



THE RE-BRANDING OF NARSAD

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Text script for NARSAD Exercise II

The Re-Branding of NARSAD

Note to Readers: We suggest printing out this script and reading along with the flash presentation of images and charts. Click the advance button on the flash presentation or arrow key on your keyboard whenever you see this symbol > in this text document.

> {Play opening animation of website}

Our company is AD Lubow, a full-service, creative multi-media advertising and marketing agency.

I. AD LUBOW AND OUR BRAND OF BRANDING

OUR TEAM

I'm Arthur Lubow.

> {CATHOLIC CHARITIES WEBSITE HOMEPAGE}

This is Nico Marcellino, chief multi-media director. You can see the clarity and elegance of his internet branding in the recently re-launched Catholic Charities site. Note how fluidly he organizes and displays the 5 main Catholic Charities branding buckets—displayed automatically or manually. Each bucket contains a short film we created to add emotional appeal. When you come right down to it, Catholic Charities' message isn't very different from yours: Providing help. Creating hope.

This is Anne van der Does, whose dazzling photographs add a layer of truth and beauty along with a real emotional wallop to so much of our work.

> **{Catholic Charities Autistic child}**

It's said that autistic children such as this don't make eye contact, yet Anne gets into his this child's eyes and captures his sole.

{Catholic Charities basketball summer ad}

Or she how she catches the loneliness of a child stranded in the city for the summer Original photos tells the true story. Getting to the truth through imagery like this helps a donor realize: "Why are they asking me? What for? Why now?"

> **{Regis and ICSF}**

You've all seen these pictures of celebrities posing with their deer in the headlights expression. But you'll never see one quite like this: where Anne conveys the unique personality of each and every person in the picture. Engaging work— work you can get into more deeply by turning next to the video of Regis re-visiting the Catholic school he attended as a boy in the Bronx. You can go deeper and see video. Also very moving.

> **{See Regis Visits Old School in the Bronx video}**

> **{NARSAD web banner}**

This is Cynthia Lugo, media strategist. You know the great and detailed job Cynthia and the team did negotiating charitable and local rates for the Healthy Minds Across America campaign. Cynthia will be talking to you later about benchmarks for not-for-profit internet branding and fundraising.

You know, honestly when you work for the clients we do—

In Performing Arts,

> **{American Ballet Theatre beautiful Ferri ballerina shot}**

for Colleges and Universities,

> **{Sara Lawrence College animated re-banner or Annual Fund piece}**

Museums,

> {**Museum of the American Indian Horse Nation**}

Trade Associations,

> {**New York Bankers Association film**}

Health Care Organizations

> {**Visiting Nurse Service of New York cover**}

and some of New York's most prestigious Charities

> {**Cardinal's Appeal Cathedral/photo composite**}

When you work for the clients we do, honestly, the word branding can almost seem a little vulgar.

After all, the Columbia School of Public Health

> {**Columbia School of Public Health ad or website**}

is not a brand of cigarettes.

And even

> {**One of Sears ads**}

the corporate responsibility work we've done work for Sears

or the high-minded

> {**Exzoobrance**}

charitable funding creative work for Sara Lee

Well, it isn't chocolate cake.

But, that said, the exercise isn't tasteless at all when you take stock of what great branding stands for, namely

{type list builds }

> **Great Branding stands for:**

Vision (imagining the future)

Voicing

Tone and color

Pitch

Personality

A Story Line

A Brand Value Statement

And most important, great branding means

Unity and

Consistency

The point is: NARSAD is the most dignified and important of organizations. And we have the experience in dealing with organizations in your class where tone is everything and the last thing you want is an overly commercial residue or to look like your working too hard at branding and marketing. And, by the way, on the subject of cheap commercialism, with all of the junk science permeating the internet, this is an opportunity for NARSAD: because increasingly, the public and the press will hunger for a reliable scientific source on which to pin their hope for recovery. NARSAD can be that preeminent, trusted source for hope and recovery.

I could go on and on about our work – which I'm told you believe is beautiful and believe me, it's beautiful because it has the strongest of strategic thinking behind it.

