



CASE STUDY: Re-Branding Professional Insurance Marketing Association

The Issue

The Professional Insurance Marketing Association (PIMA) found themselves facing a changing environment, not only for the profession but also for industry but also related to their member organizations' profiles. PIMA defined it as a ground shift in their 40-year marketplace. As the next step in their strategic planning and to ensure their future success, PIMA planned to re-brand the association in order to “evolve the organization to position our members and the organization within the industry and for the future.” Their goals for re-branding were:

1. To respond to the evolving composition of our industry and member profile
2. To strengthen the position of PIMA and its members in the broadened affinity marketplace
3. To enrich the dialogue and “thought leadership” represented within the association
4. To position members and PIMA for a successful future

Why Tecker International?

PIMA was familiar with Tecker International (TI) having worked with them previously on organizational development and board training. When they heard a TI consultant give a presentation about branding and developing and delivering a brand promise—they knew TI had the right approach. PIMA realized they had some organizational development and visioning exercises to do before launching a re-branding campaign. TI was the right fit not only because they understood branding, but they were also association experts who had knowledge about PIMA's market. They felt TI had the tools and expertise to get them to the right brand statement and brand promise.

What was the TI process?

Tecker International (TI) understands that “brand” isn't about your logo or about what you tell people you are. Your brand is the reputation you earn based on the experience people have with your organization.

Before you can begin to develop the brand you want to be known for, you have to define what the future success of the organization would look like. PIMA had to define what it was, what it wanted to be, and how it would deliver on its brand promise. To get there, TI offered a three step process:

1. **Board development** for the role they play in the organizational brand
2. **Organizational development** to develop and define PIMA's envisioned future
3. **Brand and marketing campaign** to identify and roll out their new brand

The TI consultant understood the industry and its needs which gained credibility with the audience. The TI consultant was able to keep the conversation at a high level while explaining critical concepts. The TI consultant engaged the leaders in a series of interactive exercises designed to engage members in meaningful discussions and challenged the board to have difficult yet necessary conversations and to reach consensus.

What were the outcomes of the re-branding campaign?

The board, CEO and a Task Force developed a new vision statement/tag line, a new brand positioning statement, new guiding principles and a new logo in order to better position the their members and the organization within the industry and for a great future. Their new brand statement was concise and resonated with both an internal and external audience:

PIMA connects and empowers the leaders in the affinity benefits industry to thrive in a dynamic marketplace.

PIMA was planning to launch a fresh website and the new messaging was used to guide design and trim down copy as well as create a clear identity through all other marketing materials.

The first five months of the brand rollout campaign focused internally on members. Multiple steps were designed to educate those concerned about the change about why it was needed. It was very successful with members. It was then rolled out to an external audience. PIMA picked up new prospects that responded favorably to the new brand statement.

From the Client

Working with Tecker is the most cost-efficient, high-value experience I've had in my career. For what they charge and what you get, I think TI under-charges. For smaller associations, the value in what you get goes way beyond its price.

A key benefit to working with Tecker is the accessibility of the consultants after the process as advisors and colleagues. They don't just produce a product and walk away. They stay in the loop and are invested in the outcome.

For more information about how TI can help your organization tackle re-branding, contact info@tecker.com. You can also explore resources on knowledge based decision making on the [TI website](#).