



MISF MARKETING KICK-OFF

eightMOON™



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Eight Moon is a creative agency that illuminates the value of our clients' businesses and brands. We start by understanding their universe. We create visual concepts that resonate, positioning that shines and results that are simply out of this world.



Agenda

I. Introductions

II. Overview

III. Questions

IV. Closing / Next Steps



OUR UNDERSTANDING

Refine current brand messaging prior to strategic plan work starting.

Develop brand story and positioning that aligns with your mission to connect and strengthen Minnesota's independent schools.

Reflect your unique values and differentiators.



THE PROJECT

Refine Your Positioning

- Tagline
- Positioning Paragraph (100-150 words)
- Brand Story (200-500 words)
- Headline & Phrasing Options
- Messaging variations based on different audiences: prospective and current members, donors/funders, partners/foundations, media

QUESTIONS

IN YOUR OWN WORDS

How do you describe MISF?



In your own words? What would your elevator speech be?

AUDIENCES

Who is the #1 priority audience and how would they describe you?

Who is the #2 secondary audience and how would they describe you?



COMPETITORS

With a 35% market share, how do you currently try to attract members?

Who are your competitors?

Do you think of CSCOE as competitor?



COMMUNICATION

How do you currently communicate to these audiences?

How do you want to expand on that?

How will you use this new positioning?



PERSONALITY

If MISF had a theme song, what would it be?



PERSONALITY

Choose 2-3 images that you believe best represent MISF and why.



A



B



C



D



E



F



G



H

CURRENT BRANDING



What does the current positioning, **Independent but NOT alone**, mean to you?

What do the current logo mean to you?

NAMING:

How do you refer to the organization?

M.I.S.F.

Mifs

Minnesota Independent
School Forum

MN/Minn Independent School Forum

The Forum

Other

OUR PROCESS / NEXT STEPS



Collect



Collect



Examine



Review



Concept



Present & Refine

THANK YOU!

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