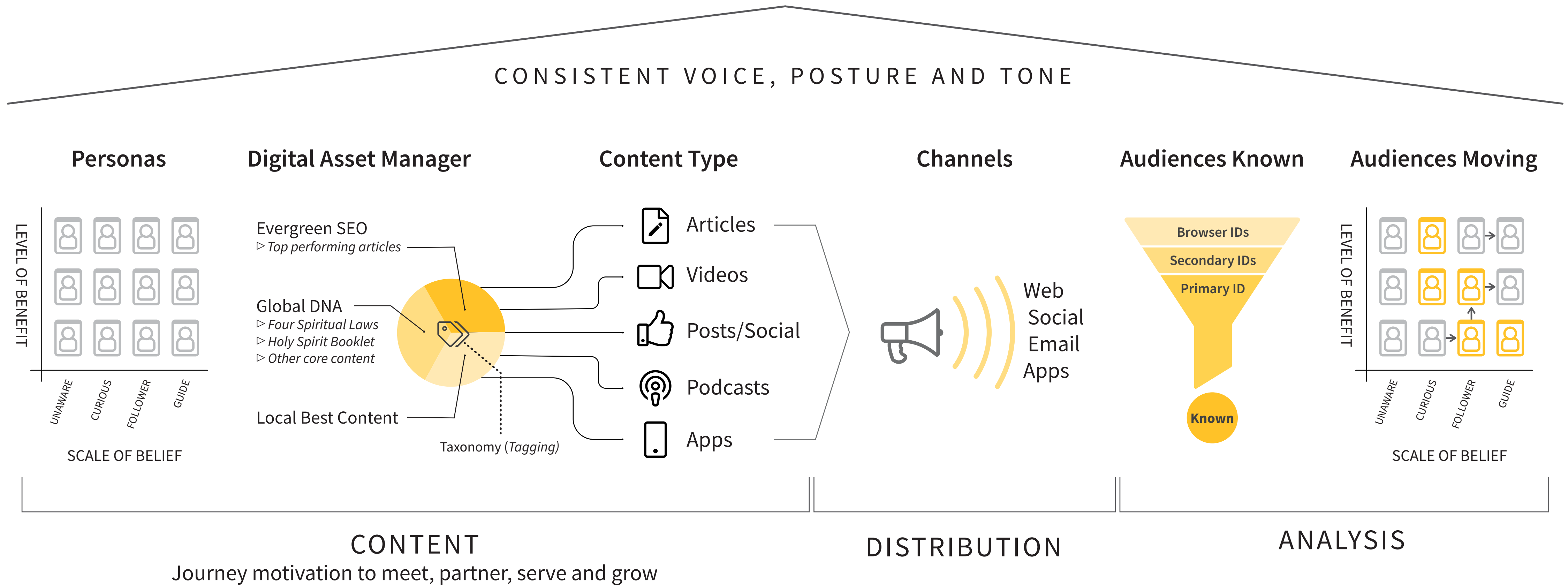


**BUILDING TRUST WITH YOUR BRAND**

**OBJECTIVE FOR TODAY**

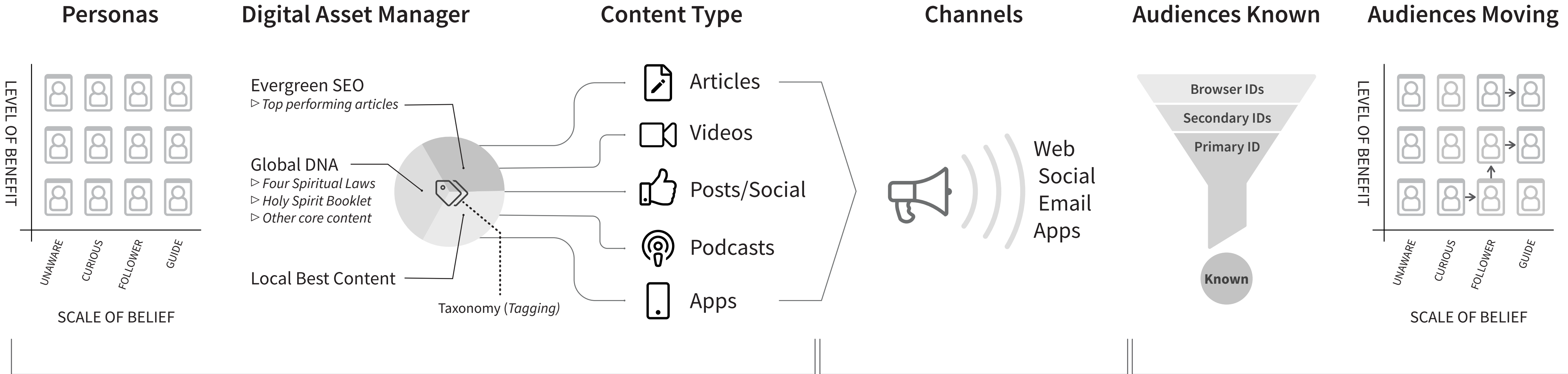
**You will discover the hidden power your brand has to build trust with your audiences.**

# Where does Brand fit into an integrated digital content strategy?



**Like the roof of a building, Brand is the consistent voice, posture and tone that informs and covers all parts of your strategy.**

**CONSISTENT VOICE, POSTURE AND TONE**



**CONTENT**

Journey motivation to meet, partner, serve and grow

**DISTRIBUTION**

**ANALYSIS**

# What is a brand?

*Hint: It's much more than a name and a logo!*