I could talk about how we re-branded Tilles Center for the Arts—which brings the highest quality classical and pop concerts to Long Island— with the two word themeline:

> **{Great. Fun. }**

Great branding is reductive. And since simplicity, theme, variation and repetition is the essence of great branding, you'll find it everywhere from

{Banners to

Direct Mail

To their website to

Webcasts}

I could talk for a long time about our company mantra: 3 dimensional branding: it's how our clients give their audiences the chance to go deeper and deeper into the material.

> {UJA Landing Page}

Look at our work for the UJA's Department of Planned Giving, where customers who see the advertising in print or online can go to a landing page, try a Charitable Giving Calculator and then see video profiles that explain and humanize these products.

See how even a web internet banner can draw people into a full story.

> {Live Happily Ever After

Give Happily Ever After banner}

I could brag about our creative strategy for the Archdiocese of New York's successful \$200 million Bicentennial Capital Campaign. (They took in \$220 million).

> {Bicentennial Film}

First, we created a video that was part history/part fundraising primer shown at all 415 local parishes to get everyone on board.

> {Digital Print Prospectus}

Then we developed digitally printed prospectuses tailored to specific groups of major donors.

> {**Ellis Island Passport**}

We even played a key role in the celebration at the end of the campaign held at Ellis Island. These ferry tickets done in the form of passports were brilliant. And watching billionaires getting the passports stamped in the very halls through which their grandparents may have passed— well, that was priceless. And again, moving.

> {**Ellis Island Film**}

We even created the film for the evening, a highly emotional piece without words. Our slogan, after all, is “Advertising that moves people”

> **Marymount Manhattan College**

The Story of a 30-year strategic plan

Not many agencies can tell you they formulated a 30-year strategic plan.... and implemented it successfully. We can.

Thirty years ago, Marymount Manhattan was a small Catholic Women’s College in a time when young women started to have other options; and the baby bust for college-aid kids was starting to impact schools around the country. The College nearly closed its doors. Then we arrived. We laid out a plan, step by step.

First, we aggressively promoted programs tailored to working women: pioneering a weekend college, grants for returning women, life experience credits, etc, etc, programs that were widely imitated. The plan was to buy time till in 15 or 20 years, baby boomers would be sending their children to college.

> {**NYC book poster**}

The next part of the strategy was to play up the College’s NYC location and focus on Dance, Theatre and Communication Arts. This was fairly risky strategy back then, when New York was not at its very best. But we made the right call. And it really started to pay off with the resurgent popularity of New York as a college town. To capitalize further the College built a dorm in a deal with a co-op developer.

Early on, we developed a strategy to produce small video snippets that can go viral, rather than one stereotypical, expensive major production. A video for each of the College's strengths. It works great. And, look at this: This is the way the College's accepted students get their acceptance letter, in addition the fat envelope:

>{**“You’re in— You’ve Been Accepted” animated e-mail**}

>{**This is the Day website**}

We developed a website for a different kind of Capital Campaign called “This is the Day” where the President on video articulates a strategy to raise \$25 million not for an endowment, but to spend immediately upgrading the College. Just last night at an event at the Pierre Hotel, the college announced it had achieved its objective. And, by the way, this small college that was bankrupt in the late '70s— the first account I ever had—had a waiting list of students for admission. All because we basically developed a plan, stuck faithfully to the main themes of the script, improvising like hell along the way.

I hope this successful 30-year plan, laid out way back when, shows that behind our beautiful creative work is always extremely sound and thoughtful strategy, one that is flexible enough to last 30 years. And by the way, great strategic work should never be obvious or patronizing. It shouldn't show – it should just be there, in the same way virtuoso violin playing looks effortless. If not everyone notices the long hours that go into our strategic work, I'm taking that as a compliment. And if not everyone has heard of AD Lubow, I say you've heard of every one of our clients. That's all we care about.

Now, for the good part. NARSAD.

I want to try to do something different. I don't want to lecture anymore. Let's do something more interactive. Let's have a brainstorming session for NARSAD. Let's get right into the work. I'm going to throw ideas out to you and I want you stop me from time to time. I want you to react and let's talk about the possibilities. If you like something, tell me. And if what I have to say kicks off a great idea by anyone in the room, let's hear it. Because our job is not just to think of ideas, but to elicit them.

