

# Government Brand and Marketing: Why it matters.

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# What is the Difference between Brand and Marketing?

**Branding** is what you are.

**Marketing** is what you do.

# BRAND

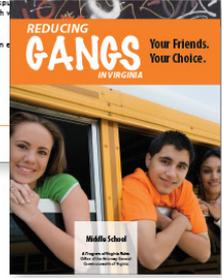
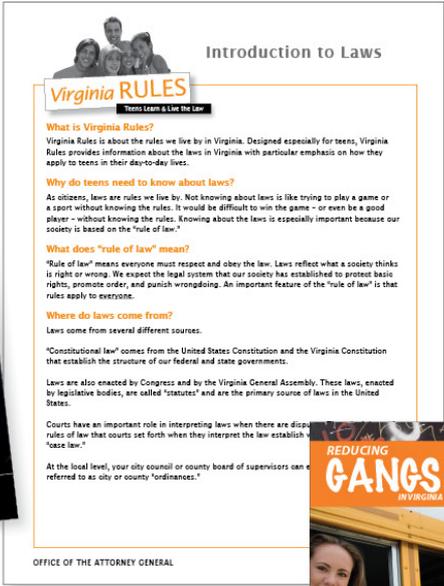
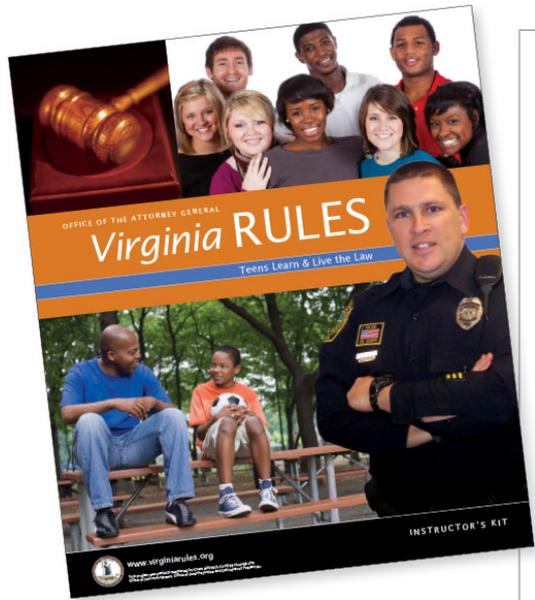
A famous advertising copywriter and ad agency founder David Ogilvy's defines brand as:

"The intangible sum of a product's attributes: its name, packaging, and price, its history, its reputation, and the way it's advertised."

# Brand Strategy

A brand strategy is a long-term plan to achieve specific goals about how, what, where, when and to whom you plan to communicate.

Consistent, strategic branding, reinforced and developed over a period of time creates a strong brand recognition.



**Customer:** Office of the Attorney General  
**Project:** Virginia Rules Program  
**Products:** Visual identity, instructors kit, student handouts and workbooks, website development, marketing brochure and "How to Host a Camp" guide  
**Purpose:** The purpose of Virginia Rules is to educate young Virginians about Virginia laws and help them develop skills needed to make sound decisions, to avoid breaking laws, and to become active citizens of their schools and communities.



# Visual Identity

- Visual design style
- Messaging
- Type of imagery
- And how it all comes together in a consistent manner.

# Marketing: What you do.

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

(American Marketing Association, Approved July 2013,)

# Make it happen.

Create a position statement

Develop a marketing plan

Create brand initiatives

Develop a creative brief

Evaluate costs

Establish measurable results



**VIB HAS A PROUD HISTORY OF SUCCESSFUL SERVICE**

At Virginia Industries for the Blind, we're proud to serve the people of Virginia, federal and state government customers and our soldiers, sailors, airmen and marines. When you choose VIB to be your supplier or service provider, we'll help when it matters. Our employees live in the same community as you and we take pride in providing excellent customer service. VIB products are competitively priced and our services provide added value and cost saving benefits.

**Fact:** More than 70% of Americans with low vision are either unemployed or under-employed.

**VIB PRODUCES EVERYTHING FROM PILLOWS TO PRIDE**

**Fact:** VIB is self-supporting, operating from profits generated from the sale of goods and services.

**Our Mission**  
We are dedicated to providing employment and career development for blind, visually impaired and deafblind Virginians through the manufacture and delivery of quality VIB products and services.

VIB helps individuals who are vision impaired by providing:

- employment opportunities
- job training
- placement counseling

Our customers benefit from VIB's:

- well-made, high-quality goods and services
- pool of talented, motivated workers

As an immediate affiliate of the National Industries for the Blind, VIB qualifies for contracts to federal agencies and military reservations under the AD/MyOne Program/Deaf-Blindness/AD/MyOne Act.