**“Your brand is what other people say about you when you’re not in the room.”**

**JEFF BEZOS, AMAZON.COM**

*Excercise: Think outside-in as you answer this question...*

---

**After visiting your website for the first time, how would someone unfamiliar with your ministry describe who you are and what you offer?**

**BIG IDEA #1**

**The way people experience your ministry  
is your brand.**

*What kind of user experience are you creating?*

## **OUR DIGITAL STRATEGIES VISION**

---

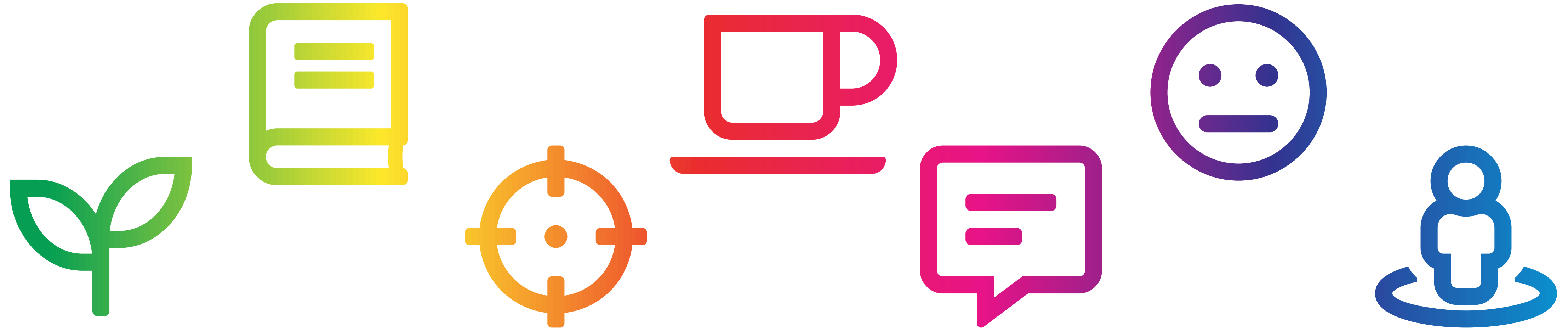
**“Together with our partners, Cru, has the opportunity, technology and a clear plan to help millions of people all over the world take their next step of faith with Jesus Christ with someone they trust.”**

