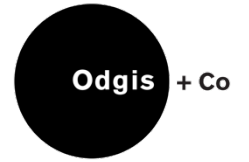


The English-Speaking Union: Brand Strategy Findings & Recommendations



Today we'd like to share with you...

3 myths

1 story

100 legends

Myth 1: A non-profit organization is not a brand

A brand is a promise that creates an emotional connection in your mind.
A nonprofit brand can be just as powerful as a consumer brand...



A strong brand helps you compete in a crowded landscape for...



Time



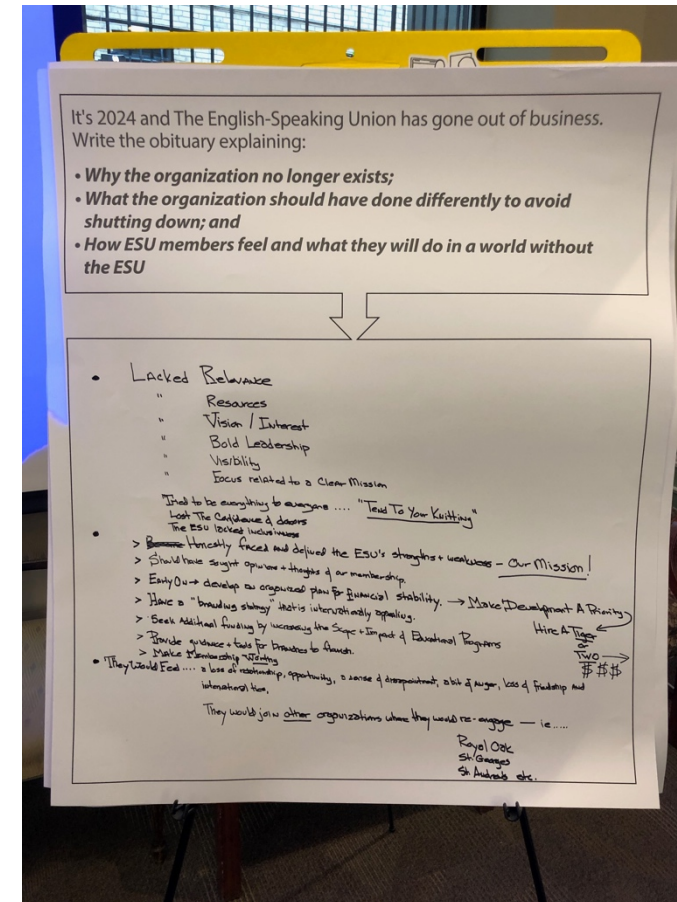
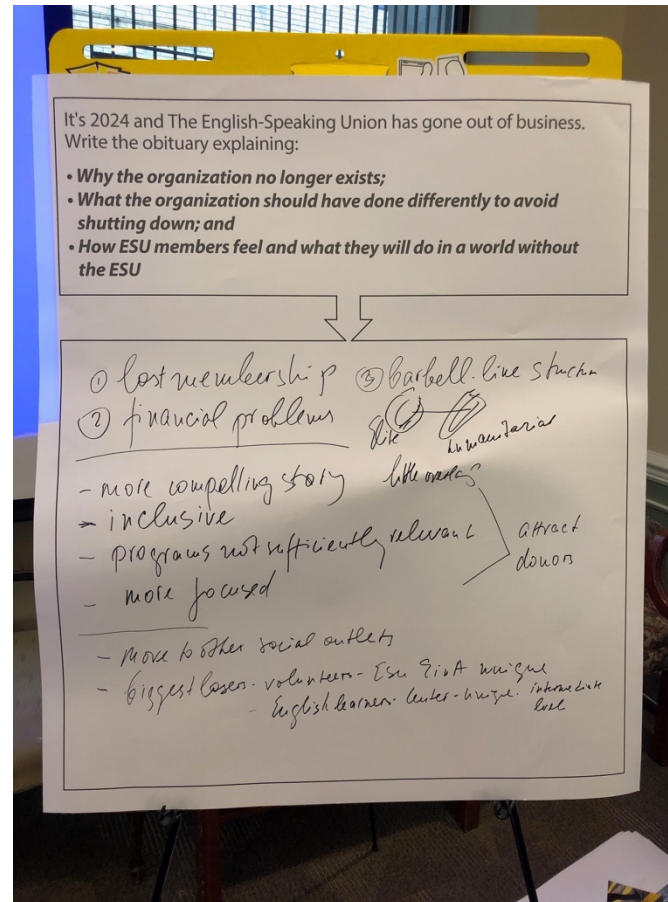
Talent



