agenda

+ Objectives
+ Process Overview
+ Discovery Findings
+ Positioning
+ Brand Platform
+ Name + Tagline
+ Next Steps
+ Timeline + Milestones
understand our customers through stakeholder interviews and focus groups

define our distinction through competitive analyses and situation analyses

refine messaging to better tell WSSC’s story and communicate our value to customers

develop customer-centered public education materials and platforms, including the web
process overview

DISCOVERY
- kick-off meeting
- material review
- stakeholder interviews
- research
- brand summit

DEVELOPMENT
- positioning
- platform
- visual identity
- marketing materials
- implementation plan

DEPLOYMENT
- brand activation

we are here
Feb, 2018
discovery findings

+ **Materials review** of current communications channels and peer organizations

+ **Stakeholder interviews** with staff, residential and business customers, and other external audiences

+ **Focus groups** with WSSC customers to better understand their perceptions
inside

pride
purpose
innovation
frustration
community
improvement
departmentalized

outside

skepticism
resignation
impatience
no b.s.
justify the $
make it relevant
make it easy
development | positioning
positioning
the 4Cs strategy
For [audience definition], WSSC is the [cultural/category role] that [value proposition].
For frugal travelers, Motel 6 is the alternative to staying with family and friends that provides a welcoming, comfortable night’s rest at a reasonable price.
WSSC is the water and sewer provider whose constant pursuit of excellence seeks to enhance life in the counties we call home.

The 4C's

World-class essential services, continually strengthened by passion and pride.

Positioning

For our busy neighbors, WSSC is the proud provider of essential water services, making life easier by improving every day.

need

Services that let me live my life.

what cultural tension can we relieve?
culture

The more essential something is, the less we want to think about it.

positioning

what is the unique space we occupy in our audience’s mind?

To create a safe, seamless, and satisfying experience for every neighbor we serve.

cause

what is our purpose, and why?

what does our audience crave?

consumer

One less thing to worry about.
For our busy neighbors,
we are the proud provider of essential water services,
making life easier by improving every day.
development | brand story + values
brand story

Water makes the essential possible.

You have a family to raise. A business to grow. A weekend to plan. You have laundry to load. And a thousand emails to answer by 10 am. These are your essentials – the small things you have to think about, and the big things at the heart of your life. But there is one essential that makes all the others possible. Clean water. Turn on the tap, pour, drink, wash, flush. It’s so fundamental, you don’t often think about it. Water, it makes your life work.

Your team at WSSC proudly goes to work every day with one aim: to make water work, so you can focus on your essentials. We are relentless about safety, with zero water quality violations in 100 years. We’re investing in service across the board, so you can pay a bill, solve a problem, and find what you need with a click, a scroll, or a quick call. And we strive to create a satisfying experience with WSSC for everyone, every time. Because life is better with one less thing to worry about.

Delivering safe, seamless, and satisfying water services is a team effort. Your team at WSSC shares a vision of what a world-class water utility looks like, and we never stop pursuing it. We push each other to deliver our best because we know it’s what our Montgomery and Prince George’s County neighbors expect and deserve. Delivering our best gives you the freedom to focus on your essentials. Go for it. We’re here to make the essentials possible.
Seamless – We provide fast, easy, and knowledgeable service to get our customers back to their busy lives

Neighborly – We treat every customer like they live next door—because they do

Committed – We are always focused on advancing our service and improving our product, because there is always room to grow

Proud – We don’t view our work as just a job, but as an essential public service for our community

Reliable – We follow through on every promise, in the pursuit of keeping our communities safe and satisfied
development | name + tagline
This is the fun part, and the hard part – often where the change hits home.

Names and taglines should work together to support the story you’re telling.

The best names are specific enough to tell the story, but broad enough that different audiences can own them in different ways.

The water utility industry is in a constant state of change and organizational transformation, of which branding and renaming are an integral part. Other utilities cite multiple reasons for a name change including:

+ Business transformation (ex: Monterey ONE Water was formerly majority agricultural, now serving city populations)

+ Rebrand as way to engage the community (ex: DC Water ran a public art competition for new logo ideas)
Peer water utilities across the United States have undergone name changes.

Formal, governmental → Short, personable
+ Old Name: City of Kansas City, MO, Water Services Dept.
+ New Name: KC Water

Acronym → Colloquial
+ Old Name: WASA
+ New Name: DC Water

Specific → General
+ Old Name: Detroit Water and Sewage Department
+ New Name: Great Lakes Water Authority

Geographically-bound → Generalizable
+ Old Name: Green Bay Metropolitan Sewerage District
+ New Name: New Water
name +
tagline
current

WSSC
Where water matters
name + tagline

considerations

Water Essentials

Our Water
Making the essential possible.

H2Ology
Connect to the essential.

Unified Water
Delivering the essential.

Essential Water
Unified Water.
Delivering the essential.
next steps
visual identity
timeline + milestones

+ **Develop:** August – September 2018
  – **September 26:** Brand Advisory Committee Positioning Strategy + Recommendations Presentation

+ **Deploy:** January 2019 – Onward