

Statewide SFSP Branding Discussion

What is a brand and why is it important?

- Branding: a marketing practice
 - identity and differentiates for us; we create an experience
 - Instant recall and emotional perception
 - Brand will tell stories
 - Needs to be simple and consistent
- Components of an SFSP brand
 - Visual identity and succinct messaging
 - Logo and consistent messaging used in all marketing materials that aligns with mission and values
 - Brand personality
 - Brand experience
 - We are the faces of the brand: perception, blending of organizational and personal brands
 - Many different things interact with families and communicate the brand
 - Buttons
 - Public relations
 - Word of mouth
 - Advertising
- Examples of SFSP brands at work
 - Low enrollment of programs would be helped by rebranding
 - Meet Up and Eat Up
 - SFSP brand in Michigan
 - 2013—every site putting up exactly the same collateral
 - Saw 9-29% increases in locations
 - Comment: Food in posters is healthy, but still typical of school lunches
 - Kids and Teens Eat Free this Summer
 - SFSP in Alabama
 - Comment: Highlights teen inclusion better than first brand
 - Comment: “Free” is an important element
 - Comment: “Free” may make it harder to attract teens
 - Comment: The sun= fun, whimsical vibe
 - Summer Break Spot
 - SFSP in Florida
 - About hanging out with friends and eating, less stigma attached
 - Comment: Don’t like the logo
 - Too wordy, too adult, font placement not as good
 - Maybe better geared toward communicating with teens
 - Summer Food Invasion
 - SFSP in Washington state
 - Fun and space-themed

- Comments:
 - Great and very creative, engaging
 - Wish they had included more older kids in the photo
 - Clearly excitement in the kid's faces
- Help us shape the new SFSP brand
 - Sticky note activity: Important key ideas
 - Nutritious aspect/healthy
 - Accessibility/Free
 - Enrichment activities/fun
 - Visual perspective
 - Colorful
 - Modern-tone
 - Succinct
 - Photos of children
 - Out of the box
 - Easy to identify quickly
 - Diverse cultures and ethnicities—inclusive
 - Cultural specific organizations
- Next Steps:
 - Talking to
 - Sponsors and site supervisors
 - Families (parents and participating students)
 - Cultural organizations to make sure brand resonates with all served cultures
 - Review feedback and best practices to create a brand architecture
 - Present brand new visuals and messaging at 2018 SFSP kickoff for use in 2018 programs