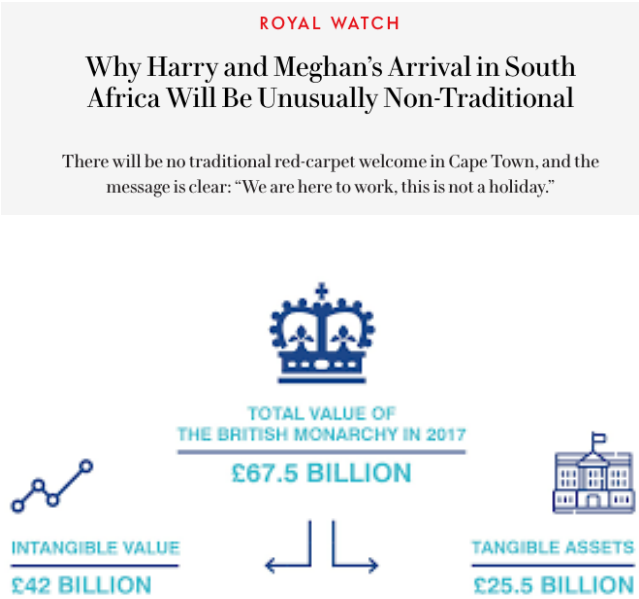
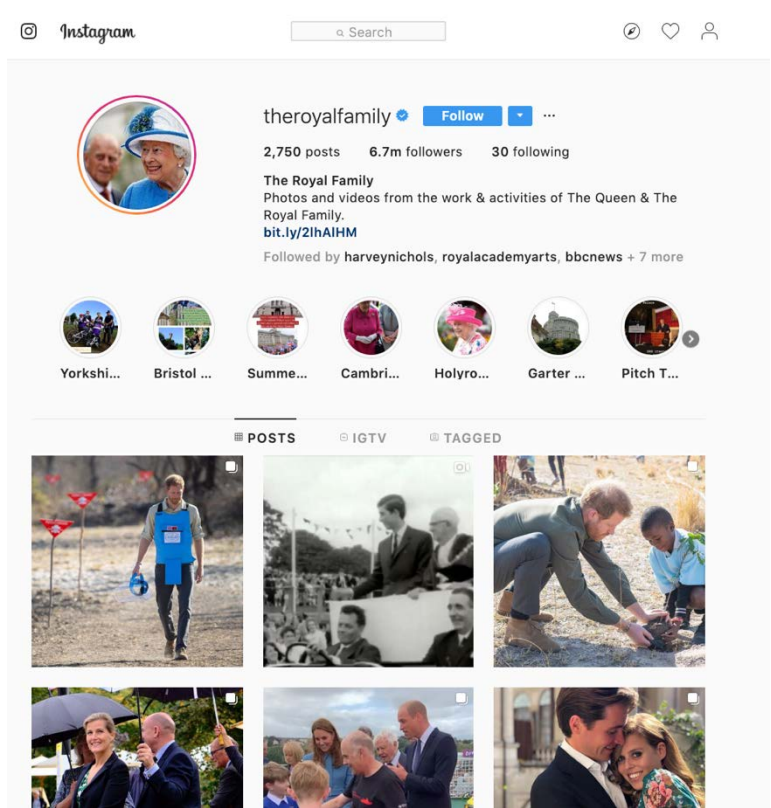
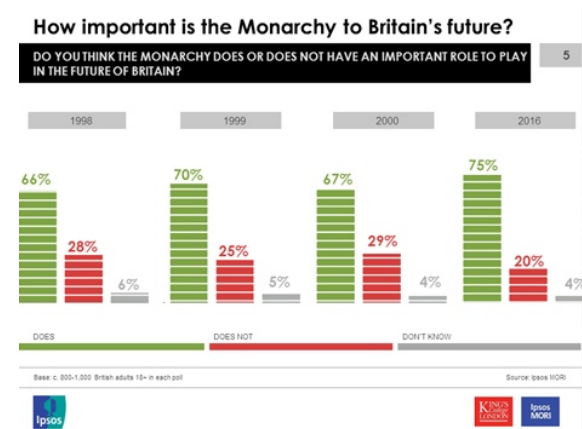
Money

Myth 2: ESU's biggest problem is low awareness

In our interviews and Brand Story Workshop, we heard clearly that low relevance among younger audiences is the biggest threat to the ESU



Smart brands know relevance is the key to survival




Past glory is no guarantee of future strength



The Nile Voyage

THOS. COOK & SON OFFER YOU THE FINEST RIVER STEAMERS IN THE WORLD

*Luxurious State-Rooms : Spacious Decks : Private Bath-Rooms
Unrivalled Comfort : Hot and cold running water in every cabin*



THREE WEEKS' VOYAGE to LUXOR & ASWAN
The S.S. "SUDAN," "ARABIA" & "EGYPT" leave Cairo weekly on Wednesdays from November 7th to March—FARE £70

TWO WEEKS' VOYAGE to LUXOR & ASWAN
The S.S. "ROSETTA" & "DAMIETTA" leave Asyut weekly on Saturdays from January 5th to March—FARE £56
(including railway fare from Cairo to Asyut and return)

ONE WEEK'S VOYAGE to ABU-SIMBEL & HALFA
The S.S. "THEBES" leaves Aswan (Shellal) weekly on Mondays in connection with both the above services—FARE £30
Apply to:—

THOS. COOK & SON LTD.

CHIEF OFFICE:—
BERKELEY ST., PICCADILLY, LONDON, W.1.
Branches at Cairo, Luxor, Aswan, Alexandria, Port Said, Khartoum and throughout the world.

Egypt 1922

"EGYPT AND SUDAN"
will be sent post free on application to:—
Egypt Enquiry Bureau, 9, Regent St., London, S.W.1;
Tourist Development Association, Cairo Station, Cairo;
or any of the prominent Travel Agencies.