**Virginia Industries for the Blind**  
FOUNDED WITH PURPOSE  
[www.vibonline.org](http://www.vibonline.org)

**VIB offers training and development. With this training, I have become a valuable member of the team, I enjoy my job, and feel VIB has given me the chance to become more successful.**  
Peggy Parks, VIB employee

**Customer:** Virginia Industries for the Blind  
**Project:** Brand and Marketing Materials  
**Products:** Visual identity, logo update, photography, copywriting and design of general marketing brochure, product and services fact sheets, PowerPoint template, banner stands, and ads.  
**Purpose:** To showcase VIB employees, promote the sale of a wide variety of products and services and direct customers to the website.

**Virginia Industries for the Blind**

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**WRITING INSTRUMENTS**

**WRITING INSTRUMENTS**

A variety of quality writing instruments designed for performance, dependability, and value are offered for practically every requirement.

Among 140 great offerings on our Writing Instrument contract are self-microbial retractable pens, pre-sharpened wood case pencils, Clam Clip fastening systems, dry board supplies, GEL retractable pens, rubber gripped pens, mechanical pencils, markers, highlighters, roller ball pens and stick pens. We also offer eco-based and biodegradable pens that have less effect on our environment. Customized imprinting is available on selected items.

We rely on requests and comments from our customers to keep our product line fresh. A lot has changed in the decades since we began to assemble pens, our commitment to exceptional customer service has not. VIB remains committed to quality, selection and value.

[www.vibonline.org](http://www.vibonline.org)

Virginia Industries for the Blind  
PEOPLE with a purpose

**VIB Seasonings. Always In Season.**

**Vardon Breakfast Sausage**

3 lbs. Fresh sausage (ground)  
1 lb. Fresh pork (ground)  
1 cup VIB sausage seasoning

Meat ingredients well and shape into patties. Place patties on broiler or grill over medium heat until cooked through. Season with VIB seasoning. Place patties on wire rack and broil until done. Cook with fish flakes with skin.

**1-855-842-7867**

**Grilled Lemon Fillets**

2 lbs. Fresh fish fillets  
2 Tbsp. oil  
2 Tbsp. VIB seasoning  
2 Tbsp. lemon juice

Combine oil, oil, oil, fish flakes and place on large sheet of aluminum foil. Sprinkle generously with VIB seasoning. Place lemon slices over fish and fold foil. Cook with fish flakes with skin.

Now you have a year-round supply of seasonings to enhance your fish and game. Virginia Industries for the Blind VIB offers a wide range of quality seasoning products, convenient for both retail and bulk. They're moisture packed and can be placed in containers which are easy to open and use. VIB can extend your personal recipe and/or your stock, which makes the product ideal for your catering project.

Buy in bulk. Support the Blind and Deafblind community.

Go to [www.vibonline.org](http://www.vibonline.org) for more information. VIB products are available in bulk quantities. Call 1-855-842-7867 for more information.

**Virginia Industries for the Blind**

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[www.vibonline.org](http://www.vibonline.org)

**Employment**

People with a Purpose

**Services**

People with a Purpose

**Products**

People with a Purpose

**Retail**

People with a Purpose

**Virginia Industries for the Blind**  
PEOPLE with a purpose

**Virginia Industries for the Blind**

[www.vibonline.org](http://www.vibonline.org)

**WORKPLACE SERVICES**

PEOPLE with a purpose

# Market research and planning

Establishes creative direction

Targets your audience

Allows for effective communication development

Defines the outreach direction and medium

Establishes distribution methods

Helps define budgets

Establishes means to measure results



**Customer:** Shenandoah Valley Energy Partnership

**Project:** New Program Brand Identity

**Products:** Logo and tagline, letterhead, brochure, presentation pocket folder, PowerPoint, banner stand, tabletop display and website

**Purpose:** To inform area workers about green energy training opportunities and encourage enrollment in to programs.



# Getting started

What is the purpose?

Who is the target audience?

What do you want them to do?

What is your call to action?

How do you want people to respond?

What medium will be used?

What is the budget?

# Marketing Products

- Logos and identity systems
- Information and education campaigns
- Web sites
- Videos
- Annual reports and strategic plans
- Displays and banner stands
- Outdoor Advertising
- Training and conference materials
- PowerPoint presentations
- Calendars and posters
- Brochures and booklets

# Delivery Methods

## Making sure your message is heard.

- Digital communications
- 24/7 news cycle and Press releases
- Public Service Announcement and feature stories
- Formal presentation
- Face-to-Face Consultation
- Take away item
- Social media
- Blog
- Direct Mail

Since 1993



Virginia Department of Environmental Quality

**Customer:** Virginia Department of Environmental Quality

**Project:** 20th Anniversary Materials

**Purpose:** To recognize the DEQ accomplishments and incorporate an updated brand identity that includes a revised logo, summary report, PowerPoint presentation, timeline banner, exhibit display panels and general brochure.



