

branding.

WHAT IS
IT?



Our brand is not what we say it is, it's what our audience says it is.



Our brand is not the logo, acronym, Facebook page, or blog.



branding. drill bit.

HOW DO
YOU DO IT?



Attributes:



Benefits:



Benefit of the benefits:

DEWALT DW1610.

3/8" drill bit.

Black oxide coating.

Has a Helix of 31 degrees
which minimizes the over
aggressiveness of a true
parabolic flute.

With a black oxide coating
and a split point, this is a drill
bit with great wear resistance
that won't walk across your
project.

To make holes in walls

To hang pictures.

branding. cimmyt.

HOW DO
YOU DO IT?



Attributes:



Benefits:



Benefit of the benefits:

Drought-tolerant Maize for Africa (DTMA)
50 new maize hybrids & open-pollinated maize varieties
Varieties produce about 20-50% higher yields than other maize varieties under drought

To generate maize varieties with 100% superior drought tolerance
Increase productivity under smallholder farmer conditions by 20-30%
Reach 30-40 million people in SSA

Help African farmers feed their families.

branding. cimmyt.

ORGANIZING
QUESTIONS

Q: How do we synthesize, simplify, and prioritize communication among 150 projects?



A: Create *platforms and protocols* which enable all CIMMYT program work to reach key audiences. (The Marketing Plan)

Q: How do we organize ourselves (structure, resources, etc.) to do this as successfully as possible?



A: Create *strategic filters* to help us prioritize & say, “No” to things that don’t fit. (The Marketing Plan)

Q: How do we define what we want to say, to whom, when, and why?



A: Establish an *organizing concept* to inform creative decision-making. (The Brand Concept)

branding. cimmyt.

ORGANIZING
QUESTIONS

After we've *prioritized*, *pared down*, and *focused* our communication, we must ask ourselves:

How do we communicate in a way that is 1) consistent, 2) authentic to CIMMYT, and which 3) *moves* people?



Put another way: Which stories do we tell and how do we tell them?

branding. cimmyt.

ORGANIZING
CONCEPT

The sneaker was just a sneaker, in every way pedestrian, until Nike came along and connected the *aspirational and inspirational* rewards of sports and fitness with *world-class innovative product performance* ... Nike could have spent millions preaching the value of encapsulated gas trapped within a thin, pliable membrane in the midsole of a shoe, encased by a molded foot frame ... *Instead, it simply showed the product & communicated on a deeper, more inspirational level what the product*

meant. It transcended the product. It moved people. ... Connecting a brand to a timeless human emotion or to a specific cultural dynamic is not simply a matter of picking superficially “appropriate” music for a commercial or a corporate video. ... a genuine emotional connection must be intrinsically relevant to what your brand stands for, to those unique physical and emotional needs you deliver, and to what you believe at your core to be timeless values. ... What Nike did do – so well that in the

process it built itself into a multibillion-dollar brand – was skillfully tap in to the wide range of emotional rewards that are uniquely relevant to sports and fitness. None of these emotions are unique to Nike products ... Nike simply became a protagonist of the emotional and physical rewards of sports and fitness at a time when its competitors were dancing on the head of a pin by selling consumers little more than newly designed cushioning systems.



branding. cimmyt.

ORGANIZING
CONCEPT

Unless your brand stands for something, it stands for nothing. Where is the passion? ... Once you have identified the values that are most essential to your desired brand ... do whatever you can to grow it, to promote it, and to make it part of *everything* you do so that no one can miss it.” ... we distilled the Starbucks brand into three words: “*Rewarding Everyday Moments*,” ... “*Authentic Athletic Performance*” provided Nike with

a reach well beyond shoes and apparel, while not forsaking cohesion. In seeking to craft a simple statement that would be as broad yet defining for Starbucks, we made sure that the Starbucks mantra didn’t even mention coffee. Because whether it be selling tea, Frappucino, books, or newspapers, or just providing a comfortable, well-lit place to relax, providing “*Rewarding Everyday Moments*” encompasses all of these experiences within the Starbucks brand structure.



branding. cimmyt.

