Turn Around the Union Construction Brand

Karen Post
Flying high, their way.
Full flight.
Protecting assets. Distinct marks.

So last decade.
Lose the cow. Get a horse.
Why does B2B branding matter?

Makes the choice easy.
Marketing is the **process**.

Brand is the **end result**.
Gangsters
Rob & Steal
Difficult
Out of touch
Bureaucracy
Thugs
Old school
Over priced

They send their family instead of trained workers.
Review
Reinvent
Re brand
Reality
1 (behavior) + 1 (communication) = experience.

Journey
- Before they buy
- During the transaction
- After they buy
Think. Feel. Expect. Sum of all you do.
Brand building formula

Emotion
Transcend logic

Experience
Move transactions

Engagement
Go beyond push

E
factor

Execution

Essence
Relevance
Presence
We build buildings on time, on budget.
Local, skilled and together, we build bright futures (and a lot of energy plants too).
• Purpose
• Personality
• Distinction
• Promise
• Top target?
• What matters?
• Changed?
• Trends?
• How best to connect?
• Best tools?
• Best channels?
• Best influencers?
“And you want what... Someone who cares!”
Critical – brand ambassadors.

Helpful.
Friendly.
Cooperative.
The media – friend or foe
Demonstration Against Sequestration Has Reasons, but Few Rhymes

Federal Worker Unions Face Hurdles in Staging Protest; Signs Fall Short of Poetry
How unions help all workers

By Lawrence Mishel and Matthew Walters | August 26, 2003

For newer research on the benefits of unions, see Unions, inequality, and faltering middle-class wages (released Aug. 29, 2012)

Unions have a substantial impact on the compensation and work lives of both unionized and non-unionized workers. This report presents current data on unions’ effect on wages, fringe benefits, total compensation, pay inequality, and workplace protections.

Some of the conclusions are:

- Unions raise wages of unionized workers by roughly 20% and raise compensation, including both wages and benefits, by about 28%.
- Unions reduce wage inequality because they raise wages more for low- and middle-wage workers than for higher-wage workers, more for blue-collar than for white-collar workers, and more for workers who do not have a college degree.
Controlled messaging

Events  Web  Advertising
Start up, Dries up

Viewed by at least 30 million people
Turnaround takes time.

Get real.
Pick a lane.
Be relevant.
Walk the talk.
Repeat.
Brand Turnaround
Thank you!

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