**— from the 2019-2020 DS Global Vision Map**



## BIG IDEA #2

**Being *intentional* about how people experience your ministry is the work of branding.**



**Your brand is a belief system  
with seven parts**

**“Once you think of a brand as a belief system, you automatically get all the things that enterprise spends billions of dollars trying to obtain: trust, relevance, vision, values, leadership.”**

**PATRICK HANLON,  
AUTHOR, *PRIMAL BRANDING***



# Creation Story

How and why your ministry began

**All belief systems come with a story attached.**

- Two men building computers in a garage (Apple)
- Harvard student coding a social website (Facebook)
- Two brothers making shoes in their mother's washroom (Adidas)

**Your brand has a story.**

It tells where your brand originated from and gives your audiences something to connect with and something they can believe and trust in themselves.

**Write it down:**

*What is your Creation Story?*

**Next Steps:**

*On what channel can you tell your Creation Story?*



# Creed

The core values and beliefs that  
make your ministry unique

**Every Brand has core values and beliefs, a reason for being.**

When we establish our values and what we live for, we attract others who share those values.

- A belief that eating whole, organic foods is healthier
- A belief in life after death
- A belief that we should take the initiative to share our faith

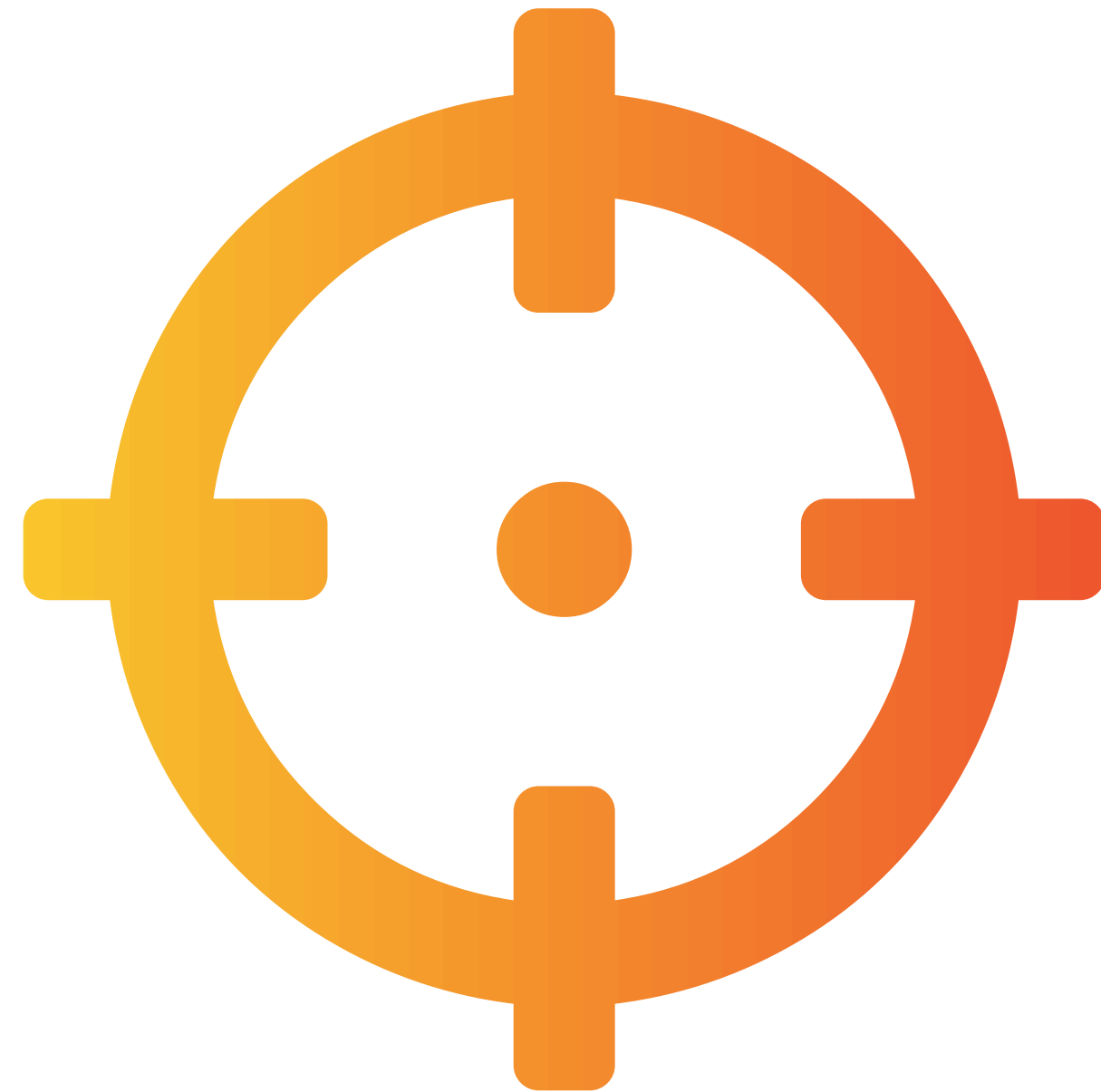
“We believe in taking the initiative to share Jesus Christ in the power of the Holy Spirit and leaving the results to God.”

