
WCCA

BRANDING PROGRESS PRESENTATION

July 8, 2021



THE GOSS AGENCY, INC.

www.thegossagency.com

Branding & Marketing Steps



WHY A NAME CHANGE

“People don’t realize that it’s WCCA behind their transportation, nutritional supplements, housing, and their child’s education. If the WCCA ceased to exist they would think it was Apple Transit, or Head Start that went away.”

1. Low brand awareness
2. Confusion with services
3. Acronym is difficult and leaves room for off-brand interpretation
4. The brand does so much more now than its connection to its 50 year-old Community Action roots
5. WCCA the entity/organization is missing the opportunity to convey what it does, but beyond that the result/benefit/goals of its services and bonding with the community and all constituents
6. Now, with the launch of new branding/marketing awareness is the time to position WCCA more effectively

The Process & Interviews



- Conducted Strategic Input & Discovery Sessions
- 2 Brand Workshops
- 23 In-depth Interviews (14.2 hours)

Initial Interviews

1	Chip Brown	Donor Foundation Lake Toxaway Charities
2	Virginia Dollar	Senior Program Officer, Community Foundation of Western NC
3	Shannon Perry	WCCA
4	Wendy Hamil	Donor Services Manager, Community Foundation of Henderson County
5	Bonnie Robbins	Former volunteer @ Tiger Town Thrift Store
6	Linda Carter	Staff-Dir. Children's Services
7	Wilson Sims	NPO Consultant
8	LeeAnne Tucker	Area Agency on Aging Director, Land of Sky
9	Deb Haight	WCCA
10	Karla Miller	Pastor, First Congregational United Church of Christ of Hendersonville
11	Elizabeth (Ibby) Whitten	WCCA
12	David White	WCCA
13	Annie Fritschner	WCCA
14	Terri Bowman	WCCA
15	McCray Benson	President/CEO Community Foundation of Henderson County
16	John Connet	Hendersonville City Mgr.
17	Dr. Kathy Revis	Former employee and community member
18	Judy Long	Executive Director, Free Clinics Hendersonville

Additional Interviews

19	Noah Rose Henderson	WCCA
20	Jeff Roper	WCCA
21	Natasha Perkins	Headstart
22	Luke Huntley	WCCA
23	Sheryl Fortune	WCCA

DISCOVERY HIGHLIGHTS

Executive Wrap Up Statement

To sum up the depth of the branding exercise— interviews, workshops, and brand analysis of Western Carolina Community Action organization, the following theme represents, in a single statement, the approach the creative team will use in the development of names, logos, marks, and messaging:

“Connection. Confidence. Contribution.”

Helping Western North Carolinians connect to resources and services in essential areas of need to improve their lives; Enabling them to reach their potential, empowering them to achieve their goals, moving them towards confident self-reliance and community contribution.

DISCOVERY

DISCOVERY HIGHLIGHTS - Original

Executive Summary

- WCCA has an excellent reputation and is trusted
- There is much confidence in David White's leadership
- 100% of the people interviewed mentioned that they would recommend WCCA to a friend or family member.
- Many were familiar with some, but not all the services provided by WCCA
- There was little recall of messaging, marketing, or other non-personal communication produced by WCCA
- There was consensus that WCCA does not share its story or its successes in what it does in the community.
- WCCA is seen as a bridge, connector, link, enabler between the community's needs and the services that help; however, the communication of that connection is not well known.
- Most felt that neither the name nor the brand mark had a significant meaning to them.

Brand Workshop Executive Summary

- **As a brand, WCCA needs** to be somewhat formal and professional BUT also relatively vibrant – having energy.
- **The brand personality is** helpful, difference making, and able to connect on a personal level. It is vivacious, dependable.
- **This brand is defined with** Empathy, Competency, Knowledge, Inclusive and a Willingness to Make a Difference.
- **This brand wants** to be modern and technologically savvy.
- **The main issue with the current brand** is that the awareness is more with the services than the organization.
- **Brand work must keep to the local roots.**
- As for messaging development – **the story needs to be told.** Word usage needs to be uplifting, hopeful, but genuine.

