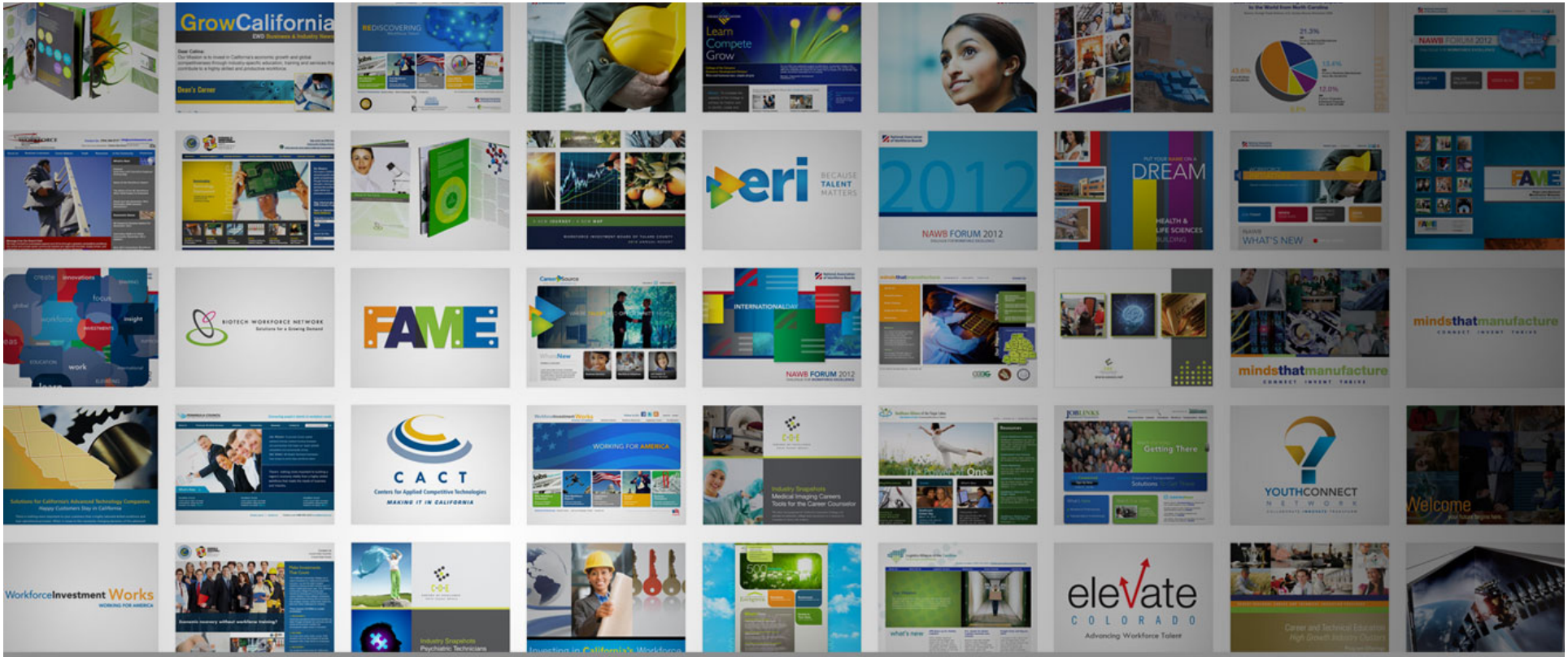

BRANDINGMARKETINGCOMMUNICATIONS

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Elevate your image

Maryland Workforce Investment System
GWIB: Brand Architecture Strategy Session

Celina Shands Gradijan – President/CEO

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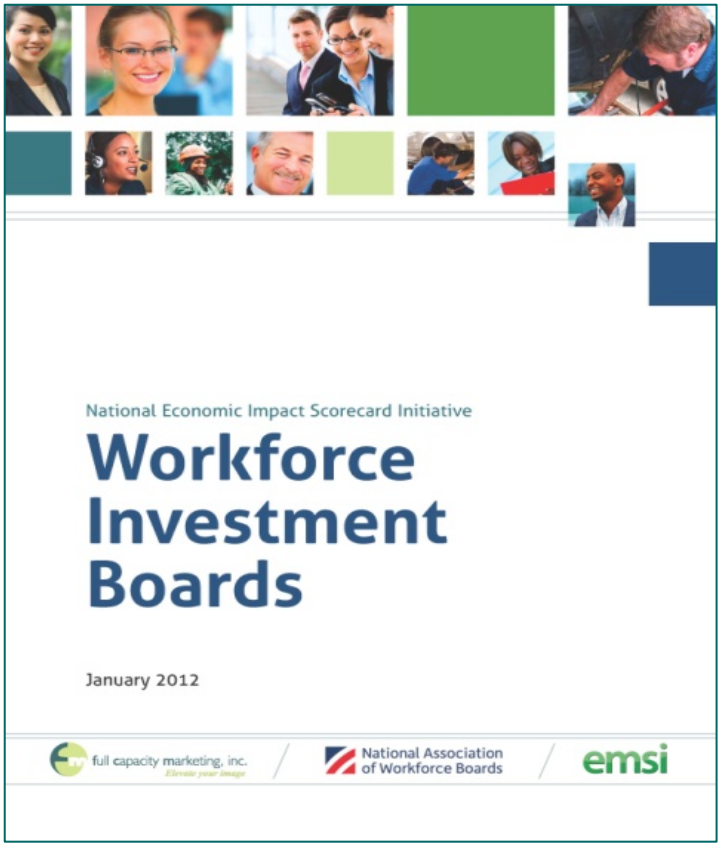