2 Virginia Department of Environmental Quality 20th Anniversary Report

**Water Quality and Supply**

To ensure safe recreation and a diversity of aquatic life, DEQ sets water quality standards and monitors the types and amounts of pollutants that may be discharged into Virginia's waters. As of 2012, 51 waterways, 26.4 miles of rivers and streams, 2,710 acres of lakes and reservoirs, and 4 reports miles of estuary have been classified as "fully restored." In addition, 20 streams around the state are now classified as "exceptional waters." Because these waters are protected against new and increased pollution discharges, they are able to sustain flourishing aquatic habitats, and also serve as ideal recreational areas.

To ensure safe use of our finite water supply, DEQ works in partnership with affected stakeholders to identify sources of surface and ground water, monitor availability, document current levels of water use, and plan for meeting future requirements for these water sources. Such responsibilities have become increasingly necessary on all Virginia localities now using water supply plans. To balance these sometimes competing, ever increasing uses of the state's water supplies, DEQ relies on active, ongoing scientific research, effective stakeholder engagement and collaborative modeling.

**Waste Management**

DEQ works to uphold the regulations that govern solid waste management, including waste, recycling, storage, treatment and disposal. For example, since the founding of the agency in 1997, the number of the piles has gone down considerably thanks to an aggressive cleanup effort. Abandoned tire sites, which once numbered more than 1,300 statewide, have declined to less than 100, all of which are relatively small piles.

The quality and operation of landfills has been a cause for concern over the last 20 years. Older landfills do not meet modern design standards, while many lacked constraints into the land and ground water. Landfill production standards have since been heightened and designs have been improved, making waste management facilities safer and more protective. In addition, 85 percent of hazardous waste facilities (103 out of 120) now meet all human health standards, and more than 30,000 leachate treatment sites have been cleaned.



3 Virginia Department of Environmental Quality 20th Anniversary Report

**Coastal Zone Management**

Over the last 20 years, the Coastal Zone Management Program (CZM) has demonstrated how partnerships can overcome great challenges and result in significant successes that benefit Virginia's coastal resources and economy.

Alongside other natural resource agencies and local governments, DEQ takes a leading role in a valuable partnership that finds innovative and resourceful ways to preserve the Commonwealth's abundant yet fragile coastal resources. The contributions of the CZM program are helping sustain the unique characteristics and ecological health of Virginia's coast. Over its 25-year history, the program has followed a dramatic 5,000-acre increase in estuarine habitat and hundreds of acres of oyster reef habitat on Virginia's Eastern Shore. The CZM program is also responsible for creating dozens of new and enhanced public sites, and the acquisition of over 3,500 acres of coastal land for habitat protection.



**The Chesapeake Bay**

As one of the most challenged waters in Virginia, the Chesapeake Bay is the focus of a multagency cleanup effort.

Virginia's Chesapeake Bay water quality standards drive DEQ in its restoration efforts to reduce nitrogen and phosphorus. Lower levels of these pollutants ultimately mean higher oxygen levels, increased populations of bay grasses and balanced levels of algae in tidal waters. Decreased levels of pollution are making the Bay and its tributaries hospitable to a variety of living resources. Rebuilding natural habitats is equally important and has helped restore the populations of a number of species including blue crabs, striped bass, shad and oyster.



**1999**

DEQ launches its site on the World Wide Web, focusing on providing environmental information requested by the public.

**1997**

Virginia creates the Water Quality Improvement Fund, authorizing grants for nutrient removal at publicly owned treatment plants in the Chesapeake Bay watershed.




**1998**

DEQ begins "Air Check Virginia," an enhanced vehicle emissions inspection program for Northern Virginia.

**1999**

The Virginia Coastal Zone Management Program brings together government and private-sector partners to focus on Chesapeake Bay system restoration.

**2000**

The General Assembly authorizes DEQ to regulate activities in marshland wetlands, helping ensure no net loss of wetlands and minimizing impacts on Virginia wetlands.

**2001**

DEQ develops a schedule for closing unlined landfills by 2020. These closures ensure that active landfills protect human health and the environment.

# Why it Matters

Clearly delivers the message

Shapes credibility

Connects to your audience

Motivates the user

Creates trust

Reinforces your identity