II. >{NARSAD RE-BRANDING: OBJECTIVES AND STRATEGY}

Let's start with our main objectives:

- To maintain the prestige that a NARSAD brand researcher has in the academic community and re-cast the organization's profile so that the NARSAD aura of excellence and innovation rubs off on anyone in the general public that gets involved.

NARSAD has by and large been a close-held, family foundation. But our concept is to turn that on its head and make people feel that the renewed ability to donate to an organization as prestigious as NARSAD is a privilege. It's a benefit! The benefit is that if mental health problems are causing heartbreaks in a person's family, now they have an effective way to make a meaningful difference— by donating to this elite group of research. The message to the public is: Your contributions mean something! Your donations do something to help a loved one! And there's no stigma attached, because, you know something, if your family, if your community, if your business suffers due to mental health issues, join the club. You are not alone. And now more than ever you have NARSAD to show you not only practical ways to recovery, but also provide real hope. NARSAD is the science of hope. And it's the feeling and promise of hope.

Let's talk about the promise.

III. DISTILLING YOUR MESSAGE

>**DISTILLING YOUR MESSAGE & PROMISE TO ITS CORE**

SO IT CAN BE THREADED THROUGHOUT YOUR COMMUNICATIONS:

{Message in A Brand Value Statement

“To a public urgently looking for new paths to recovery from mental illness for neighbors, employees and loved ones the NARSAD brand of research is about more than funding and finding altogether new paths of research (for such conditions as schizophrenia, depression, bipolar and anxiety disorders, OCD, PTSD and childhood maladies such as autism and ADHD) it's about creating an immediate hope of recovery.”}

IV. STORY LINE, USP, AUDIENCE SEGMENTATION, BRAND PERSONALITY

>{Storyline}

Since 1987, NARSAD has built a distinguished record providing seed money for the careers of brilliant researchers at all stages in their careers, from young investigators to members of its prestigious scientific council, which counts Nobel Prize winners among its ranks. To be a NARSAD brand researcher is a kind of anointment into a special peerage of scientific nobility. Now NARSAD is redoubling its efforts to directly help the public to alleviate suffering and find a path to recovery. And while on that path, NARSAD will promise contributors that they can make an important difference with their donations large or small.

(Start thinking of the general public's ability to contribute funds as a product BENEFIT, as in: "Now, there is something you can do to make a meaningful difference!")

>{ **How NARSAD is different from its competitors (USP) }**

For our researchers, NARSAD, like the human brain itself, represents a network of intricate, nimble, synapses and connections that enable scientists to connect the dots, build upon each other's accomplishments, cross-pollinate ideas and discover altogether new— if less traveled— paths to progress. *As a private fund, unencumbered by the bureaucracy of government organizations such as NIH, the NARSAD scientific council can more quickly pinpoint altogether new and promising avenues of research and designate funding.*

>{**Audience Segmentation Benefits**}

As a private charity open to donations from the public, concerned citizens, communities, businesses, foundations, government agencies and families of any means, NARSAD can help you get involved and fund innovative work in the major areas of mental illness. We will recognize your work and contributions in our communications. We will co-brand fundraising events and talks with those in your local neighborhood community or professional organizations. We will enable you to designate your gifts for research on a specific illness or path of discovery. And we will enable people of means to become highly engaged partners and patrons of specific research efforts.

>{**Brand Personality**}

Metaphorically speaking, NARSAD is something akin to a mutual fund. Think of yourselves and even consider marketing yourselves in part as a family of charitable mutual funds — enabling donors to spread the risk of investing in the kind of bold and innovative research that has the potential to open new avenues of exploration, resulting in breakthroughs and higher rewards in a range of areas. Imagine such a mutual fund called

The NARSAD Fund for Autism Research.

The NARSAD Fund for ADHD

The NARSAD Fund for Bipolar Disorder

Or maybe it's a named, matched, challenge grant or co-branding gift opportunity, as in:

The NARSAD John D. MacArthur Fund for Youth and Mental Health

Think about these kinds of funds and branding buckets for marketing.