ORGANIZING
CONCEPT

People Overcoming Resistance

Borlaug's story is our archetype, however, the core CIMMYT story is *not* about **seed** or **science** or **farming** or **technology**; it is about *ordinary people overcoming extraordinary odds* with ingenuity, hard work, and determination.

In the field: Farmers succeeding against the odds, seed companies established where none existed, and farmers experimenting with new methods & technology.

In the lab: The daunting task of decoding the wheat genome, the rush to find drought tolerant maize for Africa, and the urgency to develop wheat breeds that resist stem rust.

In the halls of power: Fighting through bureaucratic red tape, persuading policymakers to support poor farmers, and convincing donors to invest in seed technology.

CIMMYT's organizing concept allows us to tell hu-



man stories, economic stories, science stories, environmental stories -- all relevant to the CIMMYT mission.

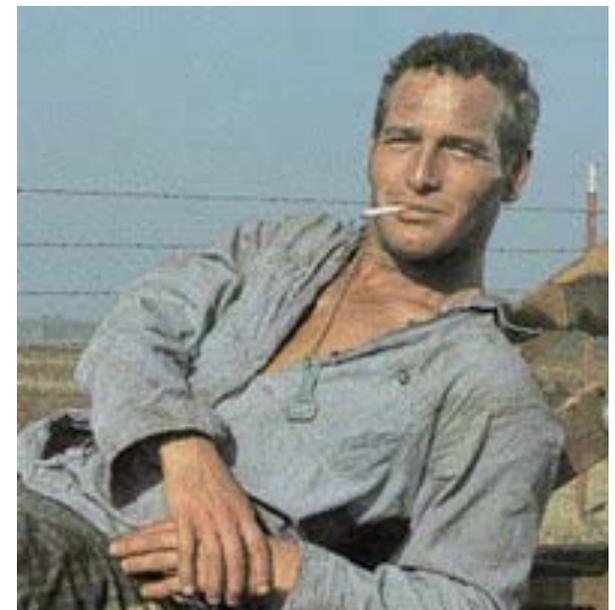
branding. cimmyt.

ORGANIZING
CONCEPT

The idea of the underdog is in CIMMYT's DNA. It's core to the Green Revolution/Borlaug story, to the unlikely location of CIMMYT (Mexico), to the issue we work on (agriculture),

and to the core of our mission. We aren't inherently dramatic, like groups delivering food aid after disasters. Our mission--maize & wheat --is quietly important. It positions us well for a pro-GMO argument, (we'll

be underdogs on that issue), it enables a more emotional outreach to the general public and donors. It resonates both personally and institutionally. *Join us, help us beat the odds. We can do it, together, with your help.*



Practical, self-deprecating, hardworking, determined, ingenious, and inspiring. In narrative studies this is known as the “testing plot” and ranges from stories as diverse as *The Old Man & The Sea*, *Cool Hand Luke*, *Fitzcarraldo*, and *Forest Gump*.

branding. cimmyt.

ORGANIZING
CONCEPT

This isn't literal. It's our *concept*. It's our *theme*. We won't ever say or print the words: "*People Overcoming Resistance*." However, it will guide *all* of our creative decisions. It will inform the stories we tell. It will define the benefits of our benefits. It will define our brand identity.

When we create communication products (brochures, web pages, Twitter feeds, etc.) we will ask ourselves: How can we best reinforce CIMMYT's theme? For example, take

photos. Currently, many CIMMYT photos look static and staged. The landscape often dominates, minimizing the people. By organizing around our concept of ordinary people overcoming obstacles, we'll emphasize photos of people at work. We'll zoom in close to capture the look in people's eyes. We'll seek out weather-beaten faces. We'll look for the character in people's cracked hands and history in their feet. The landscape may dominate or may be implied, but there will be a reason for either choice. In the words of the

"If we communicate a consistent narrative, we'll build a tribe of supporters who share our values."

painter Alfred Sisley, "The sky can never be merely a background."

