



WSSC Branding Update

10.17.18

a brand is not a logo

a brand is not a word

a brand is a feeling
a brand is an image



winning



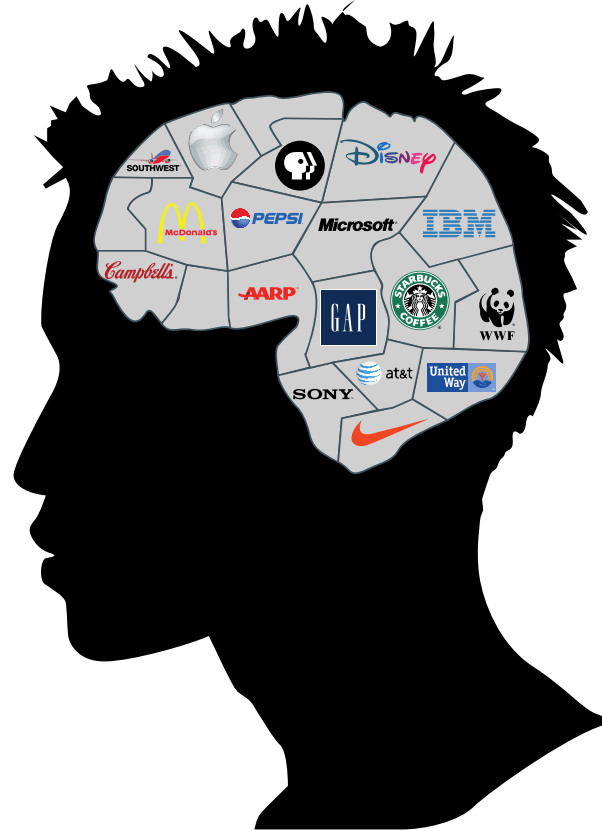
magic



rebellion



happiness



safety



mother/baby bond



intuitive technology



**American
Red Cross**

aid

brand management

=

relationship management

Context

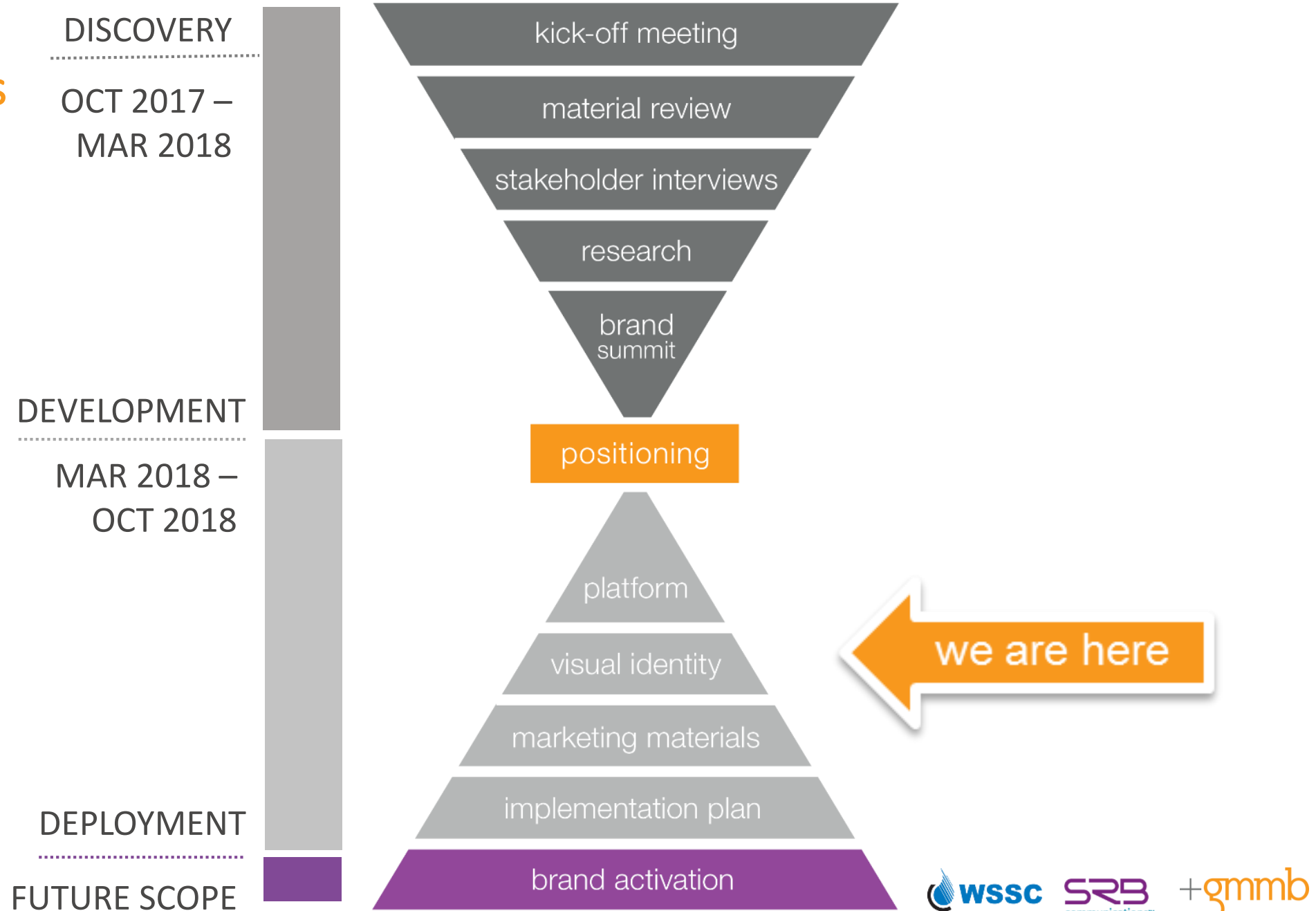
Washington Suburban Sanitary Commission

- + Name **reflects health concerns** at the time of the commission's establishment in 1918: sewage in drinking water
- + Systems across the nation have eliminated "Sanitary" from their names due to a **negative connotation**
 - + Old Name: Caveland **Sanitation** Authority
 - + New Name: Caveland **Environmental** Authority

WSSC

- + Acronym has **no emotional currency**
- + "**Water**" is not a part of the name
- + Often requires **explanation**

Iterative + Inclusive Process



Research Recap



Reviewed current communications and background materials: existing research, strategic communications plans, printed assets, billing inserts, annual reports, social media



Conducted analysis of **3** peer organizations



Conducted **14** interviews with WSSC staff, commissioners, and senior county representatives in Prince George's and Montgomery counties; conducted **5** interviews with WSSC business customers



4 focus groups with WSSC customers in January and March, with participants representing both counties



Facilitated **2** brand summits with 17+ staff

Context

WSSC is viewed negatively and not customer-centric

Outdated

“Their **website is horrible**. It’s very vague.”

(Focus Groups)

Unresponsive

“We **can’t seem to get an answer from WSSC after a year** to confirm that the main feeds are providing adequate flow.”

(Stakeholder Interview)

Unhelpful

“Telephone and field customer service agents are often described as courteous and friendly. However, they are **not always perceived to be knowledgeable...**”

(Customer Satisfaction Survey, 2015)

Context

WSSC's negative image impacts customers' trust in the utility

"I won't drink the water from the tap, I definitely have to have bottled water all the time. I take it everywhere with me." (Focus Groups)

"The water is brown, cloudy and often smells." (Focus Groups)

"The website is so bad, I don't trust using my credit card to pay a bill online. I prefer to call." (Focus Groups)

"I would love to know why and what they're doing... I'd like more transparency of what they're doing." (Stakeholder Interview)

Why now?