>{**Vision**}

NARSAD is a community of explorers, poised for a new world of discovery in an era when science, after mapping the human genome, begins to navigate the twists and turns of the ultimate frontier: the human mind. No one has stated this better than Chairman Lieber:

New and exciting advancements develop gradually, gathering momentum until they become unstoppable. NARSAD scientific researchers are on the verge of changing the way we think about brain and behavior science, and also changing the way you think about recovery. With the latest groundbreaking and award-winning technologies such as neurostimulation, epigenetic diagnosis, cellular repair or regeneration, we are creating something totally different. NARSAD is pushing the boundaries of how we unravel the secrets of life even further. NARSAD is where recovery begins.

Gee, that's good. It's true that you need a company like us to come up with new ideas and strategies. But you also need companies like us to tell you when you're on to something good:

“In the more original riskier research, is where recovery begins.”

That's a thought that bears repeating; and that you can build on.

V. COMMUNICATIONS STRATEGY & KEY ATTRIBUTES

>{PLAN OF ACTION}

Messaging and branding is not advertising, marketing or PR. It happens before that. First you create or re-create the brand, THEN you raise awareness.

Branding happens at two levels— at a personal level through individual contact; and at a mass level through advertising, the right web presence, PR and community involvement. It needs to be both external and internal. Branding facilitates consensus building “within the building.” It is important to get a “buy-in” from all internal stakeholders. This means people at all levels, from senior management to every employee and volunteer must live the “brand promise.” Brand elements may consist of logos, websites, new media, signage advertising, specially commissioned music, etc. designed to make the brand memorable, meaningful, essential. So our very first task would be to formulate a series of e-mail based questionnaires and conduct personal discussions with your staff and leadership, researchers and donors in an effort not only to glean information but to get them to claim ownership in the process.

Branding is not just about the how-to, but about the why-to.

Why do we ask you to think of not only cures, but hope and giving as benefits?

Because that is what the public wants and needs.

Why do we ask NARSAD to think of itself as something beyond a charity, but a laboratory for ideas and a community celebrating the art of the possible.

Because that's what sets it apart.

Here's a chart of the major types vehicles you'll use

>{COMMUNICATIONS STRATEGY

**Web • Mobile • Advertising • Public Relations • Direct Mail • E-Blasts
• Newsletters • Stakeholder Events • Powerpoints • Human Resources
• Podcasts • Radio Interviews**

PROJECT MANAGEMENT TEST:

Always ask: “Does the communication in support the messaging in the Brand Value Statement?”}

Every time you create or take part in one of the above, you should ask: Did that communication in word or image support the messaging of your Brand Value Statement? Did it adhere to the NARSAD storyline? Did it speak in the appropriate way to a particular audience segment? Did it impart the NARSAD brand tone, look and vision? In some way did it say NARSAD funds and finds altogether new paths of research to recovery, and in so doing creates hope?

And if not, work these themes in as best you can every time. This is the most basic technique for sound branding: theme, variation and repetition. (Why do you remember a great piece of music? The answer is theme, variation & repetition. Theme, variation & repetition.)

> { COMMUNICATION STRATEGY ATTRIBUTES }

Your communications should be:

Interactive

Involving

Imaginative

Interesting

Capable of going viral,

and always give the science an Emotional Human Connection.

Why? Because we're trying to involve the general public.}

Why?

Because we're asking the public to get involved.

Why?

Because we need their help, and they have an important role to play.

And we must make the general public feel that way.

So, let's look at an example of how you can make your publications feel more like a magazine, connect the research to real-life recovery and bring the science to life.

Here's a sample spread on Dr. Helen Mayberg:

a. PRINT EXAMPLES

>{**LINK TO SPREAD 1 FOR MAYBERG STORY**}

We regard verbal imagery as every bit important as visual. Dr. Mayberg's phrase "Sadness stuck" is an example of wonderfully vivid language that is instantly clear to the general public. We all have sadness. But some of us can sing a song or look at a child or exercise and the sadness exits. And some people, even with drugs, trap it inside. We found the imagery and the technique of Deep Brain Simulation completely fascinating. And it would great if each scientist could communicate concepts to a lay public that clearly, if not poetically.