Our visual choices will reinforce our theme. And we will refine our visual vocabulary to do this more consistently. And we will do this for all of our creative choices, for our text, video, data graphics, story choices, social media outreach. These will be the stories we will endeavor to find and to tell as powerfully as we can.

branding. cimmyt.

ORGANIZING
CONCEPT

Science for farmers and a better food future

CIMMYT...

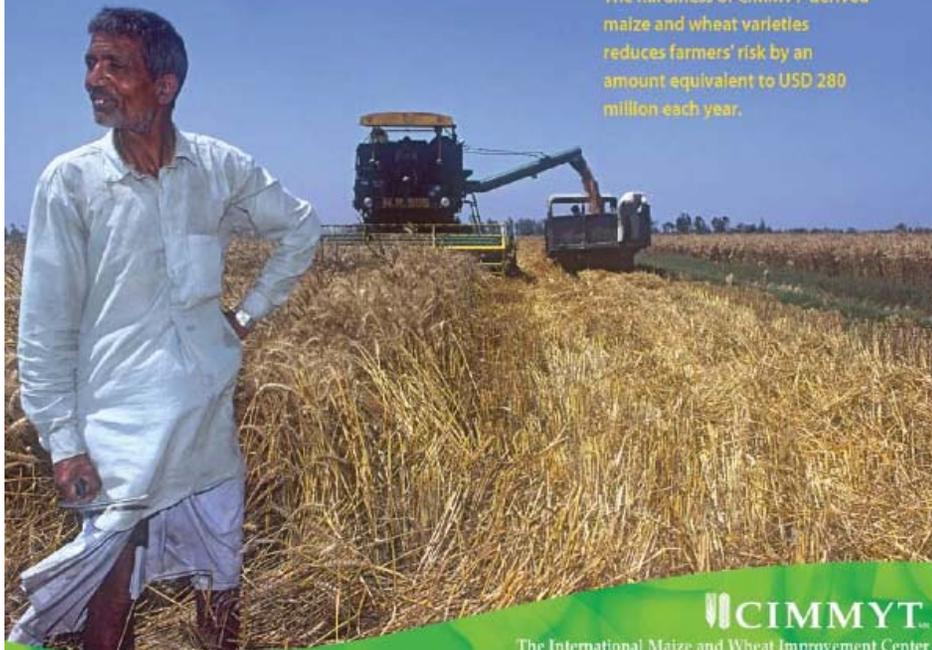
- Is an international, not-for-profit research and training organization.
- Has partners in over 100 countries.
- Applies science to increase food security, improve the productivity and profitability of maize and wheat farming systems, and sustain natural resources in the developing world.
- Belongs to the Consultative Group on International Agricultural Research (CGIAR) (www.cgiar.org).

CIMMYT develops and shares...

- More productive and resilient maize and wheat varieties and cropping systems.
- Maize and wheat genetic resources, conserving in its germplasm bank 150,000 unique collections of wheat seed and 27,000 samples of maize seed, including the world's largest collection of maize landraces.
- New knowledge and capacity.

International wheat
breeding research is worth
USD 2.0 - 6.1 billion per year
in developing countries.

The hardiness of CIMMYT-derived
maize and wheat varieties
reduces farmers' risk by an
amount equivalent to USD 280
million each year.



