Chamber Personality
- » The Brand Promise
- » Where We Go From Here



Purpose, Mission and Vision

- ✓ The Chamber Brand Purpose:
 - why we exist

- ✓ The Chamber Mission:
 - how we'll deliver on our Purpose

- ✓ The Chamber Vision:
 - how the world looks when we win

The Chamber Brand Purpose

The Chamber of Commerce exists to be

The *Catalyst* for business growth,

The *Convener* for leaders and influencers,

And the *Champion* for stronger communities.

The Chamber Brand Mission

We achieve our Purpose by...

Working together to solve the challenges
that business leaders encounter,

Inspiring and connecting community leaders in support
of business-friendly initiatives,

And seeking out and raising up the
next generation of local leadership.

The Chamber Brand Vision

We envision a world where...

The Chamber is universally recognized
for our unique and invaluable role in

Helping businesses prosper

And helping our communities thrive.



The Chamber Brand Vision

Helping businesses prosper

And helping our communities thrive.



Brand Pillars and Brand Values

- ✓ *Brand Pillars* are the unwavering foundational ideas on which the brand is built.
- ✓ *Brand Values* are the beliefs that guide our day-to-day decision-making and ensure that the brand “stays the course.”
- ✓ Together, the Chamber’s brand pillars and brand values define our belief system and our moral basis as a brand and a company.



The Chamber Brand Pillars

Depth of Knowledge

Unimpeachable Trust

Universal Respect:

Advocate for Business:

Pillar of the Community:

The Chamber Brand Values

- We serve as a trusted Convener and Connector for the business realm and the community at large.
- We operate with a Results-Driven Focus.
- We are a proven Hub of Information within the business community.
- We are a proud Defender of Business Values.
- We strive to foster a Culture of Collaboration in our community.



The Chamber Value Proposition

We are a catalyst for growth within the local business community, but that growth shows in larger ways: not as a creator of jobs but as a partner in growing the businesses and business leaders who create the jobs that strengthen our communities.



The Chamber Brand Personality

If the Chamber of Commerce was a person, what would he stand for? What would you admire about him? Why would you want to be around him?

The Chamber...

- ✓ *Is an Idealist Wrapped in a Pragmatist*
- ✓ *Believes in Bigger Things*
- ✓ *Champions the American Way of Life*
- ✓ *Is a Problem-Solver*
- ✓ *Is a Connector*



The Chamber Brand Promise

The Chamber Brand Promise reflects our fervently-held belief that the health of the business community and the health of larger community in which it lives are inextricable. And our work – providing the tools that business need to succeed – is central to the success of the community as a whole.



The Chamber Brand Promise

The Chamber of Commerce.

The Business of A Thriving Community



Where Do You Go From Here?

- ✓ The BRAND we've presented is your ASPIRATIONAL PATH - not a prescribed fixed set of tools.
- ✓ Your challenge is to determine
 - ✓ HOW to tell this story in a relevant way, given everything that is unique about your Chamber and your Local Community.
 - ✓ WHERE to tell this story & how to best share it
 - ✓ With whom to share this story.
- ✓ W.A.C.E. will make all of this available on their website ([www. WACEonline.com](http://www.WACEonline.com))

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Let Us Know If You Need Help.

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Thank you.

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