Source: Wikimedia Commons



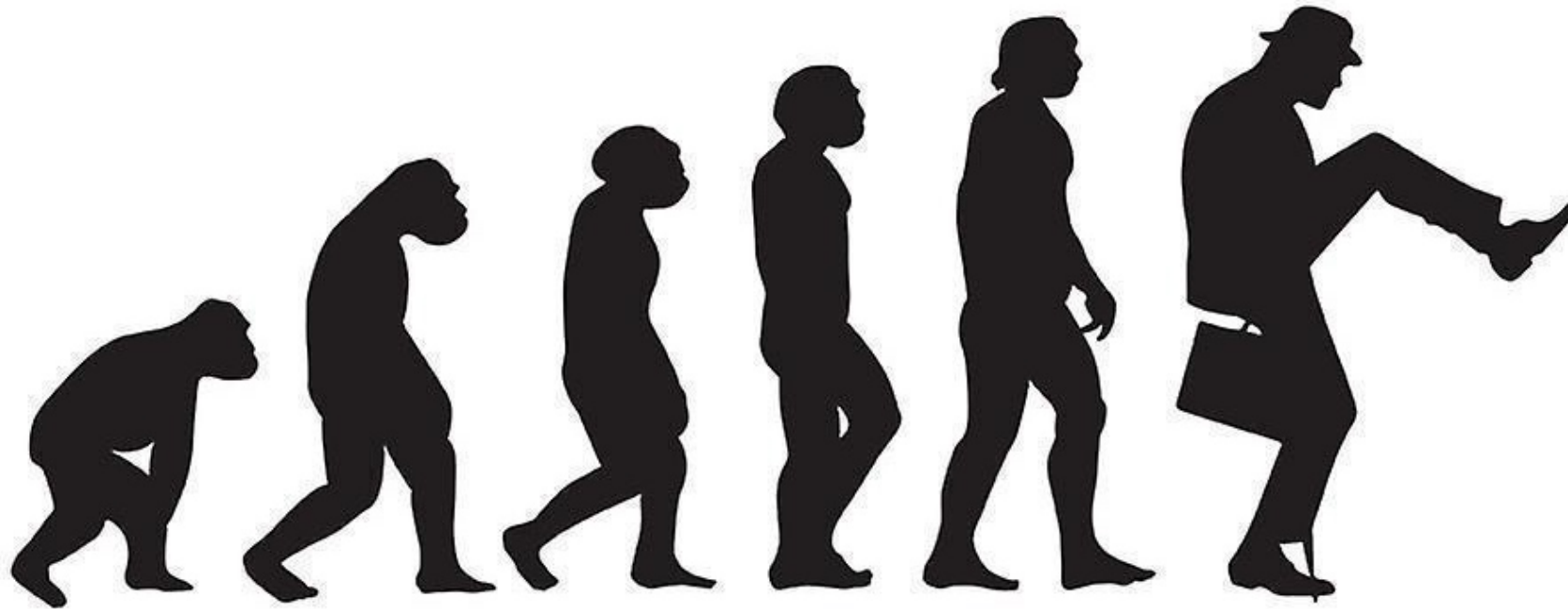
THOMAS COOK

Thomas Cook has ceased trading and all flights are cancelled.

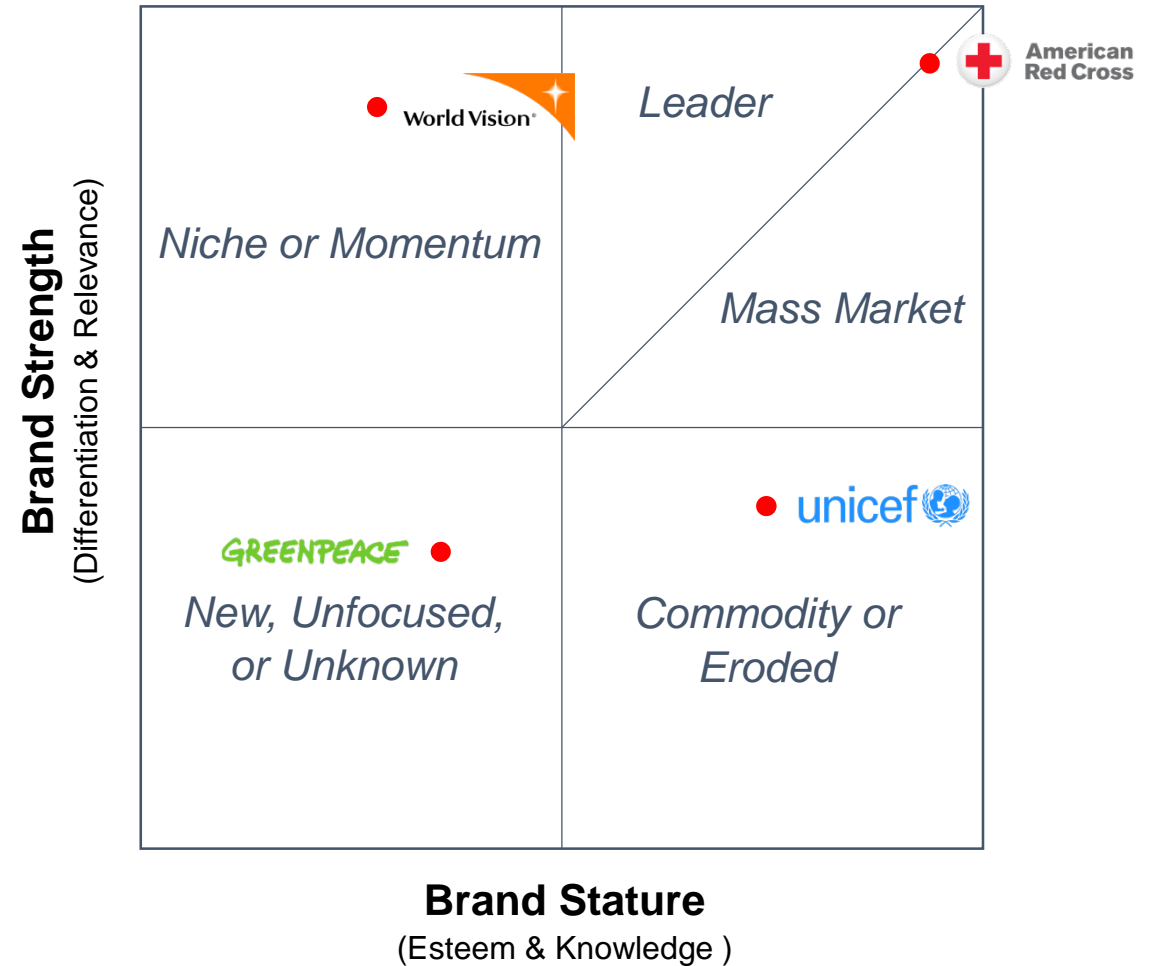
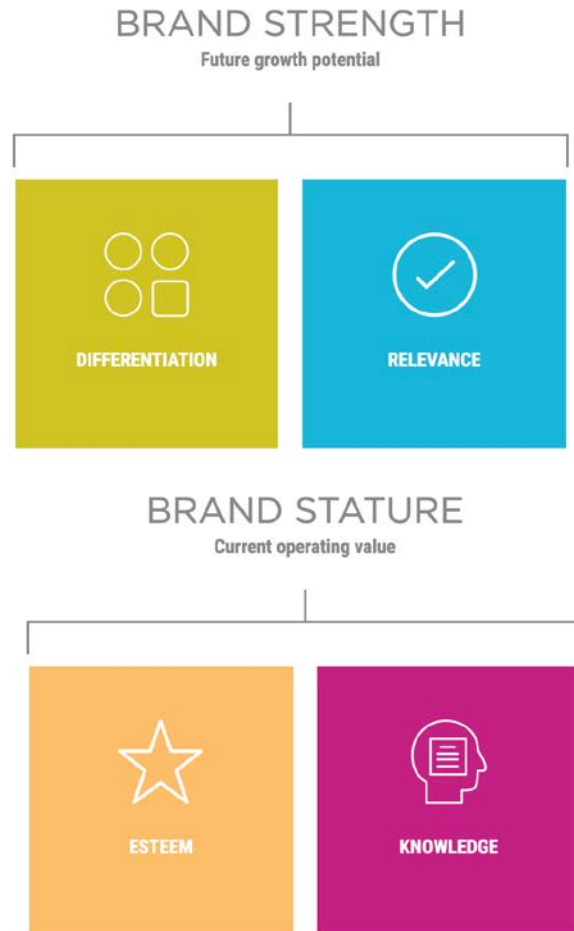
Visit thomascook.caa.co.uk or
call 0300 303 2800