DISCOVERY HIGHLIGHTS - Additional

Interview Summary

- After the board presentation, TGA was asked to interview additional individuals for feedback
- WCCA provided TGA with 8 additional names
- WCCA also encouraged Head Start contacts to ask for families to be interviewed
- Invitations were sent starting May 27th with an interview RSVP window from May 28th to June 22nd
- 4 repeat invitation requests were sent. WCCA made additional requests as well
- 5 additional interviews were conducted
- 23 total interviews were conducted (Approximately 14.20 hours of interviews)

Additional Executive Summary Notes

- Individuals that were familiar with the presented interview document felt that the background gathered aligned with who WCCA is and appropriately outlined the need for creating awareness and name change
- Responses gained confirmed the findings of the the initial report
- Additional insight on naming was applied to the creative process
 - “Words should resonate with services”
 - “A single word is hard to describe all that we do”
 - “Words should inspire action”

WCCA

Brand Distinction Discovery & Nomenclature

A name, a logo, or a tagline is not a brand.
A brand is your distinction communicated effectively and consistently, over time.

WCCA brand discovery demonstrates there's little awareness of WCCA
The services are better known on their own, and not generally associated with WCCA

Based on brand discovery – our primary objective with the following name options is to communicate WCCA's brand distinction/goals as effective, trustworthy, compassionate, and as appealing to the average consumer, as those in need of the services, versus a charity one might be embarrassed of being associated with.

The following options have been through a desktop trademark search within Community Charity.
Upon selection, a deeper TM exploratory is required with a trademark attorney.
When conflicts occur with selected titles, The Goss Agency will explore naming addendums to secure trademark.

After review of additional Surveys:



THE GULLY AGENCY INC.

NAME INTRODUCTIONS

WCCA
RENAMING

CHOICES

LAUNCH

Community Services

CATALYST

Community Services

POSSIBLE

Community Services

videri

Community Services



THE GOLD AGENCY, INC.

wncompass

Helping Western North Carolinians connect to resources and services in essential areas of need to improve their lives; Enabling them to reach their potential, empowering them to achieve their goals, moving them towards confident self-reliance and community contribution.

wncompass, a consideration denoting a new and improved direction, as a result of our suite of services.

Unfortunately many other industries think so as well, direction for real estate, banking, finance, and many more.

Therefore it is recommended to not pursue wncompass as it is rather common across several industries and doesn't convey the sources provided by wcca.





Finalists

wncpeaks

&

wncsource

wncpeaks

Community Services

Helping Western North Carolinians connect to resources and services in essential areas of need to improve their lives; Enabling them to reach their potential, empowering them to achieve their goals, moving them towards confident self-reliance and community contribution.

WNC is known for its mountain peaks, however there are other peaks not generally known or promoted.

The peaks individuals reach who have engaged successfully in WCCA programs and services. WNCpeaks provides essential services helping individuals and families overcome barriers that hold them back, enabling them reach new heights, becoming independent, self reliant, contribute to society, be an example to others and an inspiration to their families.



wncpeaks

Community Services

Available:
wncpeaks.org
WCCA-wncpeaks.org

Google Search:

URLs not seen as category conflict, or market saturation concern in non-competitive category:

[https://www.google.com/search?q=wnc+peaks&ei=iWimYlX4NLqFwbkPtPWB4AQ&og=wnc+peaks&gs_lcp=Cgdnd3Mtd2l6EAMyBwgAEecQsAMyBwgAEecQsAMyBwgAEecQsAMyBwgAEecQsAMyBwgAEecQsAMyBwgAEecQsAMyBwgAEecQsANQhH9YhH9gzIUbaAFwAXgAgAFMiAGHAZIBATKYAQcGAQGqAQdnd3Mtd2l6yAEIwAEB&sclient=gws-wiz&ved=0ahUKewj14IaFs9jwAhW6QjABHbR6AEwQ4dUDCA4&uact=5](https://www.google.com/search?q=wnc+peaks&ei=iWimYlX4NLqFwbkPtPWB4AQ&og=wnc+peaks&gs_lcp=Cgdnd3Mtd2l6EAMyBwgAEecQsAMyBwgAEecQsAMyBwgAEecQsAMyBwgAEecQsAMyBwgAEecQsAMyBwgAEecQsAMyBwgAEecQsAMyBwgAEecQsANQhH9YhH9gzIUbaAFwAXgAgAFMiAGHAZIBATKYAQcGAQGqAQdnd3Mtd2l6yAEIwAEB&sclient=gws-wiz&ved=0ahUKewj14IaFs9jwAhW6QjABHbR6AEwQ4dUDCA4&uact=5)

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Wncsource

Community Services

Helping Western North Carolinians connect to resources and services in essential areas of need to improve their lives; Enabling them to reach their potential, empowering them to achieve their goals, moving them towards confident, self-reliance and community contribution.

WCCA provides essential services that helps mitigate individuals, and family circumstances (inherited, environmental or self created) that is preventing from being independent, and reaching their potential.

WNCsource is the WNC source for individuals and families to overcome barriers, reach milestones, graduate from circumstances, become self reliant, achieve goals and contribute to society, and be an inspiration to others.



wncsource

Community Services

Available:
wncsource.org
sourcewnc.org

Google Search:

URLs not seen as category conflict, or market
saturation concern in non-competitive category:

https://www.google.com/search?q=wnc+source&ei=SHHbYPD9NpW1qtsP3dia2AQ&oq=wnc+source&gs_lcp=Cgdnd3Mtd2l6EAMyBQghEKABOgclABBHELADogQIABANogYIABANEB46CgguEMcBEK8BEA06CAgAEA0QBRAeOgsILhDHARCvARCTAjoECAAQCjoCCY6AggAOgoILhDHARCjAhAKOgoILhDHARCvARAKOg4ILhCxAXDHARCvARCTAjoICC4QxwEQrwE6BggAEBYQHjoHCCEQChCgAUoECEYAFD7KFiyRWCITmgBcAF4AIAB0AGIAdUPkgEGMTAuNi4ymAEAoAEBqgEHZ3dzLXdpesgBCMABAQ&sclient=gws-wiz&ved=0ahUKEwjwwdrqxr3xAhWVmmoFHV2sBksQ4dUDCA8&uact=5



LIVE: Pick the Finalist Results:

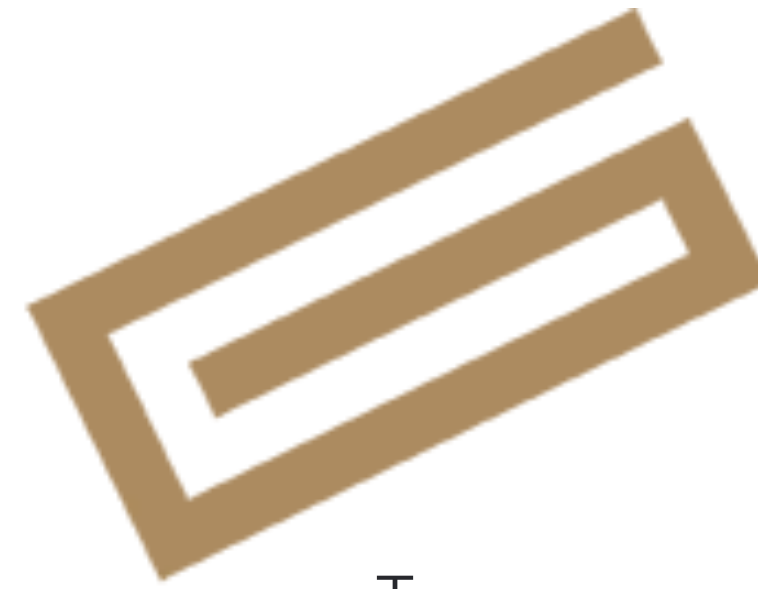
wncpeaks

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