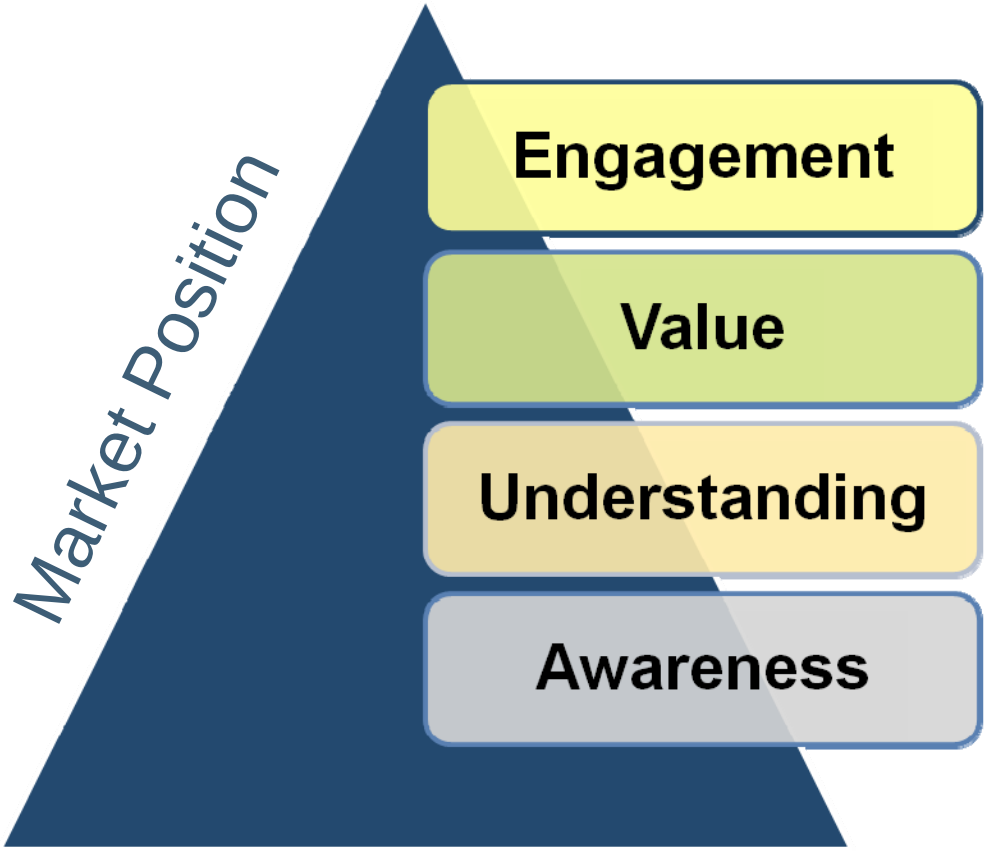

National Economic Impact Scorecard Initiative
Workforce Investment Boards
January 2012
full capacity marketing, inc.
National Association of Workforce Boards
emsi

Topics

What do we want to achieve?
Where are we now?
How do we get there?