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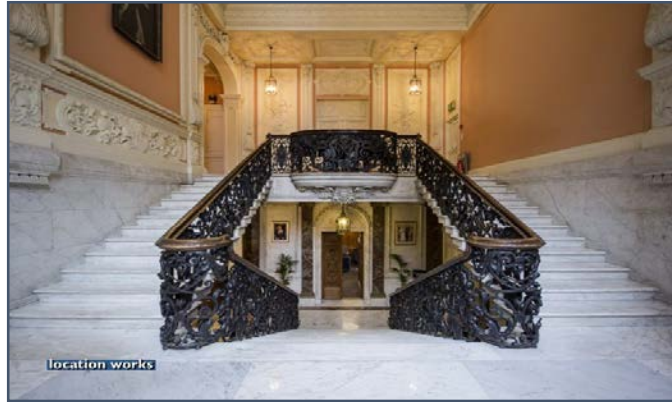
Evolution is a prerequisite for survival



Successful brands evolve to remain relevant



The relevance issue was summed up neatly in our interviews



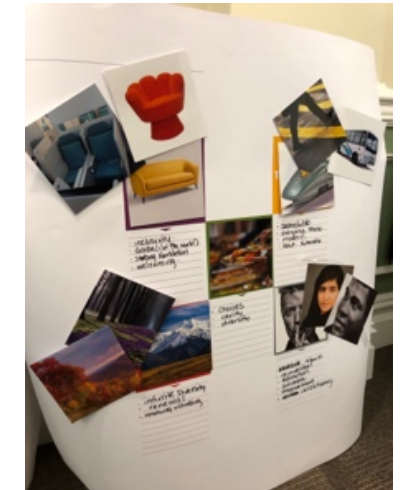
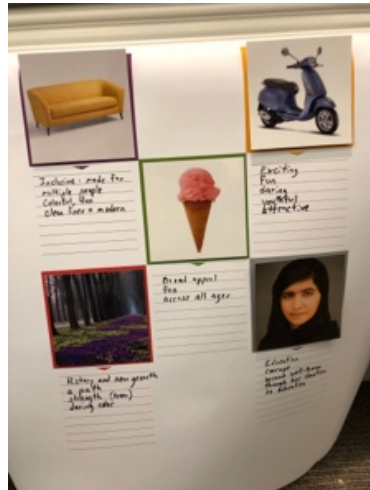
“The staircase in Dartmouth House is one of the best staircases in London. It's just magnificent and I've never seen that publicized by ESU in America.”



“Who cares about a staircase in London? Everybody takes the elevator anyway.”

In the Brand Story Workshop, you told us that you want to be seen as...

Strong, Modern, Inclusive, Fun, Exciting, and Young



A new visual identity for the ESU will make sure that you are seen the way you want to be seen – strong, modern, exciting and RELEVANT



A stronger, more modern brand identity will also help you to develop closer partnerships with other organizations



- In partnership situations, your brand functions as a “badge” that other organizations want to be associated with. We want to make this a brand that people will be proud to wear on their coat/lapel/dress, and that organizations will be proud to use on their website, promotional materials, etc.
- In our interviews, we heard how important partnerships are to branches – with local schools, universities, theater companies, libraries, and other institutions.

Myth 3: Young people don't care about joining organizations

Actually, there's some truth to this...