So, how do you adhere to our communications strategy, humanize your story and enable it to go viral? See this layout, designed to look more like a magazine spread and be more appealing to a general donor audience, with pull-out quotes and illustrations. And to humanizes what you do with video vignettes... and

>{**2nd spread LAYOUT OF MAYBERG STORY**}

tangible real-life stories of recovery and hope, or perhaps stories of NARSAD major donor partnerships, which we believe is a terrific way of engaging major donors and worth the extra effort of not only the publication you are planning, but its own road show Powerpoint and a series of videos.

>{**3rd spread LAYOUT OF MAYBERG STORY**}

And to make the point again that NARSAD researchers build on each others' work... that the NARSAD network itself is part of the solution, here's a terrific concept: a family tree of research ideas that have lead to Dr. Mayberg's work.

On the subject of videos that can go viral. Our company has gotten very good at creating 5—7 minute video snippets that have an emotional edge and really get results. These films are usually first shown at gala events before they go on to lead new lives on the web. Once on the web, they can go viral. Meaning, if you've engaged your public, your readers can spread them around, embedding them on their own sites, Facebook pages and blogs through YouTube and linking them on Twitter.

>{**This film on the degree program Marymount Manhattan College offers to the inmates of Bedford Hills Correctional facility resulted in a**

matching gift of a million dollars after it was shown at a fundraiser. And has since been viewed almost 25,000 times on YouTube.)

These vignette films and podcasts are a great tool. We could do:

- Concept Stories (for example how NARSAD ideas cross-fertilize one another)
- Researcher Profiles
- Patient Profiles
- Donor Profiles

>{Show beginning of Judy Carson Learning to Look film}

We've done this effectively for Inner-City Scholarship Fund. This year's gala featured a video we did on Peter Grauer, their chairman. And this piece honored the work Judy Carson has done with a program called "Learning to Look" which brings classic art to Inner-City Catholic Schools. The piece recently won a StudioDaily award judged by the brilliant NY Times photographer Vincent, Laforet.

These films added one by one to your website could be transformative.

Why do we like them? Because they humanize story, add emotion, and, again, they can spread virally. They will be very helpful in effecting metamorphosis of your website from something essentially trade-oriented to something consumers want to get into. We want people to visit your site again and again. Why? So they can find a path to recovery, find hope and enjoy making a difference by giving to something special. So how do you make the site more of a regular destination for donors?

b. WEB ILLUSTRATION

See this sample web page:

>{Web page with many features of our strategy deployed}

Please see this companion web page to the Helen Mayberg story. Remember, the concept of 3D Branding? Here is where the readers of your press release or annual report or e-mail blast or newsletter can go deeper into the story.

This is where the video profile of Helen and/or her patients lives and brings the story to life.

This is where here the beautiful quote “sadness stuck” is pulled out.

And, let’s say Helen is giving a lecture or attending a co-branded NARSAD event, this is where you mention that to the public. Or if she has already attended that event and said something brilliant that was recorded, this is where you place that audio snippet.

And this is where the public becomes your free distributor: forwarding the page via all the social media options open to them or grabbing the YouTube video for their blog.

And here’s a cool feature that we dreamt up: The notion again that NARSAD research begets future research. See how we put a link on the word imaging – which would point to a range of the NARSAD-sponsored imaging research that enables Mayberg to do her ground-breaking work past, present and future. NARSAD, the organization, is all about connecting people and ideas. So should your website.

And here’s an important concept:

ASK PEOPLE TO GIVE AT THE POINT WHEN THEY ARE MOST ENGAGED!

Don’t rely solely on a your general “DONATE NOW” button.

Tailor you ask to each area of interest, as in:

**I would like to donate \$_____ to
research similar to Helen Mayberg’s
and receive e-mail alerts in this area.**

This would bring people to a sign-up now form.

What a cool, and involving concept: Asking at the point of greatest engagement.

