TURNING THE SHIP

CHANGING YOUR ORGANIZATION’S BRAND
WHAT IS BRAND

DIVING INTO CHANGE

NAVIGATING ROUGH WATERS

AT THE HELM
WHAT IS BRAND
WHAT IS THE ESSENCE OF YOUR BRAND?

Target Audience
Personality
Language Tone
Layout Style
Design Elements
WHEN IS IT TIME TO CHANGE?

Evolve to Stay Relevant
Connect With A Changing Audience
Shed Past Associations
Represent a New Direction
Distinguish From Competition
Brand Evolution Video
PACKS OF FUN FOR EVERYONE!

M&M’s® CHOCOLATE CANDIES
THE MILK CHOCOLATE MELTS IN YOUR MOUTH—NOT ON YOUR HAND.
Back Home

Yellow

Age
Unknown, but he’s in touch with his inner child.

Weight
Around average...for a peanut with milk chocolate padding.

Likes
Pretty ladies and fluffy things.

Best Friend
Red, because he seems to know a lot.

Shortcomings
Nice guys finish last.

“Inside everyone there’s a little nut.”
DIVING INTO

CHANGE
UTAH MUSEUM OF CONTEMPORARY ART QUICK, ALL ENCOMPASING CHANGES
UTAH MUSEUM OF CONTEMPORARY ART
Fraud, Forgery & Ethical Lapses:
The Worlds of Business and Art
Wednesday, October 7, 2009, 6:30pm

Fraud, Forgery, and Ethical Lapses will explore why ethical lapses and fraudulent behavior has and continues to occur in the worlds of business and art. Businessmen such as Ebbers, Kodak, Lay and Madoff have occupied the airwaves of the 21st century. They join names such as de Hory, Greenhalgh, Geert Jan Jansen and Myatt, who have been notorious for their own fraudulent behavior in the art world.

Classic examples from both arenas will be discussed by two presenters:
• Dr. Cal Boardman, Ronald D. Garff Professor of Finance and Business Ethics at University of Utah
• Mr. Luke Kelly, Assistant Curator, Utah Museum of Fine Arts & Instructor at University of Utah

FREE and open to the public
UTAH SHAKESPEARE FESTIVAL
A VERY GRADUAL EVOLUTION

Utah Shakespearean Festival
The Tony Award-Winning Utah Shakespearean Festival
DESCRIBE THE GUEST EXPERIENCE AT YOUR MUSEUM

CREATE A WORD PICTURE TO SHOW HOW PEOPLE INTERACT WITH YOUR BRAND

Sound, smell, feeling, etc.
Your Festival Experience

SHAKESPEARE

Photos, left to right: Charles Metten (left), Kieran Connolly, Kristen Fitzgerald, R. Brian Normoyle, and Jonathan Braithwaite in Henry IV Part One, 2004; and Brian Vaughn in Hamlet, 2006.

BARD.ORG | #UTAHSHAKES | 800-PLAYTIX

CEDAR CITY

Your Festival Experience

WONDER

Photos, right to left: The courtyard of the Adams Shakespearean Theatre (photo by Steve Greenwood); and young visitor to The Greenshow.

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CEDAR CITY
Your Festival Experience

SCENERY
bard.org | #utahshakes | 800-PLAYTIX
Photos, left to right: a scene from The Taming of the Shrew; and Cedar Breaks National Monument.

MAGIC
bard.org | #utahshakes | 800-PLAYTIX
Photos, left to right: The Adams Shakespearean Theatre Courtyard; and Kymberly Mellen (left) and Max Robinson in A Midsummer Night’s Dream, 2011.

MUSIC
bard.org | #utahshakes | 800-PLAYTIX
Photos, right to left: a scene from The Music Man, 2011; and Kailey Gilbert (left) and Samantha Allred in The Greenshow, 2014.
Your Festival Experience!

SEPTEMBER 4
SOUTH PACIFIC
SEPTEMBER 5
HENRY IV
PART TWO
SEPTEMBER 5
KING LEAR
SEPTEMBER 5
THE TAMING OF THE SHREW
SEPTEMBER 5
SOUTH PACIFIC
SEPTEMBER 4
AMADEUS
SEPTEMBER 5
SEPTEMBER 11 – OCTOBER 31
CHARLEY'S AUNT • THE TWO GENTLEMEN OF VERONA • DRACULA

B A R D . O R G • # U T A H S H A K E S • 8 0 0 - P L A Y T I X

Photos, left to right: Tony Amendola in King Lear, 2015; Sam Ashdown (left) and Larry Bull in Henry IV Part Two, 2015; Brian Vaughn (left) and Melinda Pfundstein in The Taming of the Shrew, 2015; Allie Babich (left) and Aaron Gallagher-Steel in South Pacific, 2015; and David Ivers (left) and John Pribyl in Amadeus, 2015.
Experience More!

Our 2016 Season
June 27 — October 22
Much Ado about Nothing • Henry V • The Three Musketeers
The Cocoanuts • Mary Poppins • The Odd Couple
Julius Caesar • Murder for Two

B A R D . O R G | # U T A H S H A K E S
8 0 0 - P L A Y T I X

Utah Shakespeare Festival
The Professional Theatre at Southern Utah University
CEDAR CITY
NAVIGATING ROUGH WATERS
UMOCA AT THE HELM

PREPARE YOUR AUDIENCE

BE PERSISTANT

KEEP YOUR BRAND ELEMENTS CONSISTENT

MIND THE ‘GAP’
USF
AT THE HELM

LISTEN TO ALL STAKEHOLDERS

HONOR THE RESISTANCE

DOUBLE WHATEVER TIMELINE YOU PLAN

BE HONEST, BE RECEPTIVE TO OTHERS’ HONESTY
QUESTIONS