It may be true that millennials are not joining membership organizations like ESU, Shriners, Rotary Club, etc. But there is plenty of research to show that they:

- Engage with causes to help other people, not institutions
- Support issues rather than organizations
- Prefer to perform smaller actions before fully committing to a cause
- Are influenced by the decisions and behaviors of their peers
- Treat all their assets (time, money, network, etc.) as having equal value
- Need to experience an organization's work without having to be on-site

Source:



“The few younger people coming into the ESU are more interested in the programs than they are in the purely social aspects”

Your programs have strong potential to connect younger people with ESU

“The experience my son had as a recipient of an ESU scholarship transformed his focus and career path to becoming the English professor that he is today.”

“One thing I know is we're changing lives – we really are, fundamentally, at all ages.”

“My experience as a teacher scholar has opened the eyes of thousands of other young people to the opportunities that the world has to offer.”

“Here in _____, we are reaping the benefits. My attorneys, my teachers, my professors give back to this program. They believe in it.”

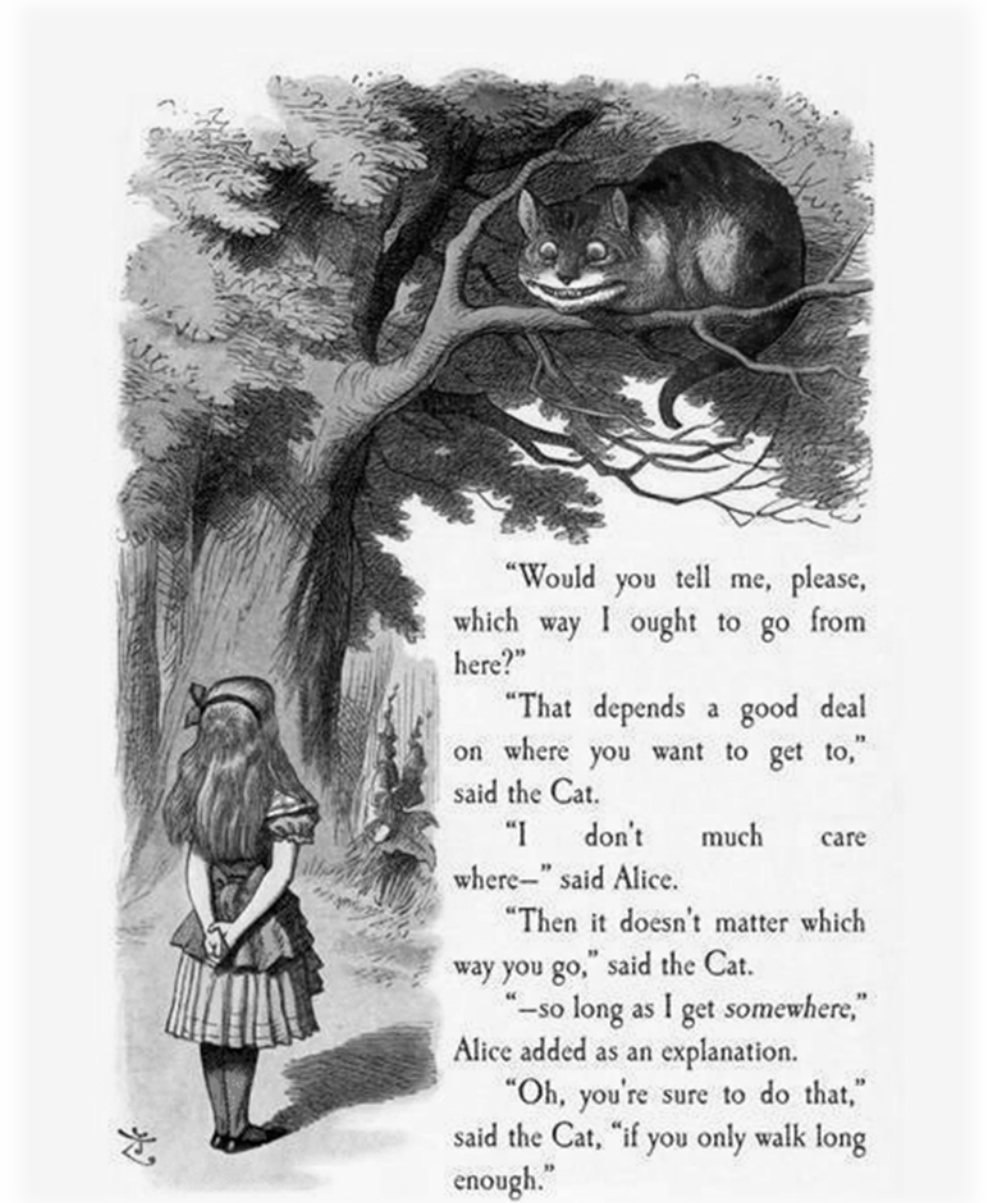
“We sponsored a local drama teacher and he has supported our Shakespeare contests ever since. He has told us this was a life-changing thing for him.”

“There's probably somebody who participated in middle school debate some years ago who's now an amazing lawyer thanks to ESU.”

Once upon a story...

Strong brands are driven by a clear story

- Mission becomes a filter through which all decisions are taken.
- People, programs, and events that support your mission strengthen your brand.
- Anything that's not aligned with your mission will dilute your brand and muddy your story



In interviews, we heard that people are struggling to tell the ESU story

“We don’t have that 15-20 second statement about who we are and what we do. I generally fall back on “outreach in the community and English culture”.”

“In terms of the elevator speech, originally the logo of Education, Scholarship, and Understanding is quite apt but it’s probably a bit dated.”

