

State and Local Messaging

September 14, 2017

FFY2017 AzNN Webinar Series | Arizona Nutrition Network

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AzNN Brand History



1998

Arizona Nutrition Network



2007



2009



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Logo Confusion



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Your Partner For A Stronger Arizona



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STAKEHOLDER RESEARCH



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Research Goal:

Conduct formative research through focus groups with various audiences to determine common message to be used by all partners beginning in Federal Fiscal Year 2018.

Target Audiences:

Arizona Nutrition Network state and local staff
ADHS Nutrition & Physical Activity staff, ADHS Sister Programs,
Local Implementing Agencies

Focus Groups:

Audience	# of Participants	Location	Date
AzNN, DES Staff	8	Phoenix	March 28
ADHS Nutrition & Physical Activity staff	6	Phoenix	April 11
Maricopa & Yuma Local Implementing Agencies	16	Phoenix	April 13
Pima County Local Implementing Agency	4	Tucson	April 14
Coconino, Yavapai, Navajo Counties Local Implementing Agencies	4	Flagstaff	April 20



Key Findings

- Inconsistency among AZNN identity elements is confusing to everyone.
- Existing “visual assets” may no longer be appropriate for the AzNN of the future.
- The line up of multiple logos on materials is confusing, but many believe, unavoidable.
- LIA’s agreed that one single identity would be nice, but were not sure if this was possible.
- LIA’s also felt strongly about the need to self identify.



CONCEPTS



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Concepts

- Four top advertising agencies were tasked to take the research conducted and develop concepts
- 13 concepts were presented, reviewed and discussed.
- Three concepts were chosen from the 13 to test with our target audience..



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The Chosen Three



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TARGET AUDIENCE FOCUS GROUPS



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Target Audience Research

Research Goal: Determine preferences regarding new logo concepts among target audience.

Target Audience: Low-income (SNAP eligible) moms, ages 18 to 49, with kids ages 2 to 11; statewide

Focus Groups: Seven groups

Audience	English	Spanish	Location	Date
Low-income (SNAP eligible) moms, ages 18 to 49, with kids ages 2 to 11; statewide	1	-	Flagstaff	June 19
	2	1	Tucson	June 21
	2	1	Phoenix	June 26





Positive Comments:

- I like the orange, because Arizona is known for citrus.
- I like that it's self-explanatory.
- With "bewell," you can associate that with wellness, like healthy.

Negative Comments:

- The running guy threw me off a little bit.
- We wouldn't read it all because too much is going on.
- I didn't understand the orange.



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Positive Comments:

- It's just simple and easy to digest.
- It's clear, I like the color, it's professional. It says what it is trying to do and to the point.
- I like the creative "a."

Negative Comments:

- It looked like recycling.
- It says to me that I'm out of shape and that I need to reshape.
- It's very vague. If this logo is all you see on a billboard then I'm not going to have any idea what they are talking about or any interest in it.



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Positive Comments:

- If it was on a computer, it would make me want to click it.
- It stands out and is simple.
- The name makes you think you'll find information about being healthy.
- I like the "good health starts here."

Negative Comments:

- I didn't like the color green, it was hard to see, including the tagline.
- It was boring to me. The colors and the font for AZ Health Zone are boring, so I just didn't like it. It didn't pop out at all to me and wasn't appealing.
- I thought that Target was putting on a healthy thing, like it was part of Target going green maybe



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WINNER!



AZ Health Zone

GOOD HEALTH STARTS HERE.



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AZ Health Zone

- The agency that developed AZ Health Zone, were tasked with taking the focus group feedback and update the design, color and any graphics required to convey the message.
- In addition to the design, Brand Standards will be provided to ensure consistency throughout the state.
- The design was presented to ADHS and DES on **Wednesday, September 13, 2017.**



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AZ Health Zone

Healthy Starts Here

azhealthzone.org / zonadesaludaz.org



HEALTHY STARTS HERE



LO SALUDABLE COMIENZA AQUÍ



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AZ Health Zone

Healthy Starts Here

azhealthzone.org / zonadesaludaz.org



HEALTHY STARTS HERE | YUMA COUNTY



Y U M A C O U N T Y



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Brand Guidelines

Brand guidelines, are an essential part of an effective marketing strategy. Essentially, a brand guideline is a document that guides employees and designers on how different elements of the business should be used. For example, brand guidelines might suggest how to use the following things:

- Fonts – including the look and sizes of headers and body text
- Logos – including the right colors, the right sizes, the right alternative logos etc.
- Color pallets – what specific colors should be used in online and print material
- Approved images
- Tone of voice and stylistic guidelines



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Rollout

- AzNN is working with contracted vendors on a rollout timeline to begin transitioning Champions for Change to AZ Health Zone across all platforms.
- Materials developed prior to October 1, 2018 can be used until stock runs out.
- All new materials will be branded with AZ Health Zone – Healthy Starts Here.
- The FFY2018 Policy and Procedures Manual will be updated to reflect the new Brand Standards and requirements.
- Eatwellbewell.org and comesanovivemejor.org will be refreshed to match the brand colors and the URL's will be redirected to [azhealthzone.org /zonadesaludaz.org](http://azhealthzone.org/zonadesaludaz.org).
- FFY2018 is the year to develop two new marketing campaigns. These campaigns will reflect the new brand.



Expectations

- If SNAP-Ed funds the execution, no matter what the platform may be, beginning October 1, 2017 the only brand implemented across all programs will be AZ Health Zone – Healthy Starts Here.
- Local Agency logo's will not be approved on any materials funded by SNAP-Ed.
- Each program will provided with a version appropriate to their organization.



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Importance/Benefit of One Brand

- Having one strong brand keeps communication clear and concise, and avoids feeding customers information overload.
- The more brands, the more money you will need to spend, and cause more confusion.
- One strong brand can work effectively across several or all of your projects while helping them build equity for one another.



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Questions??



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THANK YOU!



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