The Commission's Centennial Year is a natural time to rebrand

- + The milestone **draws attention** to the commission, presenting an opportunity to **highlight positive changes** through a rebrand
- + New century, new opportunities, new strategic plan: a rebrand will show customers a **forward-looking water utility**
- + Perfect timing to move from outdated, unresponsive and unhelpful to **modern, responsive and helpful**

Why now?

A new name can lend credibility to the improvements on the horizon

“We are in the process of making dramatic changes and we are doing it through a combination of people, process, and technology.” (Stakeholder Interview)

“I see a lot of the work that they’re doing...current commissioners are not responsible for decisions made in the past that have put WSSC behind the 8 ball in terms of aging infrastructure.” (Stakeholder Interview)

“They’ve always done a lot of nuts and bolts work well, the engineering work. I think they might be doing a better job now in customer outreach.” (Stakeholder Interview)

Why now?

A new name and brand will bolster leadership's vision for a world-class utility

“Very few understand how hard **we are trying to make it better**. It’s like turning the Queen Mary, you just can’t turn it on a dime.” (Stakeholder Interview)

“As GM said, **our vision is to be the world-class water utility** that provides great services and products all the time.” (Stakeholder Interview)

Unified Water

Rationale

Unified Employees: Captures the shared pride and purpose employees feel in their work

“A lot of employees go **above and beyond** when doing their job.” (Stakeholder Interview)

“**People are dedicated** and good at what they do... I think they are **proud to be working for this organization.**” (Stakeholder Interview)

“We are a **central cog** in the economic development of the region.” (Stakeholder Interview)

“This is what we do and **we are proud** of it.” (Stakeholder Interview)

Unified With Customers: Highlights the shared role that we all play in upholding a clean water mission

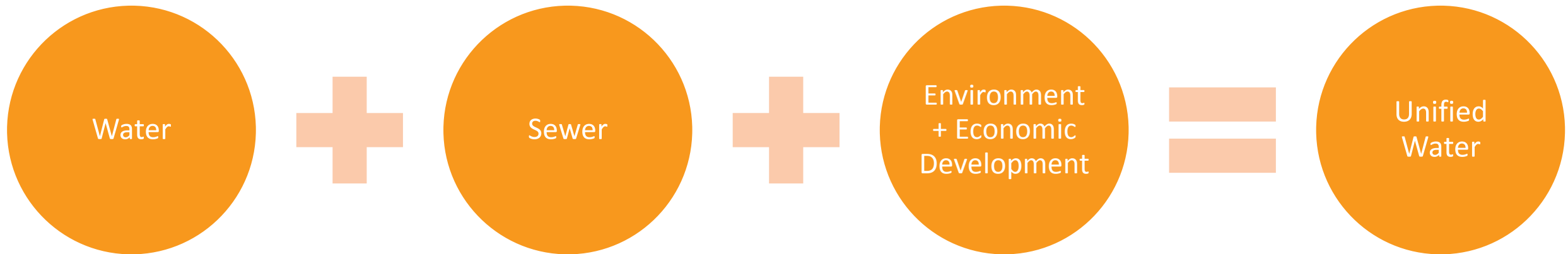
“People take water and wastewater services for granted, so, they **just expect it to happen** and they expect it to be **relatively inexpensive**.” (Stakeholder Interview, Internal)

“[The ideal water utility is] one that provides **high-quality water reliably with low cost of service**.” (Stakeholder Interview, External)

“We own huge tracts of land with **lots of wildlife that we protect**.” (Stakeholder Interview, Internal)

Utility **customers bring a conservation mindset**. Their expectations have been set by energy utilities who show home-by-home energy-use comparisons. (Focus Groups)

Unified Services: Underscores the “one water” reality



Legal support

- + No Federal trademark registration
- + No Maryland trademark registration
- + No Maryland business name registration
- + Current website use of unifiedwater.com is unlikely to qualify for trademark protections

Recap: Unified Water

- ✓ Promotes trust
- ✓ Repositions the utility for its second century and highlights positive changes and improvements
- ✓ Reflects the pride of employees
- ✓ Builds a connection between the utility and its customers
- ✓ Brings customers into the brand, highlighting the role that we all play in upholding a clean water mission
- ✓ Underpins the public education strategy of **One Water** (water, sewer and environment)
- ✓ Unlikely to have legal challenges with name use
- ✓ Reflects equal commitment to both counties

Visual Identity

Landscape Scan



Logo Options*

A2



A4



C/D



* Color exploration is still in progress.

