



Case Study: ***Developing the brand***

An initial component of this project was to choose a name and develop a brand identity. Since a participant led approach is of fundamental importance to successful engagement with and retention of girls in sport and recreation activities, this method was adopted from the beginning.

A group of 40 girls aged 13-18 years old, from a variety of ethnic, demographic and geographic backgrounds across Auckland were engaged. Girls who were recruited did not participate in any sport at the time. Initially geographically connected smaller focus groups were created and were then brought together at a regional workshop to deliver this piece of work.



Goal/Objective

The key objective was to develop a brand identity. This would be achieved through co-creation, brainstorming and giving all the girls a voice and opportunity to be heard through a participant-led approach.

Challenges

- ◆ It was hoped that one workshop with the girls and project team would result in the agreement of brand and identity. Although there was a consensus amongst the group on the meaning and feel of the brand, the name and imagery could not be agreed upon.

Solutions

- ◆ A brand agency was contracted to facilitate the development of the brand. A second workshop was led jointly by the agency and Aktive to ensure that the principles of design led thinking were followed. Data was collected from both workshops and used by the agency to further develop concepts.

Options were then presented back to the girls who identified a favourite. The finalised concept was presented to the girls followed by the Steering Group for sign off. This process took four workshops over a six month period.

Result

- ◆ The programme name HERA was agreed, and corresponding logo designed. HERA resonated with the group as they believed HERA's narrative depicts qualities they themselves would like to embody. The girls loved the idea of wings and the ability to put their wings on to give them the confidence. It was also important to the girls that they didn't make the brand sound elitist. This was ensured by conjoining "Everyday Goddess" to make the brand relate to 'everyday girls'.

What we learned

- ◆ Participation led thinking takes a lot longer than other approaches and this should be factored into timescales for developing an initiative.
- ◆ Engaging external experts in both branding and facilitation skills may be essential and save time in the long run. Interestingly the expert said she would have come up with very different options if she had not met with the girls. This reinforced the importance of the participant led approach.
- ◆ If it's not possible to contract an external agency with expertise, and you or the project team don't feel you have the necessary skills to effectively achieve the desired outcome, consider engaging other adults who may have these skills, and/or who may already have relationships with the girls involved, as they might be able to help facilitate better discussion

Impact

- ◆ Taking the time to talk to our young women and empowering them to have input help create a brand and logo that have buy in and have been widely received by the young women that this project is aimed at. The response has been very positive with other girls understanding the message and owning the brand.