

Green Tier Advisors

March 5, 2008

Communications/Branding strategy-next steps

ISSUE SUMMARY: Working with the Advisors, representatives of the Green Tier participants and the Department, the Madison-based Communications firm, Good For Business, recently presented ways to clearly and concisely communicate both with words and visuals the Green Tier initiative. The unveiling of a new logo and visual concepts are critical steps in the development of the Green Tier brand that now position the program to be particularly effective and deliberate in promoting Green Tier.

The discussion on March 5, 2008 is intended to provide an opportunity for the Advisors to discuss strategic next steps for promoting Green Tier.

EDITOR: Carla Wright

BACKGROUND:

Consistent with previous discussions of the Advisors and Green Tier participants, the department has undertaken steps to strategically align the marketing communications messages with the cause, aka values, underlying Green Tier. It is important to have a clear understanding of the “cause” to set targeted goals; keep operations on track to accomplish those goals; communicate meaningfully and effectively with internal and external audiences; and foster a program with which potential participants want to be associated. Developing a communications plan based on the Green Tier ‘cause’, creates the path that connects DNR with those businesses and organizations most appropriate as potential Green Tier participants.

The logo is conceived to adapt to the marketing needs of Green Tier participants and is structured to allow participants effective and efficient means to apply the Green Tier identify to their own image and brand enhancing efforts. In the trade vernacular, the logo is a ‘partner mark’.

Specific opportunities available for building brand include:

- Department of Tourism has led a months long effort to come up with a new brand for Wisconsin. The new brand will be used in advertising campaigns to promote Wisconsin as a destination for tourism and economic development. Tourism Secretary Kelli Trumble attended the Green Tier Advantage session unveiling the new Green Tier logo and commented that it is ‘harmonious’ with the state’s new brand image being developed by private consultants.
- Current Green Tier participants including Roundy’s and the Dairy Business Association Charter, are interested in promoting Green Tier in conjunction with their own brands.
- Future statewide events such as Green Tier working sessions and Green Tier signing events.

DISCUSSION:

The Department welcomes a discussion of the possible directions to take in marketing Green Tier.