



# Using Brands in the Public Sector

## The Background

In some parts of the public sector there is antipathy towards the use of brands and logos when carrying out projects, particularly when the project is expected to have a short lifetime. However, when The Galbraith Muir Consultancy was brought in to do the marketing strategy for one such project, the Consultancy and its client decided that clear branding would be a significant advantage in a crowded 'market place'.

The project in question required a swift roll-out of a new initiative, with limited resources; conventional advertising was not appropriate and would not have been cost-effective. It was also clear that the audience for the project had been rather overwhelmed by the many initiatives being offered to them, particularly organisations in the EU target Objective 1 regions. Marketing communications therefore needed to be powerful and focused – a situation when a clear brand strategy is a strong advantage.

## The Project

A major part of the strategy was to define a clear name, brand and logo. Considerable thought was put into understanding the audience for the product, and the needs and preferences of the decision-makers within it, and detailed design was undertaken only when The Galbraith Muir Consultancy and its client had defined the audience and the message.

An example of one such brand and its various manifestations is shown here. The various designs were used on, for example, literature, presentations, posters and web-sites. Guidance was given on which version was most suitable for each medium, and how to ensure that the image was consistent.



The major selling activity was carried out through carefully selected meetings, networks, personal contacts and, at a later stage, referrals and recommendations. The name and image quickly became known in the desired customer group, and the targets were reached more than a year ahead of schedule. Even after the completion of the project, it is still mentioned by name, and the logo has a very high recognition factor.

## If the project had not been carried out....

Without the use of a branded service, the project would have had far less impact, and the selling effort would have been very much harder. It is also agreed that the target would have taken a great deal longer to be reached.

### Recommendations and Actions

- Use a strong, clear brand with a good name and a powerful, easily recognisable logo
- Ensure that the brand is communicated consistently and effectively throughout the lifetime of the project

### Benefits

- The take-up of the service was much faster than the sponsoring organisation had anticipated
- With a strong brand in place, the selling process was well-supported, and no expensive advertising was required