“We want the rebrand, if anything, to say the words Scholarship or Education because those are our primary focuses.”

“I really think the branches are feeling bereft of, what is our vision, what is our mission above and beyond English In Action.”

“I think the national message is that we’re trying through the English language to find a common base so we can communicate and keep the doors open toward peace.”

“Our group is called to the more traditional mission of learning about and celebrating the connections among the UK and the broader Commonwealth.”

Let's look at your current mission and vision

Having both a mission and a vision is very wordy. And it can also be confusing for members – even some marketers struggle to explain the difference between mission and vision.

The story gets more complicated because you also talk about your historical mission (which sounds very close to your current vision).

Do we really need to introduce the idea of “race pride” here? Why even bring the subject up?

MISSION

The English-Speaking Union employs English as a catalyst to foster global understanding and good will by providing educational and cultural opportunities for students, educators, and members.

VISION

In a shrinking world dominated by dollars and digits, cultural compression, unprecedented migration, and bloody national borders, the ESU believes in building a better world through the English language and international exchange. Under the banner English in Action, we work to inspire common bonds, person-to-person—one conversation, one presentation and one exchange at a time. By promoting creative and confident civil discourse, we enable participants to rise to their potential as individuals, thrive as global citizens, and join worldwide in pursuing conditions for peace.

HISTORY



The English-Speaking Union of the United States was created to fulfill a mission. It was formally organized in the United States in 1920, two years after the establishment of its counterpart in Britain, the ESU of the British Commonwealth, and arose from the conviction of its founder, Sir Evelyn Wrench and a group of like-minded American and British friends, that maintenance of the close personal and national ties forged during World War I was necessary for the preservation of peace. Sir Evelyn firmly believed that given the opportunity to know one another personally, people who shared a common language would soon discover that they also shared similar values, whatever their differences in nationality or background. He imagined the ESU as an inclusive organization "founded in no narrow attitude of race pride, in no spirit of hostility to any people."

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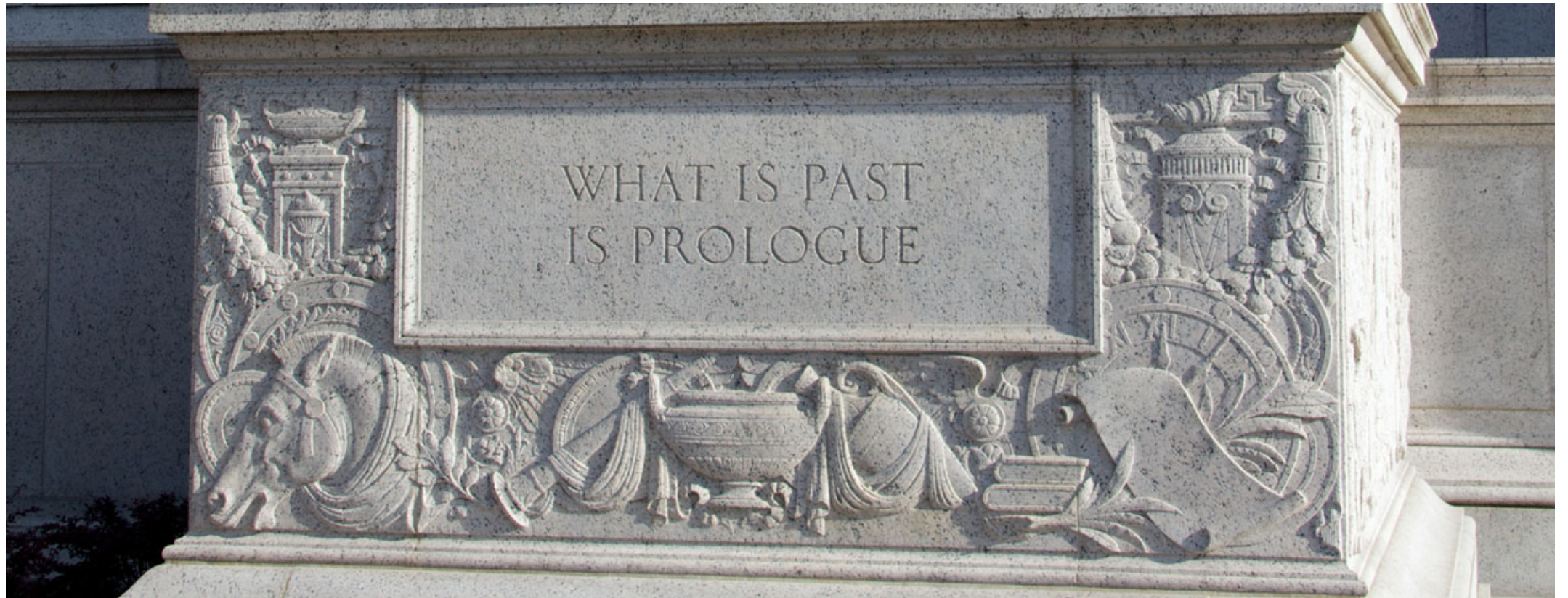
Mission and vision don't feel connected. Your mission talks about global understanding, good will and providing educational and cultural opportunities. Your vision talks about bloody national borders, pursuing conditions for peace and building a better world.

The connection between the lower-stakes mission (tied to what you do today) and the higher-stakes vision (tied to your historical roots) is not easy to understand or follow.

Instead of a formal Mission and Vision, you need a brand story that...

- Answers the questions who you are, what you do, who you do it for, and why you do it
- Is broad enough to encompass all your programs
- Is both inspirational and aspirational
- Feels authentic and respectful of your heritage
- Is easy for people to understand and share

In the words of Bill S...



