

(RED)

(RED) embraces brands and empowers the consumer to choose products that raise money for the Global Fund to help eliminate AIDS in Africa.

(RED) is a global licensed brand created in 2006 to raise money and awareness of AIDS in Africa. (RED) works with partners to create and market exclusive (RED) products; a portion of the profits goes directly to the Global Fund to invest in HIV and AIDS programs.

Goals

Harness the power of the world's greatest companies to eliminate AIDS in Africa.

Develop a new business and brand model.

Develop a source of sustainable private sector income for the Global Fund.

Make it easy for consumers to participate.

Inspire partner companies to participate.

(RED) was born from friendship and anger, ambition and heart, and the sheer will to make the impossible possible.

www.joinRED.com



Process and strategy: Harnessing the private sector and partnering with successful global brands to eliminate AIDS in Africa was the big idea conceived by Bono and Bobby Shriver. Bono calls it “conscious consumerism.” Their new business model had three overarching principles: deliver a source of sustainable private sector income to the Global Fund, the acknowledged leader and expert in financing the fight against AIDS; provide consumers with a choice that made giving effortless at no extra cost; and generate profits and a sense of purpose for partner companies. Brand partners pay a licensing fee for use of the (RED) brand, which they then use to manage and market their (RED) products. The fee does not infringe on the amount of money sent to the Global Fund. Wolff Olins was engaged to work with Bobby Shriver and his team to paint a vision of the new brand and develop a strategy to attract founding partners, and to create a unique brand expression that allows (RED) to interface with iconic brands in a way that allows them to be themselves, but also to be (RED).

Creative solution: Wolff Olins built the brand around the idea that (RED) inspires, connects, and gives consumers power. The design team needed to create a brand architecture that showcases the participating brand and, at the same time, links that brand to the power of (RED). The identity system needed to be immediately recognizable and work across media, in marketing and on product. Although making the products the color red was not a requirement, many of the participating businesses extended the idea of (RED) to the product. Apple created red iPod Shuffles and iPod Nanos. In the UK, there is a (RED) American Express card that gives money to the Global Fund each time a consumer makes a purchase. All bear the (product/brand) RED lockup.

Results: Within weeks of the US launch, the (RED) brand registered 30 percent unaided awareness. (RED) is now a real phenomenon, with over 1.3 million fans on Facebook. Since its launch in 2006, (RED) has generated over \$170 million for the Global Fund, which is more than most individual countries donated in the same period. To date, (RED) has saved over 7 million lives.

Two-thirds of people affected with AIDS in Africa are women and children.



Minnesota Historical Society

The Minnesota Historical Society illuminates the past to light the future. Our history informs, inspires, and defines us.

The Minnesota Historical Society is a nonprofit educational and cultural institution established in 1849. The largest organization of its kind in the US, the Society collects, preserves, and tells the story of Minnesota's past through museum exhibits, libraries and collections, historic sites, educational programs, and book publishing.

Goals

Speak with a unified voice.

Become consumer-centric.

Strengthen and streamline marketing.

Increase affinity for the Society.

Increase attendance and site traffic.

Today, our one, collective brand is seen and heard with exceptional clarity and consistency—giving greater meaning to our marketing and creative initiatives.

Lory Sutton

Chief Marketing Officer
Minnesota Historical Society



Process and strategy: Through its twenty-six historic sites and museums, the Minnesota Historical Society (MHS) has offered a wide range of thought-provoking education and entertainment experiences across urban and rural territories. Lory Sutton, Chief Marketing Officer, wanted to achieve marketing synergy for the twenty-six sub-brands and identify a more intentional connection to the MHS master brand. Little & Company was engaged to examine brand architecture and its impact on marketing, new campaigns, and exhibits. From the beginning, the process was collaborative and engaged all of the sites, exhibits, and marketing teams. Little used three methods to gather insights: interviews with site managers and exhibit developers; on-site visits, visitor observation, and casual intercepts (that is, no formal questionnaire); and a review of annual visitor and member surveys. After the discovery phase, the strategy phase focused on clarifying positioning and personality. Regardless of the site, the twenty-six sub-brands needed an umbrella strategy to increase traffic and a way to leverage a deeper affinity for the master brand.

Creative solution: Over the course of seven years, Little worked with the Society to become a consumer-centric marketer, raising its influence as the one brand keeper for all of its site affiliations. Traditionally, the Society had employed a marketing strategy that distributed funds equitably across all twenty-six historic sites and museums, severely limiting the resources dedicated to the top attractions. However, in 2003, the Society's brand architecture was reenvisioned and all marketing initiatives became part of a tiered system that prioritized funds toward the top attractions. This shift laid the groundwork for Little to create an authentic, site-specific brand identity for top attractions Split Rock Lighthouse, Mill City Museum, and Historic Fort Snelling. Campaigns would now incorporate fresh and bold visual language, an audience-friendly marketing tone, and a consistent voice. The campaign art conveyed new excitement and personality, and was used across marketing channels, from the website through environmental graphics.

Results: The new, more focused brand strategy has allowed the Society to funnel its marketing budget toward the top-tier sites that feature the most exceptional visitor experiences. Based on the philosophy that "a rising tide lifts all boats," these then became hubs for promoting the other sites around the state. The effectiveness of that strategy, and the efficiencies it created, was a cornerstone of the tiered-site approach, which has achieved dramatic double-digit increases at targeted sites, and an overall increase statewide.

As caretakers of the Minnesota Historical Society brand, we helped thread together existing equities that allowed the organization to speak as a stronger, singular entity.

Joseph Cecere
President and Chief Creative Officer
Little & Company