

catchword

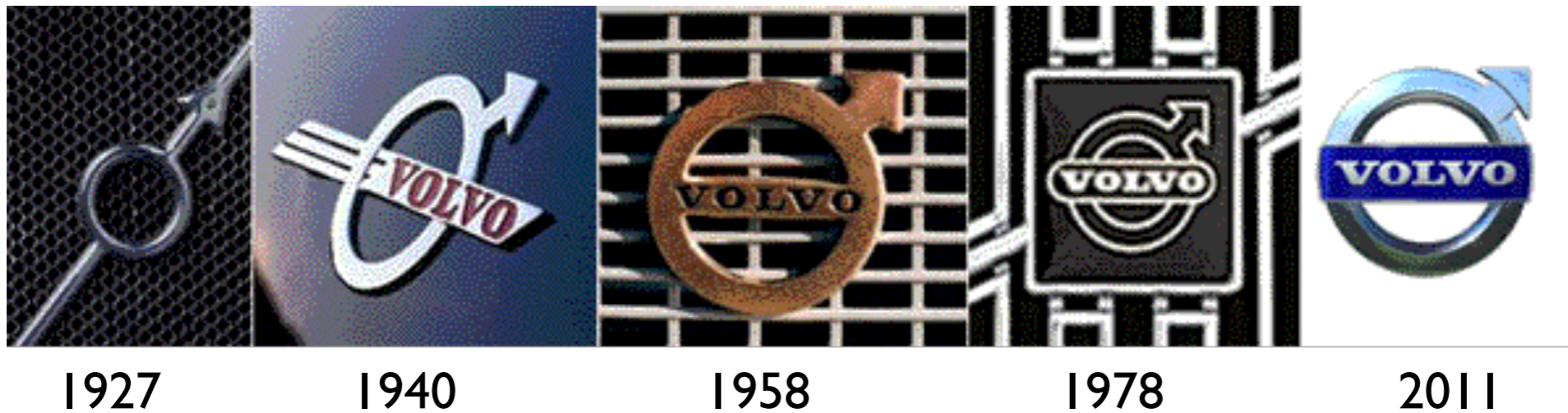
The importance of branding & the CalFresh brand

catchword

covered in this presentation

- ▶ why brands matter
- ▶ why names matters
- ▶ the importance of the naming *process*
- ▶ how CalFresh gets it right
- ▶ why execution is important

Volvo = Safety





SHOPPING TOOLS

CROSSOVERS

XC60 XC70 XC90

WAGONS

V50

SEDANS

S40 S60 S80

COUPES

C30 C70

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XC60

5 THINGS TO KNOW

THE GALLERY

360 VIEWS

SPECIFICATIONS

Build Your XC60

Accessories

XC60 Offers

Download a Brochure

Request a Quote

Test Drive

XC60 Awards

VOLVO XC60 NEWS & AWARDS



The XC60 has received numerous accolades from enthusiasts, safety experts, and more. Take a look at some of the awards the XC60 has received.



NHTSA 5-Star Safety Rating

The 2011 XC60 is the only SUV in its segment to earn the NHTSA's top honors in each seating position. And it's the only unconditionally NHTSA-tested SUV in its segment to be rated 5 stars in front, side and overall crash worthiness.

[READ MORE](#)



Volvo XC60 Wins Prestigious 2010 International Truck of the Year Award

The Volvo XC60 was named 2010 International Truck of the Year today by the International Car of the Year (ICOTY) jury.

[READ MORE](#)



Edmunds

Volvo is excited to announce that Edmunds.com named the Volvo XC60 a "Top Recommended" vehicle for 2010.

[READ MORE](#)



IIHS Awards Four Volvo Models with Top Safety Pick

Once again Volvo has proven itself to be a leader in occupant protection with an impressive four IIHS Top Safety Picks, including the 2010-11 Volvo XC60.

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- Environment
- Quality

Safety

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SAFETY

SAFETY FIRST. ALWAYS.

Every Volvo we build is the sum total of more than 70 years of focusing on safety. Which means you're not just driving a car. You're driving a promise.

