

REBRANDING CAMPAIGN



2015 Winner: Auto Care Association

Entry Title: Auto Care Association Rebranding

Project Overview/Elevator Pitch:

In April 2014, ACA changed its name from the Automotive Aftermarket Industry Association to the Auto Care Association. The organization spent a year and a half on an extensive rebranding initiative that would also change the name of the industry from the automotive aftermarket industry to the auto care industry. They established official language about the new brand, including their brand promise, scope and story, as well as keywords to help promote their new approach. A comprehensive redesign of all association print and online collateral accompanied the rebranding, and strict enforcement of both their established language and style guide has ensured the integrity and impeccable adherence to the new brand look, feel, sound, approach, style and overall aesthetic.

Project Goals/Objectives:

The goal was to increase the awareness and understanding of the role, value and significance of the industry and the association among their stakeholders and audiences. These stakeholders include the media, educators, consumers, prospective employees and especially policymakers. They wanted to ensure that internal audiences embraced the new brand by living its values, adopting the new language and consistently using the visual identity. Their objective with external audiences was to increase visibility, influence and respect among policymakers and regulators, and increase awareness and trust among consumers.

Strategy:

- A comprehensive strategic plan provided a roadmap for rolling out the new brand to all internal and external audiences.
- They communicated early and often to members and the industry about what they were doing and why.
- Initial teaser video shown at a high-level industry event during their trade show in Las Vegas in November 2014.
- They delivered a steady drumbeat of direct communications to members and earned and paid media in key trade publications to create excitement and ensure buy-in and participation.
- They helped members embrace and adopt the changes by providing all of the necessary information and materials.
- A "member owner's manual" booklet welcomed members to the new Auto Care Association and provided them with information on using the new language, logo and social networks.
- Concurrently with the internal roll-out, association staff redesigned and rebranded the website, social media platforms, publications and materials.

Success Metrics:

- They have been extremely pleased with how their members and the overall industry have embraced the concept of using the term auto care industry when communicating externally.
- In addition to anecdotal evidence of support among members and widespread interest from both industry and traditional media, members are increasingly using the new brand and language in their communications.

- A major industry trade publication (since 1975) recently changed its name to use the words Auto Care in their title.
- There has been an 18% uptick in time spent on website visits.
- Readership of their redesigned online magazine has increased (9500+ page views per issue).
- Many members have posted the new logo on their website through an online badge program since the launch.
- Guest article about their rebranding in the ASAE member newsletter in May 2014.

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www.autocare.org