A Tale of Two Brands

Springfield Public Schools

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Brand identity → Awareness

= Loyalty
Why brand?

- Creates loyalty
- Inspires existing customers
- Creates new customers
- Becomes the symbol of the work you are doing
New brand vs. Rebrand

- Introducing a product or new service
- Developing a face for your product
- Generate excitement & awareness
- Create a customer base
- Becomes the centerpiece of your marketing and communication strategy

- Leadership changes
- Existing brand needs a makeover
- Improve a product or service that never had an identity
- Change or expand customer base
Your Turn

What is a current initiative or a new initiative in your district that could use a brand or a rebrand?
Springfield Public School’s Approach

Engaging | Relevant | Personal
Tale of two brands

IGNiTE

explore!
1:1 technology initiative
New brand
Fresh approach to technology integration
Create buy-in
Goal: Develop a brand that customers wanted to be part of

Summer School
Rebrand
Change perception of summer learning
Marketing and communication strategy
Goal: Eliminate the stigma of summer school and create energy around new type of experience
IGNiTE

- Events with a focus on customer experience
- Electronic marketing
- Social media
- Swag
- Constant marketing blitz
- Marketed to teachers, leaders

explore!

- Marketing and communication materials
- Brand ambassadors
- Clear and deliberate marketing plan
- Brand saturation
- Marketed to parents, students, teachers
Your Turn

What are the stakeholder groups you would market to?

How would that impact your branding strategy?
- Appy Hour attendance
- Social media reach
- Brand recognition
- Unintentional reach to students

- 3,615 → 10,607
- 236 → 746
- 22 → 32
- 188 → 1,116
- 246 → 1,948
- 265k → 1.6mill
Other considerations:

- Protect your brand
- Cross promote
- Empower ambassadors
- Know when to brand
Your Turn

What next steps do you want to commit to taking?
Thank you!

Questions?