

**case study:**

# American Association of Orthopaedic Executives

**situation:**

A 49 year old association was fading fast. The BONES association had a slumping membership rate, yearly membership turnover approaching 25 percent, no growth in annual meeting attendance, and a feeling that their membership and the industry in general were passing them by due in part from mixed brand messages and little marketing efforts. The brand development program needed to address the following questions:

- Is the brand successful in communicating the values and benefits of membership to the marketplace in general and to the association's constituency in particular?
- Are there disconnects between the association's intended messages and actual perceptions among current or potential members?
- How might the association's brand be better executed to grow membership? And how to become a stronger voice within the industry and its member's upper management?

**process:**

- Organized and interviewed internal and external audiences, summarized industry situations and research in presentations to committee and board
- Clearly defined 4 core association values for their membership, prospective members, partners and vendors.
- Assessed and proved through research and example the need for a name change
- In a consensus-building process, all done in series of webinar type meetings, developed a definitive new brand look for the association

**solution:**

- Developed a new name, secured a new url address with minimal cost
- Developed a new master brand mark, new brand typography, image, format and color palettes
- Created a complete, easy to use brand manual and 35 applications templates
- Quickly revamped the existing web and developed strategies to implement future new content based on member research
- Developed show brand mark, typography, brand guidelines for easy and consistent application of the look

**results:**

- Prior membership turnover has all but been eliminated in the first 6 months of the brand launch
- All Board members, volunteer committees and members responded overwhelmingly positive about the new brand, energizing the association and the member's upper management

corporate  
folder and  
collateral  
  
home page  
  
ad  
  
identity  
manual page  
  
promotional  
items  
  
exhibit

