

The Transition from Centenary to 2020

Notes from Team Meeting Thursday 21 November

Present: Ceri Williams, Jasper Cook, Sue Simmonds, Sarah Rothwell

Cc: Keith Newton, Kerry Wiles

The team agreed that as of 1 January 2020 we should return to our corporate, pre-Centenary Branding.

However, the team recognised the success of the Centenary campaign and agreed that aspects of the campaign and its constituent parts should be absorbed into our Brand guidelines moving forwards.

Observations on the 'I am CILT' campaign.

Why the campaign has been successful:

- Features our members as 'heros':
 - Real images of active members
 - Real stories from real people
- Supports and reinforces member benefits and brand values
- Reinforces the human aspect of the brand
- Increases social media reach - existing members enjoying seeing other members
- Supports the international / family aspect of the brand and works well across borders
- Brings CILT to life as a 'people' organisation

Conclusion: This has been a most effective campaign and may have ongoing applications, especially in a membership context.

Proposals from 1 January

- International and local website and social media platforms will return to corporate branding on an agreed date at the start of January. The international site will utilise new banner imagery. In recognition of the successful impact of periodically refreshing social media imagery this year we intend to carry this aspect forward into next year, albeit on a less frequent basis.*
- All the 'CILT100' stories will be incorporated within the Membership section of the website
- The CILT video will feature on the home page of the website
- We will develop a specific 'membership package' around the 'I am CILT' campaign incorporating the CILT film, the new Membership Benefits brochure, membership banners, and membership ads. This will be included within the Brand guidelines** NB straplines will require updating to 'Over 100 years devoted to excellence in transport and logistics'
- The centenary avatar will be discontinued but the centenary arrows (in purple or gold) will be incorporated as a graphic device within the brand guidelines.
- 'I am CILT' will be retained as a tagline within the Brand Guidelines along with 'Over 100 years devoted to excellence in transport and logistics'
- Letterheads will return to corporate letterheads
- We will produce a new email banner for international use

- In order to maintain the momentum of the Centenary campaign we plan to produce a 2020 marketing plan identifying 5 / 6 key themes to focus on at different points in the year (internationally and locally) and will develop specific campaigns / promotions / packages to support each. The change in imagery identified above will tie in with these promotional periods* Initial theme ideas include:
 - Celebration of women
 - Community (including Transaid)
 - Membership
 - Education
 - Convention (family)
 - Africa Forum (Stronger Together)
 - Supporting NexGen (including mentoring & networking)
 - Sustainability
- Longer term we may consider a secondary tier to the marketing plan focussing on specific sectors / topics / activities. Possible tie in with blog / website forums
- Member stories has worked well although the video aspect may have been too onerous for many. It has provided much rich material for using across the board. We will consider developing an idea of 'featured members', in writing only, on a less frequent basis. First we must agree potential benefit, consider how to implement and identify desired results/applications. This is not an immediate priority.

Implementation for 2020

1. Production of a branch guide to explain the transition, communicate the brand message moving into 2020, and outline branch actions for reverting to a corporate presentation of the brand. Guide to be circulated in third week of December latest.
2. General review and update of Brand Guidelines, also incorporating:
 - Centenary arrow device
 - 'I am CILT' and 'over 100 years...' taglines
 - Specific Membership section using the 'I am CILT' campaign **
 - Specific Events section, including multiple examples of campaigns produced to date
 - Updated photographic style section including our own recent photography
 Update of Brand Guidelines to be completed for sharing with branches in late January.
3. Branch audit of stationery and other marketing materials to follow later in the year

Actions

All to consider appropriate CILT imagery for using on social media platforms initially – must include appropriate gender, age and location mix. Preferable (but not essential) for image to be darker in top LHS corner.

JC to consider wording for social media posts and a news article explaining the transition and expressing our excitement about moving forwards and supporting our members into the next 100 years of the institute

Pink to cost for:

- Implementing the transition across all international platforms on set date and time
- Implementing plug in to link CILT100 to membership section of website

- Producing branch instruction document
- Producing updated edition of Brand Guidelines
- Away day in London (Transaid?) for brain storming around agreed theme ideas
- Adapting website to incorporate CILT film on homepage
- Concepts for, and production of, corporate email banner which should include international messaging (family, global networking, across borders.... and may include the over 100 years strapline

CW/SS to agree date and time for International and branches to make the switch back to corporate. NB: We also need to consider the date for the release of Dato Radzak's presidential message and the press release/new article.

CW to liaise with KN/IMC (if relevant) on potential themes

Next meeting Wednesday 4 December