Landscape Scan A2





Secure | <https://www.wsscwater.com/home.html>

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Unified Water Customer Service | Water Quality & Stewardship | Business & Construction | Education & Recreation | About WSSC

Can The Grease This Summer!

Protect your pipes and ours...learn more!

My WSSC Water
[Log In](#) [Register](#)

Create an account in order to:

[Click to go back, right to see history](#)
[View account information](#)
[Watershed Use Permits](#)
[Cross Connection Test Report \(CCTR\)](#)
[Change user ID](#)

Events

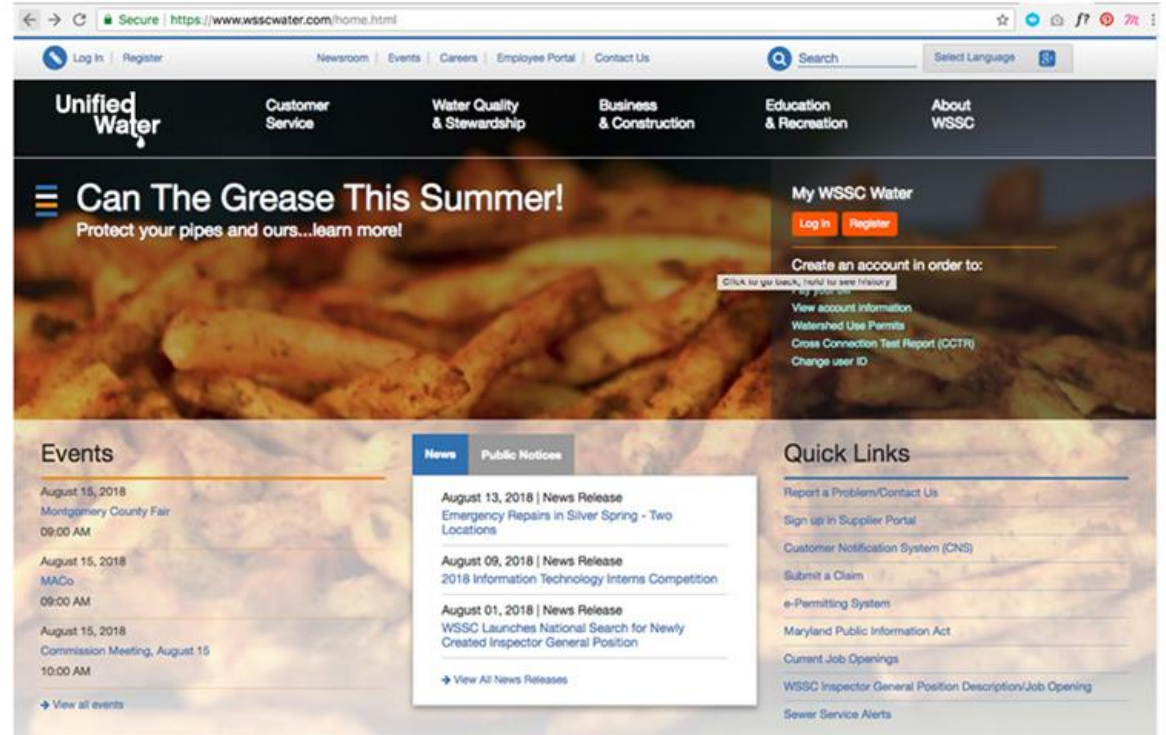
News	Public Notices
<p>August 15, 2018 Montgomery County Fair 09:00 AM</p> <p>August 15, 2018 MACo 09:00 AM</p> <p>August 15, 2018 Commission Meeting, August 15 10:00 AM</p> <p>View all events</p>	<p>August 13, 2018 News Release Emergency Repairs in Silver Spring - Two Locations</p> <p>August 09, 2018 News Release 2018 Information Technology Interns Competition</p> <p>August 01, 2018 News Release WSSC Launches National Search for Newly Created Inspector General Position</p> <p>View All News Releases</p>