We would also like each research story to connect to a cure.

And we would like to have a section that enables people looking for treatments to search for and find them.

c. A 10-POINT ACTION PLAN

So, let's review the 10-point communications strategy, and what have we have demonstrated on these sample designs.

>COMMUNICATIONS STRATEGY REVIEW

1. **We connect NARSAD research to tangible benefits that strike an emotional chord.**
2. **We start the first step toward transforming the website from a trade association to a place where the general public will want to turn for recovery information and inspiration again and again.**
3. **We employ 3-Dimensional Branding, creating materials that enable people to go from print to web and back in an integrated fashion deeper and deeper into the subject— and enables your message to go viral.**
4. **We ask for donations at the point when a reader is fully engaged and most interested in what you do. We encourage them to sign up for research alerts and newsletters.**
5. **We begin to explore co-branding opportunities plus NARSAD-brand talks and conferences.**
(You might think about a NARSAD Speaker's Bureau, or an annual NARSAD Conference on Mental Health where you not only invite researchers, but also members of the press and donors.
6. **We underscore the value of the NARSAD family of ideas network**
7. **We position NARSAD as the prestigious Research Foundation that wisely bets on the kind of innovation that yields high rewards.**
8. **We begin to think about new media. Consider an NARSAD iPhone and iPad app that not only links threads of research, but sorts and lists helpful treatments.**
9. **We ask you to consider organizing your fundraising and marketing within branding buckets tied to a donor's passion about curing a particular set of illnesses, i.e. Schizophrenia, Childhood Diseases, etc.**

10. We urge you to consider branding NARSAD researchers themselves— with elements such as an Annual New York Times full-page standby ad announcing grant winners (like the Sloan Foundation does) along with a companion press releases, e-mail blasts and outreach to the blogosphere. And, just as the UJA insists that the 92nd Street Y include the branding slug: “Beneficiary, UJA-Federation of New York” in all the Y’s advertising, NARSAD might become a bit more insistent that its researchers give credit where credit is due and provide links to NARSAD in their research papers and blogs.

VI. SOCIAL NETWORKING STRATEGY

On that note, let’s hear from Cynthia on benchmarking success for web and social media branding:

>Building an Effective Social Networking Strategy for NARSAD

While social networks have always been a part of human interaction, in the last few years there has been an explosion of online tools to help visualize and expand social networks. You are all familiar with facebook, YouTube & twitter, and NARSAD has a presence on all these platforms. The next step would be to manage and track the interactions you can facilitate online. People interact on social networking sites in many ways---such as commenting, “liking” something, through channels, chat, discussion groups, status updates and blogs. These interactions may be a primary means of communication or they may supplement relationships that take place in real life. Or they can augment reality: for example one of our charities, Inner-City Scholarship Fund, used a text-to-pledge twitter wall to solicit donations at an event –and received \$120,000 in extra donations that night.

Nonprofits should make use of online social networks to understand and leverage communities of support. Consider quickly taking stock of your online presence through all your “hubs” on the internet.

Starting with your main website as your primary hub, we add

1. University, sponsors and corporate websites that refer to your organization.

2. Commercial social networks (Facebook, YouTube, Twitter) that house pages, groups, causes, channels, and communities related to NARSAD.
3. Media outlets (online newspapers, magazines, blogs,) who talk about your organization.

Deciding which hubs to nurture and grow is a crucial decision for NARSAD—and the next step in your communications strategy is to initiate conversations about your organization, empowering people to act as influencers. The online communications strategy should be less unidirectional (NARSAD speaking to the public) and more of a dialogue. How should NARSAD do this?

1. NARSAD should identify scientists and donors who are already active on these platforms and empower them to act as ambassadors for your organization. This is especially important for twitter, where experts, individuals and opinion leaders can influence journalists (many of which are on twitter).
2. NARSAD should listen to how its messages are being transmitted online and encourage the community to author its own messages. For example, I noticed that the twitter hashtag #healthyminds gained steam and the line that really took hold was “Bringing Science to Families” By initiating and listening to the online conversation, NARSAD can create a new kind of awareness for the organization’s mission. NARSAD should also seek to implement tracking, integrating analytics data into its promotions.