Let's go back to your origins in 1919

“English-speaking peoples of the world” used to refer to the USA, Britain and the Commonwealth. Today, with English as the global language of diplomacy, business, aviation, dance, etc. this phrase encompasses pretty much everybody.

“Peace of the world and the progress of mankind” are still bold, aspirational goals. They are as relevant today, as they were 100 years ago.

THE ENGLISH-SPEAKING UNION

PRESIDENTS

AMERICAN: HON. WILLIAM HOWARD TAFT

BRITISH: RT. HON. A. J. BALFOUR, O.M.

THE PURPOSE OF THE UNION IS TO DRAW
TOGETHER IN A BOND OF COMRADESHIP

THE ENGLISH-SPEAKING PEOPLES OF THE WORLD

CREED

Believing that the peace of the world and the progress of mankind can be largely helped by a unity in purpose of the English-speaking democracies, we pledge ourselves to promote by every means in our power a good understanding between the peoples of the United States of America and the British Commonwealth.

“Promoting by every means in our power” was originally defined as “by the interchange of visits, by correspondence, by the printed word and lectures, by an interchange of professors and preachers, by sporting contests, and by any other means.”

Evolving your original “Creed” to make it relevant today

1920

Believing that the peace of the world and the progress of mankind can be largely helped by a unity in purpose of the English-speaking democracies, we pledge ourselves to promote by any means in our power a good understanding between the peoples of the United States of America and the British Commonwealth.



2020

By promoting a greater appreciation and understanding of the English language [and culture] across the United States and around the world, we help people pursue new opportunities and engage in meaningful dialog so that together we can address some of the most pressing challenges facing humankind.

We can evolve the story even further...

The English-Speaking Union of the United States is committed to:

Expanding minds through greater understanding of English language and culture

Strengthening friendship and international dialog

Unlocking opportunities through mastery of the English language

Through all our activities – the scholarships, educational events and contests, social events and celebrations, and community outreach programs – we are helping make the world a more civil, peaceful and progressive place for all peoples.

The ESU expands minds by helping people develop a greater understanding of English language and culture



ESU English in Action conversations help English language learners gain fluency in conversational English. Students grow in confidence and learn about life in this country, while also teaching their tutors about themselves and their languages & customs.



"I was enrolled in a program at the Bellevue hospital which helped me a lot. They referred me to the English Speaking Union. I now take classes here and it has helped me to improve my English a lot and make long-lasting connections."
- Saran Berete Doumboya, ARNIC



The ESU Cleveland Branch arranged for Wrench TLab speaker Dr. Darren Freebury-Jones, to conduct a sonnets workshop in a black box classroom at Shaker Heights High School for students and teachers.

The ESU strengthens friendships and international dialog



The ESU's Secondary School Exchange offers students the opportunity to spend a year between high school and college at a British boarding school. It's a fantastic chance for students to spend time abroad broadening their horizons, making new friends and continuing their education



The ESU Kentucky Branch sponsored a Queen's Birthday Tea on June 2, 2019. The historic mansion of Mr. and Mrs. William Wetherton was the perfect location to host the annual event. The delicious food and opportunity to visit with members and guests made the event most enjoyable.



Reasoned argument and respectful discourse are vital to society and should begin at the middle school level. These skills will serve our young students – and the country – well.

The ESU unlocks opportunities through mastery of the English language



Andrew Romy New Immigrant Center is the special program that supports me as a recent immigrant to improve my communication skills in English, to find work opportunities and to participate fully in American society. I am hugely grateful for it and want to say: "Thank you!" to the people who work there.



The ESU Shakespeare Competition is open all students, nationwide, regardless of location. Winners of the Online Finals will travel, all-expenses paid to New York City to compete in the national competition. And the national winner will have the opportunity to all-expenses-paid trip to study acting in Shakespeare's homeland, England



ESU's TLab program offers graduate level classes for teachers who want to immerse themselves in British literature, theater and more. Participants can spend their summer studying in Oxford where they have the opportunity to explore the historic surroundings and study in small interactive seminar groups.

This story works across all your programs, answers all key questions and meets the criteria on our checklist

Who are we: The English-Speaking Union of the United States

What do we do: Make the world a more civil, peaceful and progressive place for all peoples by:

Expanding minds through greater understanding of English language and culture

Strengthening friendship and international dialog

Unlocking opportunities through mastery of the English language

How we do it: Through scholarships, educational events and contests, social events and celebrations, and community outreach programs

Who we do it for: Our programs serve a wide range of people including new immigrants to the United States, students and scholars, teachers, and anybody with an interest in the English language and culture.

The ESU brand story can be summed up in a single headline

Expanding minds. Strengthening friendships. Unlocking opportunities.

We don't recommend using this line as a formal tagline

- The majority of companies and organizations today do not have a formal tagline that is locked up with their logo.
- Instead of a fixed brand line, organizations typically use a headline – or series of headlines – to capture attention.
- This gives them much greater flexibility and agility across platforms including print, website, social media, etc.
- It also eliminates the challenge of trying to capture the core essence of a multi-faceted organization in a single, unchanging line.

Here are examples of other headlines that support your brand story

- Inspired by language. United for progress.
- A global language unlocking a world of opportunity.
- English for... (life / opportunity / progress / confidence)
- A global language for a better planet

Of course, in the real world headlines are usually accompanied by visuals, allowing us to create engaging campaigns...

