



BRANDING THE BAY PROGRAM: INTERNAL AND EXTERNAL PERCEPTIONS

MANAGEMENT BOARD – JUNE 2019



WHAT ARE WE ASKING FOR?

- Thoughts on the findings.
- How to move forward?
- What to tackle first?



BACKGROUND

- *Establish a clear brand identity and guidelines for staff and partners to help build recognition for their collective work and for the value of the partnership that is at the core of all that the Bay Program is.*



- Kick-off session with CBP Creative Team.
- In-depth brand visioning workshop with select CBP staff.
- Web survey.
- In-depth interviews with partners, watershed 'end-users', media and environmental educators.
- Messaging and content analysis of CBP communications channels.

OVERALL FINDINGS

“Consistent difficulty in articulating the value of the Chesapeake Bay Program’s unique attributes in terms a broader public would understand. And that apathy, or lack of awareness, on the part of region’s residents – particularly around why the Bay Program’s collaborative and cross-jurisdictional make-up and approach is so important and superior to the alternative – poses an ongoing threat to the existence of the partnership.”

EXTERNAL FINDINGS

- Residents of the watershed are unaware of the Bay Program and why we are so important.





INTERNAL FINDINGS

- Uncertainty around how to talk about what the Bay Program is and what we do.

INTERNAL FINDINGS

- Unsure of how to speak about the Bay Program and define its value.
- Lack motivation to be advocates of the Bay Program.
- Sense of disillusionment with the direction the Bay Program has taken.
- Deeply bureaucratic (sentiment shared with external partners).
- There isn't a need to communicate with the public at all.



CORE VALUES

- Commitment to the Bay
- A Trusted Authority
- Collaboration

A photograph of a pond with lily pads and reeds, with a dark green text box at the bottom.

BRAND PROMISE

SOLUTIONS TO SUSTAIN A THRIVING CHESAPEAKE BAY
WATERSHED, FUELED BY SCIENCE, DRIVEN BY PARTNERSHIP.

WHERE TO START?



The need to speak more clearly (and in unison) about who the Chesapeake Bay Program is and what it does.

RECOMMENDED FIRST STEPS

- Communicate the value of the Chesapeake Bay Program.
- Illustrate the unique role we play throughout the region.
- Turn partners into champions of our brand.
 - Show the need for, and benefit of, communicating the value of CBP.

COMMUNICATE THE VALUE OF CBP

- Work together to define:
 - What is the Chesapeake Bay Program?
 - What do we do?
 - Why are we important?
- Agreement to use these “talking points” or “elevator speeches” moving forward.

POWER OF THE PARTNERSHIP

- History of water quality.
- The pollution “diet”.
- Potomac River clean-up.
- Two billion oysters.



TO START THE DISCUSSION...

- Do you consider yourself to be part of the Chesapeake Bay Program?

Go to: www.menti.com and enter code: 26 44 35

FOR DISCUSSION...

Which of these statements are accurate?

- I don't know how to define the value of the Bay Program.
- I'm disillusioned with the direction of the Bay Program.
- The Bay Program has become deeply bureaucratic.
- We really shouldn't bother communicating to the public.
- I don't feel the need to advocate for the Bay Program.

MORE DISCUSSION....

- What do you think is our value?



THANKS!

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