New Brand Adoption Roll Out Plans

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Program Management Office
Marketing Director
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Motivation for Change

Recommendation to revitalize logo and establish tagline was determined on the following:

NARI’s Strategic Renewal Plan, with goals for:

• Membership growth
• New market penetration
• Increased member value, and
• A clear statement of NARI’s position in the marketplace for the industry and current and prospective members

Surveys conducted to gather feedback and input:

• 2015 Chapter Marketing Communications Review (August 2015)
• Manufacturer Awareness and Perception Research (October 2015)
• Member Satisfaction Survey (February 2016)
NARI’s Identity for the 21st Century

NEW IDENTITY
Strategic Rationale:

• Nod to the old logo, vision for future
• Gray arrow is “industry connector” connecting “A”ssociation and chapters with “R”emodeling, more subtle
• The gables represent community (3 not 1 roofline)
• New colors, gradient for “hero” effect
• NARI become the walls, the remodel process, the product inside the house
• Bold use of type, talks to utility
• Brand Attributes:
  • Professional
  • Leadership
  • Consumer-Driven
A system of identification that builds visual memory marks and trust – objective: loyalty and advocacy
TAGLINE PARAMETERS

Our Promise to Members and the Marketplace

• Supports the Brand Attributes
• Has B.U.M.P.

  Believable, Unique, Memorable, Proprietary

• Is short, catchy, and quick on the tongue
• Telegraphs the brand internally & externally
Sub-Brand Taglines

A tagline system that communicates NARI’s promise to members, the industry and consumers.

NARI. Education Done Right.®
NARI. Certifications Done Right.®
NARI. Professionalism Done Right.®
NARI. Member Recruitment Done Right.®
NARI. Chapter Marketing Tools Done Right.®

NARI. Membership Done Right.®
NARI. Advocacy Done Right.®
NARI. CotY Awards Done Right.®
NARI. Chapter Excellence Done Right.®
NARI. Code of Ethics Done Right.®
NARI Repositioned for the 21st Century
Activities & Timing

ROLLOUT TACTICS
AUDIENCE

Consumers
Members
Industry Partners
Volunteers
Chapter Exec
BOD
Staff
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<th>JUL</th>
<th>AUG</th>
<th>SEPT</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
<th>JAN</th>
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<tr>
<td>Asset Development (HQ) 7/7 – 9/7</td>
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<td>Asset Development (HQ) 9/8 – 12/7</td>
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<td>Stationery, Brand Center, LandsEnd.com</td>
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<td><strong>PH1:</strong> Leadership Training</td>
<td><strong>PH2:</strong> NARI Members / Training</td>
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<td>Branding Kit Development</td>
<td>Chapter Exec Forum 7/22</td>
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<td>Launch Survey</td>
<td><strong>PH3:</strong> Industry Teaser Campaign</td>
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<td>Industry Partner Launch 7/15</td>
<td><strong>PH4:</strong> BRAND LAUNCH! Celebration 9/7</td>
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**PH5:** Chapter / Member Adoption Campaign / Timelines

- **INDUSTRY CAMPAIGN #1** – Allied Organizations
  - Are You a NARI Member?

- **CONSUMER CAMPAIGN #1**
  - Are You Working With a NARI Member?
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<tr>
<td></td>
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<td>Remodeling Show &amp; Deck EXPO 10/6 and 10/7 Baltimore, MD</td>
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<td>KBIS Platinum Sponsor Design &amp; Construction Week January 8 -12 Orlando, FL</td>
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Brand Adoption

- Member Logos
  - All new logos are posted on the NARI.org website
  - Download from the Pro Resources / Marketing Tools section of the website
  - All versions of the logo have been provided