**Write it down:**

*What is your Creed?*

**Next Steps:**

*What beliefs in your Creed make your ministry unique?*



# Icons

Quick associations or flashes of meaning associated with your ministry

**Icons are things people instantly identify with and feel something about.**

They can be visual, like your logo and colors, a particular smell, sound – or even a special taste.

Imagine a Coca-Cola bottle...

- What shape is it?
- What color is the label?
- What color is the liquid inside?
- What does the word Coca Cola look like?
- Imagine what it tastes like.

Those features are all icons for Coca Cola

**Write it down:**

*What Icons instantly bring meaning to your audiences?*

**Next Steps:**

*How can you create a consistent look and feel across communications?*



# Rituals

Repeated experiences associated  
with your ministry

## **Meaningful interactions**

The kind of experiences your audiences have with you will build up a certain expectation about your brand and future experiences they can expect to have with you.

- Singing songs together
- Prayer
- Tea break!

## **Write it down:**

*What repeated experiences do you offer your audiences?*

## **Next Steps:**

*What repeated experiences can you give your audiences?*



# Important Words

Words and phrases with a special meaning for those who participate in your ministry

**All belief systems or brands have their own set of words and phrases with a special meaning for those who buy into the belief system.**

When someone becomes “part of the group” they learn the associated words.

- Great Commission
- Spirit-filled Life
- 2 Timothy 2:2

Other examples might be, “Have you heard of the Four Spiritual Laws?”, or “Great Commission”, or “in the power of the Holy Spirit”.

**Write it down:**

*What Important Words are associated with your ministry?*

**Next Steps:**

*What Important Words call and rally people to action?*





# Non-believers

People who choose not to be a part  
of your ministry

**There will always be people who don't believe what you believe.**

Non-believers are not necessarily religious non-believers. There are people who choose not to be a part of your ministry or community who are not “like-minded”. They might simply have a different calling from the Lord. Or they could be antagonistic to your cause.

**Non-believers provide contrast:**

- It identifies who and what the brand is or is not.
- Contrast gives you a good idea of the direction you want to take your brand or which directions to avoid.

**Write it down:**

*Who are the people or organizations who choose not to be part of your ministry community?*

**Next Steps:**

*Who are and are not your target audiences?*



# Leader

Person or people who infuse passion into your ministry

**The risk-takers, the innovators, the world changers who proactively reshaped the world to their vision and point of view.**

It ranges from big name individuals like Steve Jobs, Walt Disney or Bill Bright, to local level leaders who inspire and motivate

**Write it down:**

*Who instills passion into your ministry with their leadership?*

**Next Steps:**

*How can you infuse the passion of your Leader into your communications?*

# **Putting it all together**

- 1. Identify all seven parts of your brand code**
- 2. Talk about it with your team**
- 3. Use the Next Steps to build trust with your brand code**

# Questions?

***dennis.brockman@cru.org***

Cru Brand and Experience Manager