(For example, if you post a video to facebook, how much traffic did it bring to the website?) NARSAD should also cultivate their relationships with online hubs that intersect with its mission.

3. NARSAD should build on its core strength as a hub for research and offer access to the latest educational materials, expert advice, & videos across all of its online platforms, taking advantage of the real-time updates that social networking sites can provide. NARSAD should also consider a blog by a writer skilled in making science sound engaging and awe-inspiring.

Another part of the puzzle that I want to briefly mention is mobile—with the penetration of smartphones into the market and the proliferation of text messaging, I think every nonprofit is figuring out how to implement mobile in a cost-effective way. The Haitian

earthquake represented a tipping point for mobile donations, and it's something that NARSAD should consider for a focused campaign, perhaps for whatever format the next HEALTHY MINDS ACROSS AMERICA CAMPAIGN takes.

VII. A PREVIEW OF COVER, LAYOUT AND LOGO IDEAS

>{A Pre-view of How Your Publications Could Look- Cover Designs and Spreads}

(Deliverables continued on following page)

VIII. A SCHEDULE OF DELIVERABLES

That's our presentation. And here is

>A Road Map and Schedule for Implementing the Communications Strategy and Formulating Deliverables: Interview Research, Keyword and language Research, A Brand Book Graphics Standards Manual, a 5-Year Strategic Plan

- June-2010: AD Lubow will begin in-person and phone interviews with key stakeholders, key researchers, young investigators, NARSAD leadership, major donors, and potential donors.
- July 2010: To obtain additional audience data and measure messaging and language preferences we will formulate questionnaires distributed via e-mail using a practical and low-cost means to collect data such as Survey Monkey.
- August 2010 After completion of basic themes and designs to NARSAD for review, we will begin work on a NARSAD Brand Book Standards Manual including a new logo and themeline.
Implemented properly, it will raise NARSAD's profile by promoting consistency in communication after communication.
- Sept. 2010: **>DELIVER A BRAND BOOK GRAPHICS STANDARDS MANUAL that will:**
- **outline NARSAD's basic brand promise to fund altogether new paths of research; and create immediate hope**
 - **list NARSAD's basic brand buckets built around the major mental illnesses.**
 - **clearly differentiate NARSAD from other Mental Health Funders**
 - **a guide for implementing the new look and fee, defining your brand and purpose, who you are, what you do, and why a donor should care.**
 - **define key attributes**
 - **specify active, original photography**
 - **set specific typography**
 - **design grids for key communications, including**
 - **stationery**

- e-mail
- newsletters
- brochures
- scientific journals
- video intro and outro signatures
- Power-Point Presentations
- Signs, Displays and Exhibits
- Press releases
- web pages}

Sept-October: Production Work Begins.

Planning with Management for a 5-Year Strategic Plan begins.

A FIVE-YEAR STRATEGIC PLAN

AD Lubow, after delivering the brand standards manual for review and feedback will begin partnering with NARSAD leadership to develop a 5-year strategic communications plan, covering how many videos to produce each year, the phasing in of new consumer-oriented features on the website, new fundraising products, key objectives and financial goals, etc.

IX. BUDGET

For the above conceptual thinking, theme lines, designs, brand standards book, interviews and consultation we recommend a budget of \$28,000-\$85,000, depending on the extent of our involvement in the design and production of each publication, web feature and video.

Thank you,

To see more of our creative work, go to www.ADLubow.com

ADDENDUM FOR Q&A

Our views on the name change:

Q& A Graphics

REASON TO CHANGE

NARSAD not widely known to the public.

1. Now, if ever, would be the time.
2. Acronym doesn't reflect expanded mission beyond Schizophrenia and Depression Research

REASON TO KEEP NAME.

1. More than 20 years of Brand Equity with the Scientific Community and a number of donors.
2. High Search Engine Organic Listings in a highly competitive category
3. Expense of Name Change
4. What's in a name? A rose by any name would smell as sweet.
5. The name change could distract our efforts and eat up resources.