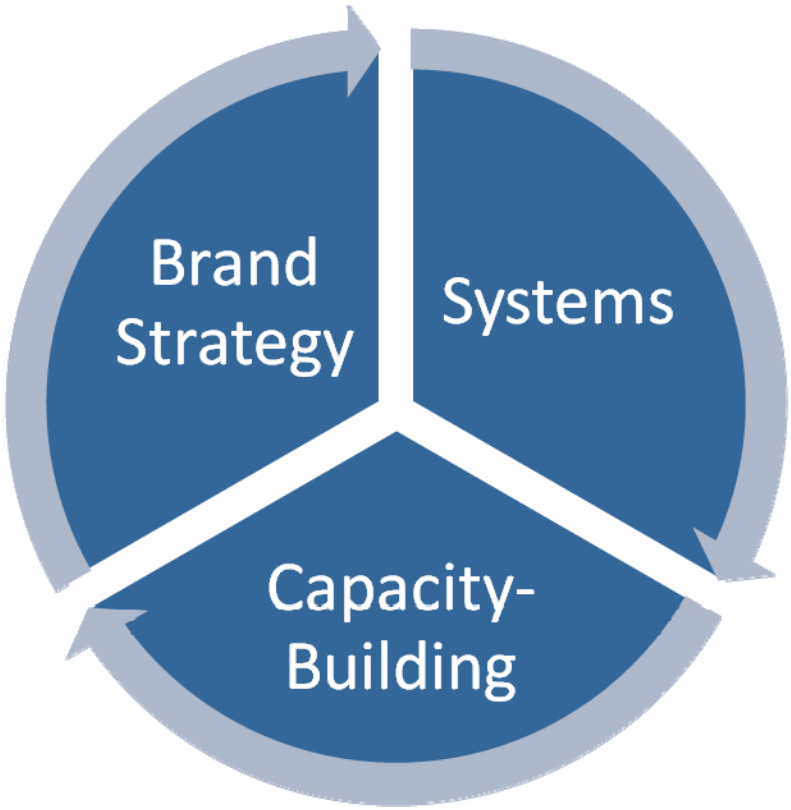
Achieving Market Position



Where are we now?

1) High growth sector employer survey
2) Job seeker mystery shopping
3) Local director interviews
4) Local strategic plan reviews
5) Communications Audit

How do we get there?



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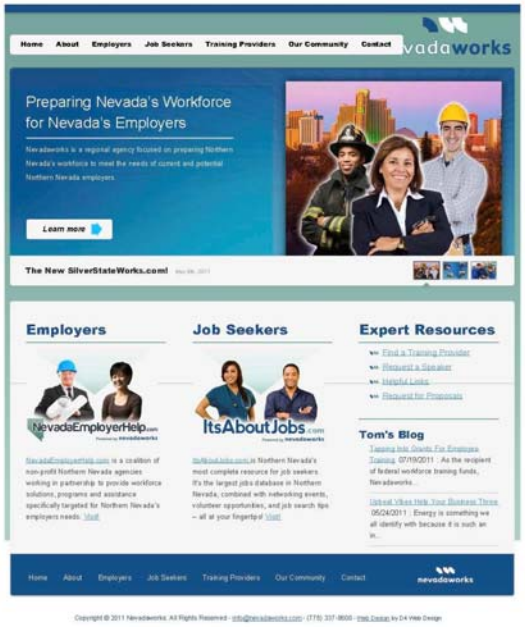
Brand Strategy Steps

- Brand Architecture
- Brand Positioning
- Brand Identity
- Brand Guidelines
- Brand Implementation

Brand Architectures: Monolithic

imagination at work



North Carolina

JobLink Career Center

Career Planning, Training & Placement Services

Brand Architectures: Endorsed

WorkSource CALIFORNIA
The Workforce Network
@
JVS WEST HOLLYWOOD

Brand Architectures: Holding Company

P&G

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WORKFORCE CENTER
MAXIMIZING POTENTIAL IS OUR BUSINESS

Architecture Options & Impacts

Discussion Point #1: Architecture

- FCM is recommending either an endorsed or holding company architecture. Is there a preference?

Discussion Point #2: Naming

➢Here are the recommendations from the Governors' Office, Workgroup & LWIA for names and taglines. What are your thoughts on these suggestions?

Names:

- Maryland Works
- Maryland Jobs Center
- Maryland Jobs
- Maryland Workforce Network
- Maryland Workforce Partnership
- Maryland Workforce Enterprise

Taglines:

- *It's all about jobs*
- *Elevating Maryland's economy*
- *Advancing economic growth*

Contact Information

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