



# CrossRoads Strategy Check-Up

*An update on progress with implementing the Crossroads Strategy for the CA profession.*

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## Branding implementation moves into high gear

Since the Strategic Planning Task Force first identified Branding as one of the profession's four key areas for strategic action, the National Branding Committee has been hard at work developing a strategy to strengthen the CA brand in a changing business and social environment. This fall, Branding moves into the implementation phase.

Focus group research highlighted the importance to members of mounting a national advertising campaign to promote the unique benefits of the CA designation. Other data suggested that updating the CA logo and tagline might help achieve our longer-term branding goal of enhancing perceptions about the CA profession, since in many ways these symbolize the brand for both our members and the public. However, further testing in this area, confirmed through consultation with experts in identity and branding, clearly showed that in order to change perceptions of CAs in the marketplace, it is important to move gradually, allowing awareness about the benefits CAs provide to evolve through consistent reinforcement.

Based on an analysis of the research, the National Branding Committee developed a phased implementation plan that begins this fall. In September, Phase I of the branding program kicked-off with a highly visible national advertising campaign that promotes the unique benefits of Chartered Accountants in Canada. This advertising campaign is one of the many tactics the profession is undertaking to build awareness of the CA brand. It is part of a long-term branding program that includes public relations, advertising, and other stakeholder communications.

The ad campaign will raise awareness about the benefits provided by CAs beyond their traditionally recognized expertise in financial reporting and auditing. The campaign is designed to start the marketplace thinking about CAs as more than tax and audit experts. In addition to the ads, we will be leveraging media relations, sponsorships and a variety of communications programs targeted to employers, clients, and prospective students – all with the intent of reinforcing the message.

In Phase II of the branding program, it is anticipated that a new CA logo and tag line will be introduced to support our long-term branding strategy. The National Branding Committee gave careful consideration to whether it would be more advantageous to coordinate the launch of the ad campaign with the introduction of a new logo and tag line. After some discussion, and with input from Gottschalk + Ash International (G&A), a specialist in 'identity creation' and the designer of our current logo, the Committee concluded that the logo and tag line are important elements of developing a strong identity for the profession. And, because they must endure for many years, it is critical that both are done right and introduced with maximum impact. It was therefore decided to launch the ad campaign this fall using the current CA logo and to arrange a separate launch of the new logo and tagline during 2007.

In the interim, in situations where the CA logo is required for publication in newsletters, brochures, business cards or promotional materials, the following guidelines may be helpful:

- Use the existing CA logo in its original form
- Use the colour version of the CA logo
- The black and white version of the logo is also acceptable for use in faxes, memos, handouts, etc.
- The "Strength Beyond Numbers" tag line should NOT be used

For your convenience, the current brand standards for colour, typography, and configuration are posted on our website at [www.cica.ca/picalogos](http://www.cica.ca/picalogos). Please contact your provincial institute/ordre to discuss any special branding issues that have not been covered in these interim guidelines.

Recently, you were invited to a sneak preview of the CA profession's new ad campaign and provided information on what you can do to help make the profession's branding program a success. This month, you will begin seeing the ads on TV, in magazines, on the Internet, on in-flight TV and airport billboards as well as on elevator screens in Toronto, Calgary and Vancouver. The September issue of *CAmagazine* also features coverage of the complete ad campaign including behind-the-scenes production photos. Stay tuned!