

Everett Transit Community Transit

Brand Integration Discussion



Everett Transit / Community Transit

Brand Integration Discussion

Discussion Goal:

Understand the opportunities, challenges, and possible paths forward for a brand merger between Everett Transit and Community Transit.

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Brand Integration Discussion

What we'll cover today:

- **Prologue & Guiding Principles**
- **Discussion of Brand:**
 - About Brand
 - Brand Goals
 - Brand Opportunities
 - Brand Research
- **Possible Brand Integration Paths**

Setting the stage for the work

Prologue & Guiding Principles

Prologue

Setting the stage for the work

Why brand? Why now?

- **This is something new: Everett comes with an established public transit agency and brand**
- **Any change to the Everett Transit brand represents an investment and an opportunity, deserving of reflection and consideration**
- **Other changes to Community Transit's network and services in the coming years also prompt consideration of possible brand evolution**

Guiding Principles

Setting the stage for the work

Pursue an ideal outcome: we are stronger together.

- **Be open to change and the possibilities**
- **Set aside assumptions and really listen**
- **Focus on the customer and community**
- **Engage and inspire employees**
- **Reflect the overall integration story**

About Brand

Understanding the terminology and differences

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Understanding the terminology and differences

What is brand?

- **Brand is the sum of people's perceptions**
- **Brand spans every touchpoint and interaction**
- **Brand is a promise and sets expectations**

About Brand

Understanding the terminology and differences

What brand is not:

- **Brand is not just the company name**
- **Brand is not just logo, colors, or graphics**
- **Brand is not just products or services**

About Brand

Understanding the terminology and differences

**Brand is not what we say.
Brand is what our customers say.**

Brand Goals

What a strong brand can mean for both agencies

Brand Goals

What a strong brand can mean for both agencies

A strong brand adds value:

- **People understand who you are, what you mean to them, and the value you add to their lives**
- **Brand sentiment centers on quality, credibility, experience, safety, and trust**
- **Employees take pride in the organization and understand the value of the work they do**
- **Potential employees are attracted to the organization, not just the job**

Brand Opportunities

Creating a stronger brand together

Brand Opportunities

Creating a stronger brand together

Opportunities with a strong unified brand:

- **Consolidate customers' understanding of who we are and the area we serve**
- **Combine the strengths each agency brings and use this opportunity to build more**
- **Create more versatile identity and brand attributes**
- **Take our place in the community and the region as a larger, unified presence**

Where to start?

Brand Research

Where to start?

Brand Research

Why it's important:

- **Understand each agency's brand appeal, awareness, weaknesses and strengths**
- **Provides real data and non-subjective insight to inform and influence decision-making**
- **Understand where we are starting from to help build the path to where we want to be**

Where might we end up?

Possible Paths Forward

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Possible Paths Forward

Most common options:

- **Dual Brand**
- **Endorser Brand**
- **Stronger Horse**
- **Fusion**
- **New Brand**

(and within each option is a spectrum of possibilities)

Where might we end up?

Possible Paths Forward

“Dual Brand”

Both Everett Transit and Community Transit brands remain, separate and distinct.

Brand Integration



“Dual Brand”

Real-world examples

Parent Brand **The WALT DISNEY Company**

Sub-Brands

Disneyland
Park

P I X A R
ANIMATION STUDIOS

MARVEL

abc

ESPN

LUCASFILM
Ltd

Parent Brand

L'ORÉAL
L U X E

Sub-Brands

LANCÔME
PARIS

VALENTINO

GIORGIO ARMANI
beauty

Kiehl's
SINCE 1851

DIESEL

clarisonic

shu uemura

RALPH LAUREN

HR
HELENA RUBINSTEIN

Brand Integration


EVERETT TRANSIT


communitytransit

Where might we end up?

Possible Paths Forward

Pros: “Dual Brand”

- **Maintains continuity with both current brands**
- **Could continue to offer different services or at different price points**
- **Lowest initial outlay cost to implement**

Where might we end up?