 CIMMYT

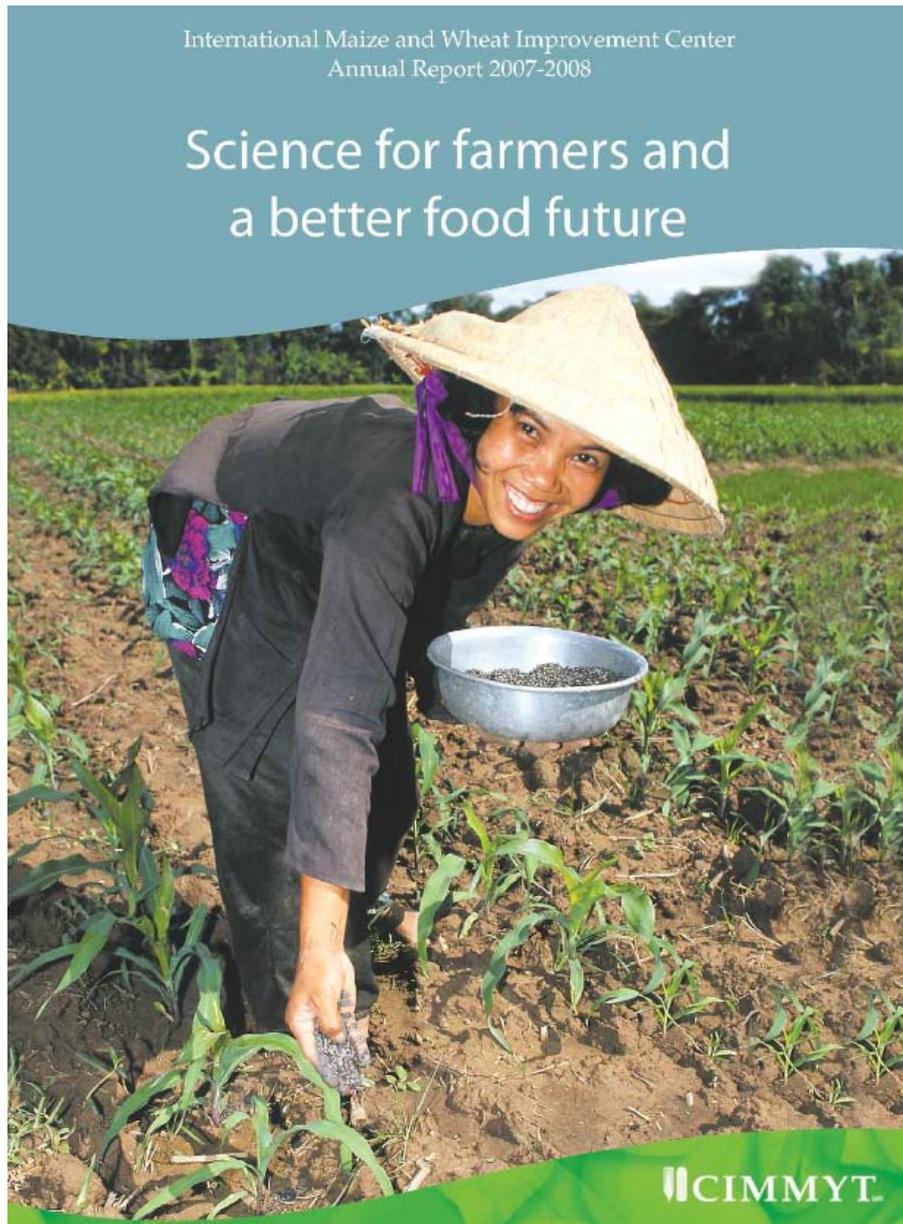
The International Maize and Wheat Improvement Center



Our communication goal: Is not to reason, inform, or raise awareness. Is not to be neutral or equitable or democratic. Our goal is to present a consistent point-of-view as powerfully as we can using text, pictures, and video.

branding. cimmyt.

ORGANIZING
CONCEPT



We have the ability to appeal to people's self-worth, to offer a means to self-actualization: Feed the hungry. Save lives. Enable to the poor to lift themselves from extreme poverty. Help us beat the odds. It's a powerful message and we need to put it at the center of our communication.

branding. cimmyt.

ORGANIZING
CONCEPT