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History of Safety Innovation →



Preventing Accidents



Reducing Injuries



Pushing Boundaries



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Just as Microsoft or Apple continually test, modify and upgrade the software they produce, Volvo continually tests and provides software upgrades for their cars. These upgrades can influence Volvo cars performance, efficiency, environmental impact, and safety systems, for example the speed at which the airbags should deploy. **Volvo of Lisle** can check the mechanical elements of your Volvo, we can also have the necessary VIDA equipment that provides our technicians with a direct link to the Volvo factory in Sweden. The connection to VIDA offers the most up-to-date information possible, allowing us to download the latest software upgrades, technical information and individual service actions for your Volvo. All Volvo models from 1999 onwards can be connected to our VIDA diagnostic system. Bringing your car in for a free Volvo Safety Inspection is the only way to check for upgrades to the software on your car and, were possible, to make sure it's up to date.

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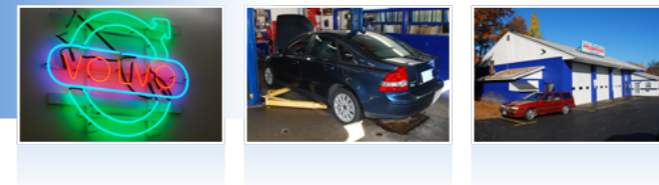
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ALEX'S LEMONADE STAND

S60 BLIND PREVIEW

CLUBS

HERITAGE

YOUR VOLVO

SHARE YOUR VOLVO STORY

LIV STORIES

MOBILE

The Volvo Saved My Life Club recognizes owners who share one belief: A Volvo saved their lives.

And, while we're very proud of the Volvo Saved My Life Club, we hope for the day when potentially fatal car accidents will be a thing of the past. Until then, we end with this heartfelt wish and advice: Drive safely.

To view a selection of extraordinary Volvo Saved My Life Club stories [click here](#)

If you believe that a Volvo has helped save your life in an accident, you can contact the Volvo Customer Care Center at customer care@volvocars.com



Cars are driven by people.

The guiding principle behind everything we make at Volvo, therefore, is and must remain – safety.

- Assar Gabriellsson and Gustaf Larson, the Founders of Volvo



catchword

customer perceptions

- ▶ recognized by Forbes magazine as a “leader in safety”
- ▶ Traffic Safety Achievement Award, World Traffic Symposium
- ▶ NHTSA 5-Star Safety Rating for XC60
- ▶ L'Automobile Magazine 2008 "Innovation for Safety"
- ▶ **Volvo = Safety**

catchword

why names matter

- ▶ they are the cheapest form of advertising
- ▶ they are the easiest way to reference a brand
- ▶ they reflect on you and your business
- ▶ you never want to have to change them
- ▶ they matter to customers and drive brand loyalty

catchword

successful name changes

- ▶ GMAC > Ally Bank
- ▶ America Online > AOL
- ▶ GTE/Bell Atlantic > Verizon

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why a (re)naming process is important

- ▶ have clear objectives for the name
- ▶ understand the target audience
- ▶ generate many candidates
- ▶ make sure they are available for use
- ▶ roll out the new name



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how CalFresh gets it right

- ▶ directly addresses the stigma
- ▶ a name that appeals to the target audience
- ▶ in line with other CA govt programs
- ▶ full of positive messages

Is there a stigma around food stamps?

Which future do I want? More food stamps? Or more paychecks?

- Newt Gingrich

**How do we know we're speaking to the
target audience?**

- Focus group research with current and potential CalFresh participants (4 groups, 12 adults each, participants and potential participants, both in Spanish and English)
- Internal stakeholder group daylong workshop to discuss important concepts
- Creative exploratory period for marketing firm to develop 10-15 preliminary brand concepts
- Internal stakeholder group feedback provided to narrow down brand concepts
- Initial brand concept provided to research firm for testing
- Wide audience research on initial brand concepts
 - One on one interviews
 - Online survey (650 participants, income of \$35,000 or less)
- Final brand development and presentation to Department of Social Services based on research and feedback

How does it fit with existing names?



What are the positive associations?

CalFresh =

**Local
sources**

**Fresh
food**

**Fresh
start**

**Healthy
choices**

**Eat your
colors**

**Breath of
fresh air**

BETTER FOOD FOR BETTER LIVES

catchword

why execution is important

- ▶ consumers need a smooth, clear transition
- ▶ first experience sets expectations
- ▶ getting buy-in ensures success
- ▶ need a deadline for completing the transition

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how to ensure a successful transition

- ▶ use the new name consistently and often
- ▶ be open and transparent about the name change
- ▶ use new collateral when possible
- ▶ set up new touchpoints for the brand (web, twitter, ads, press, partners)
- ▶ embrace the new name!

thankyou!