Possible Paths Forward

Cons: “Dual Brands”

- **Splits focus and brand awareness**
- **Would be difficult and costly to maintain and market distinctly separate brands**
- **Challenging to maintain separate brands externally while operating internally as a singular entity**
- **Complex communication/customer education to understand how both agencies function together**

Where might we end up?

Possible Paths Forward

“Endorser Brand”

Community Transit takes an endorser position in Everett Transit’s brand.

Brand Integration



“Endorser Brand” Real-world examples

Parent Brand



Endorsed Brands



Parent Brand



Endorsed Brands



Brand Integration



Where might we end up?

Possible Paths Forward

Pros: “Endorser Brand”

- **Leverages some brand equity and reputation from the parent brand**
- **Maintains continuity with current brands**
- **Minimal costs to implement**

Where might we end up?

Possible Paths Forward

Cons: “Endorser Brand”

- **Splits focus/awareness and adds difficulty/cost to operate and maintain separately**
- **Adds visual complication to brand elements**
- **More confusion for customers in knowing where to go, who to call, etc.**
- **More complex communication/customer education to understand how both agencies function together**

Where might we end up?

Possible Paths Forward

“Stronger Horse”

**Everett Transit’s brand is transitioned completely to
Community Transit.**

Brand Integration



“Stronger Horse” Real-world examples

Lead

Target

Merged Brand

Stronger Horse Forward



Reverse Stronger Horse



Reverse Stronger Horse



Brand Integration



Where might we end up?

Possible Paths Forward

Pros: “Stronger Horse”

- **Moderate cost to implement, as only one brand changes**
- **Maintains continuity for one of the brands**
- **Simple to understand**

Where might we end up?

Possible Paths Forward

Cons: “Stronger Horse”

- **Does not take advantage of possible ET brand strengths or positive community sentiment**
- **Does not take advantage of opportunities to evolve CT brand**
- **Does not convey true integration**

Where might we end up?

Possible Paths Forward

“Fusion”

Everett Transit and Community Transit fuse, by blending existing brand elements from each.

Brand Integration



“Fusion”

Real-world examples

Lead

Target

Merged Brand

Refreshed Fusion



ConocoPhillips

Hybrid Fusion

BOEING

MCDONNELL
DOUGLAS

BOEING

Hybrid Fusion



Continental
Airlines

UNITED

Brand Integration



Where might we end up?

Possible Paths Forward

Pros: “Fusion”

- **Leverages the best of both brands**
- **Maintains some continuity with existing ET and CT brand elements, while conveying story of integration**
- **Allows us to address some brand opportunities, while having some elements remain the same or change over time**

Where might we end up?

Possible Paths Forward

Cons: “Fusion”

- **Cost to implement, depending on degree of change**
- **Can be challenging to communicate — what’s different? What’s the same?**
- **Won’t resolve all brand opportunities and limits possibilities in order to maintain continuity**

Where might we end up?

Possible Paths Forward

“New Brand”:

Everett Transit and Community Transit join together to form something new, including agency name and brand elements.

Brand Integration

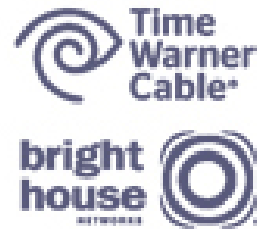


“New Brand”
Real-world examples

Lead



Target



New Brand



Brand Integration



Where might we end up?

Possible Paths Forward

Pros: “New Brand”

- **Opens up new possibilities for what the brand can be, while still leveraging the best of existing brands**
- **Opportunity to create stronger association with unified service area**
- **Brings ET and CT together for a shared experience**
- **Strong opportunity for communication/making a splash**
- **Could address all brand opportunities**

Where might we end up?

Possible Paths Forward

Cons: “New Brand”

- **Most cost and effort to implement**
- **Requires greatest investment in communication and education to do it right**
- **Most change internally**

Questions/Discussion

Brand Integration