EXPLORE **ESU** SUBJECTS YOU LOVE

2020 ESU Learn Abroad program

Immerse yourself in the life of the Oxford University through rigorous, graduate-level courses with ESU. Explore the historic surroundings of the university and city. Study in small interactive seminar groups, led by specialist Oxford tutors, and conduct research with your own Bodleian Library card. Join fellow scholars for walking tours, after-dinner discussions, and weekend excursions to sites of literary and/or historical interest.



BE SUPERCONFIDENT

2020 ESU Shakespeare Competition

Bringing the timeless works of Shakespeare to life through performance gives students self-confidence as well as strengthening critical reading and public speaking skills.

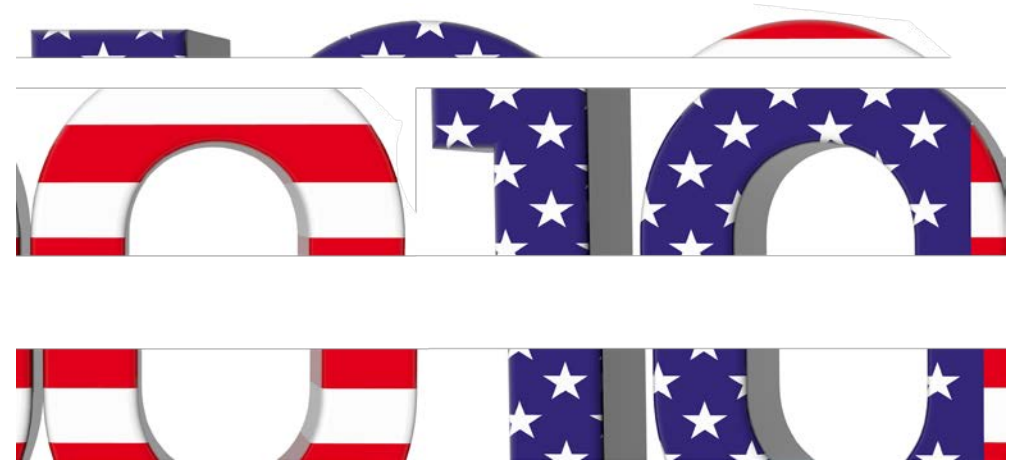
Regional winners are invited to compete in our National Final on the stage at New York's Lincoln Center, while the grand winner will receive a scholarship for a summer drama program in Shakespeare's backyard, England.



CELEBRATE SUCCESS

2020 is our centenary year

Throughout the year we will be celebrating the many ways that the ESU helps people expand minds, strengthen friendships and unlock opportunity. From Shakespeare scholars to middle school debaters, newly arrived immigrants, to established academics, the ESU has impacted the lives of thousands of people who are united by the English language. Over the coming year, we're excited to share some of these stories and tell you more about the plans we have for the next 100 years.



So far we've covered...

3 myths ✓

1 story ✓

Only 100 legends to go!



“Talking isn’t doing. It is a kind of good deed to say well; and yet words are not deeds”

Shakespeare, Henry VIII

Your centenary is an opportunity to look to your future, not just celebrate your past. And a new brand identity is a great way to signal the start of a glorious new chapter for the ESU.

There are many ways you can celebrate your 100th birthday.
For example...

ESU: 100 Years, 100 Lives

A profile of 100 people whose lives have been dramatically impacted by ESU over the past century.

Can include past scholarship recipients, competition winners/participants, teachers, immigrants, volunteers, etc.

Profiles can be collected in a book, as well as being shared as videos, interviews, social media posts, etc. over the course of the year.



There are many ways you can celebrate your 100th birthday.
For example...

ESU: 50 Under 50

An initiative to attract 50 new board members under the age of 50 in branches across the country.



What ideas do YOU have to celebrate ESU's centenary in a way that focuses on the future, not the past?

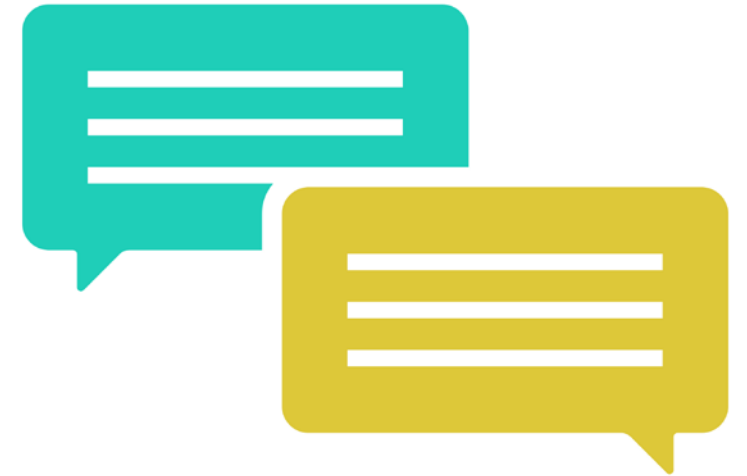
In groups of 3-4...

- Brainstorm ways to celebrate your centenary with a focus on the future, not the past
- These can be national, regional, or branch initiatives.
- How does your initiative support the story of:
 - Expanding minds through greater understanding of English language and culture
 - Strengthening friendship and international dialog
 - Unlocking opportunities through mastery of the English language



Now share your ideas with another group sitting near you

- What do you like about the ideas you're hearing?
- How could you improve on the ideas?
- Which of these ideas have “legs” beyond 2020?



Now share your favorite idea with the rest of the room

- What do you like and why?



What happens next on the branding front?

- Continue to get feedback on the brand story.
- Begin design exploratory for the new ESU visual identity.
- Keep the momentum going and prepare for the launch of a new brand identity to celebrate your centenary.

Thank you!



**KEEP
CALM
AND
REBRAND
THE ESU**