

Rebranding Campaign

2019 Winner: National Ornamental & Miscellaneous Metal Association

Entry Title: NOMMA Rebranding Campaign

Project Overview

The National Ornamental & Miscellaneous Metals Association (NOMMA), a trade association founded in 1958, was ready for change. They had engaged an AMC for the first time in 2017 and knew their organization needed rejuvenating as membership was in decline as was participation in the annual meeting. With this in mind, they endeavored to rebrand the organization during their 60th Anniversary year.

The most recent logo had been in place for more than 20 years and was synonymous with traditional blacksmithing techniques related to ornamental iron work. When rebranding, of key importance was the desire to show that NOMMA is inclusive of a wider range of metal-working crafts—architectural, sculptural, light structural, sign making, gates, stairs, etc. NOMMA knew that they needed a more modern logo and a brand refresh to best represent the new NOMMA to members, future members and the industry.

NOMMA has an operating budget of less than one million annually – so, while the challenges were many, the resolve was strong. This is a story of a small association doing big things with a tiny budget!

Goals/Objectives

The overarching goal was to modernize the logo and to be more inclusive of the different metalworking crafts, as NOMMA's mission is to serve the metalworking industry, not just one small segment. NOMMA had become known as the ornamental iron "club," made up of season veterans of the industry. Additionally, gaining new members and appealing to a wider audience was critical.

Utilizing more social media outlets for communication was deemed necessary to appeal to a more diverse age range. At the time, NOMMA had used social media primarily for its annual conference and was limited to Facebook and Twitter.

When rebranding an association with such a robust and strong history, change can be difficult. Managing this change as thoughtfully as possible was important, ensuring that the seasoned veterans did not become disenfranchised was mission critical. Being that this group was the core of NOMMA's membership base, carefully crafted communications to share the rationale and timeframe for the rebrand was a stated goal. In addition, creating an atmosphere of celebration around this change was the plan – this was to be a 60th Anniversary gift to the association.

Refreshing the NOMMA website was also woven into the rebranding campaign, as its design was outdated. This meant a new logo and new website were to launch at the same time.

Strategy/Tactics

The project was to rebrand NOMMA with a nine-month timeline and a budget of \$3,000. Luckily, the website design refresh had a separate budget of \$10,000.

Strategy: Develop a new logo with a brand standard guide to sustain its integrity.

Tactics: A document that described the association's culture was created in order to share it with prospective graphic designers, and three different designers were engaged to submit logo concepts. The board participated in an exercise to identify words/feelings the logo and brand should evoke, for NOMMA's culture is unique in the trade-association world as they're a tight-knit group with a culture of sharing – they don't see fellow members as competitors, but rather colleagues and collaborators. The key words they identified were: professional, craftsmanship, innovative and strength.

Strategy: Launch a website refresh at the same time as the new logo.

Tactics: Work with the current vendor to update the website template, ensure responsive design, and create consistency with new brand colors. A task force of volunteers was assigned the task of reorganizing the navigation from a member's perspective, and another group of volunteers was tasked with reviewing the educational content housed by the website. Much of the site was outdated and some was of poor quality.

Strategy: Effectively communicate the rebranding initiative.

Tactics: Embrace transparency so that our members are aware that change is on the horizon. Use multiple channels to communicate messages and drive our members to social media and the website.

Success Metrics/Results Achieved

Metric 1: Increase the number of new members. JUN-DEC 2018 saw the number of new members increase 72% over the same period in the prior year.

Metric 2: Increase social media followers and expand channels. Campaign began one month prior to launch to build excitement from our members. Our campaign theme/slogan was "New Look, New Outlook."

Facebook:

- Impressions increased 52.2%
- Member engagement increased 88.2%
- Followers increased 1.17%

Instagram:

- Built an Instagram page to reach a new audience
- SEPT 2018, gained 60 new followers. SEPT 2018-JAN 2019, achieved 135 followers
- Average of 300-500 impressions per week

Metric 3: Increase website visitors. OCT 2017-SEPT 2018 new NOMMA website and logo:

- New users increased 26.22%
- Page views increased 85.11%
- Average session duration increased 64.08%

Metric 4: Utilize multi-channels to communicate the launch of the rebrand. E-News News of a website renovation was revealed in June to create a buzz. The former website was so unusable that members didn't visit, thus, members were unfamiliar with signing in. This was addressed. In July 2018, there was an announcement that big things were happening with NOMMA.

Print Ads NOMMA's member magazine featured ads in two of six issues.

E-mails The email campaign began three weeks out from the release date to give members sneak peeks and to build excitement within the organization. We provided the rationale and story behind the new logo development while assuring members that this will help grow the NOMMA brand – transparency was key to maintain trust. We let members know that the logo would have strong and vibrant colors, with a modern feel to represent NOMMA's brand. The launch email included the reveal video and social media handles to encourage members to leave their feedback on our pages to boost member engagement."

Learn more

[Click here to view:](#)

Before and After Logos

New Look/Same Values Brochure

Email Campaign

Social Media Images

In The Know Newsletter

Brand Standards Guide

Association Website:

www.nomma.org