Quick Links

- [Report a Problem/Contact Us](#)
- [Sign up in Supplier Portal](#)
- [Customer Notification System \(CNS\)](#)
- [Submit a Claim](#)
- [e-Permitting System](#)
- [Maryland Public Information Act](#)
- [Current Job Openings](#)
- [WSSC Inspector General Position Description/Job Opening](#)
- [Sewer Service Alerts](#)

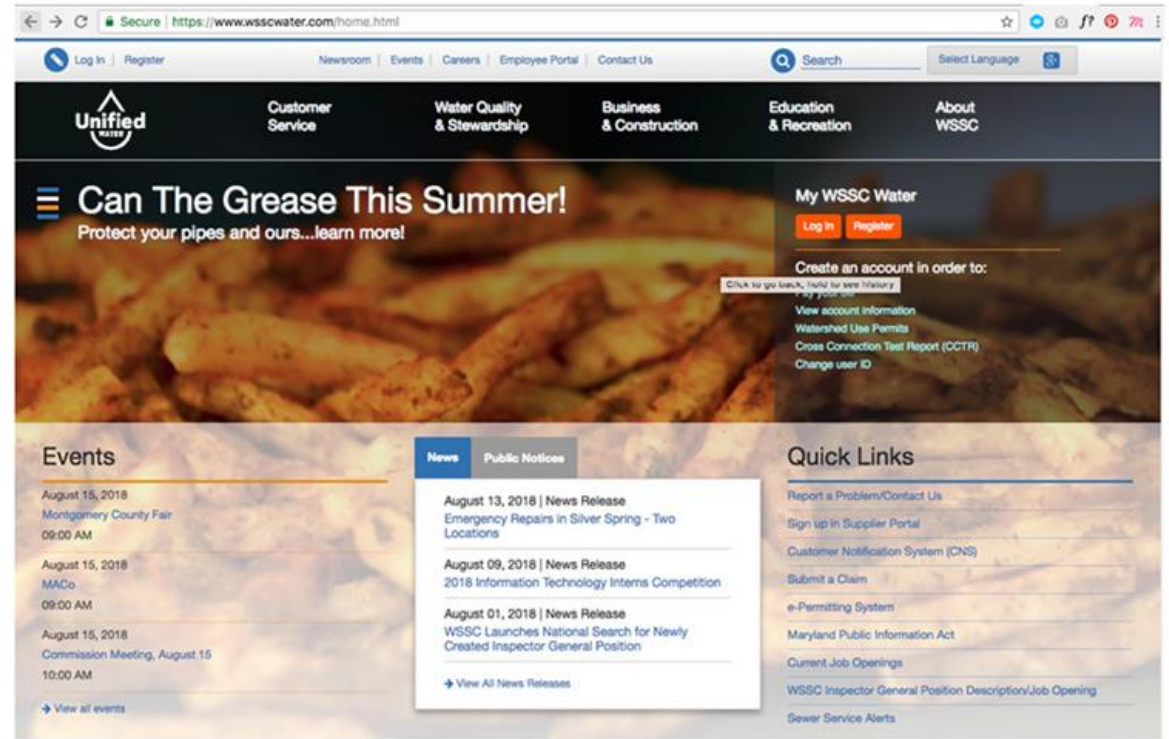
Landscape Scan A4





Landscape Scan C/D





Thank you