

# REDEFINING A BRAND THAT DEFINED EXCELLENCE

## OPPORTUNITY

The National Association of Corporate Directors (NACD) has been a force in transforming the field of corporate governance – from promoting more diverse and inclusive boardrooms to driving environmental, social, and governance standards. To better serve their 22,000+ member community, NACD needed to evolve their brand.

## INSIGHT

Professional societies like NACD have myriad marketing and communications needs. Internal teams are often taxed with transactional functions and may not have the bandwidth to take a holistic approach. But hiring multiple agencies to handle a specific need would place an even greater burden on an overwhelmed staff. They needed a thought leader, and a strategic partner.

## SOLUTION

Our robust research phase included workshops and surveys, and yielded tremendous new insight into the brand and industry as a whole. Using those insights, we evolved their brand strategy and modernized their visual identity, which included a new logo, typography, iconography, and other elements to help NACD and its affiliates unify under a singular “branded house.” We

launched a successful multichannel rebrand campaign, which was received generously by both NACD members and stakeholders. The result was increased membership for NACD, and a broader collaboration for Yes&.

## THE “&”

We delivered a seamless brand rollout, receiving unanimously positive feedback from members, chapters, and key stakeholders. We then launched the brand to a wider audience through an integrated, cross-platform launch campaign that yielded 8.5m impressions, and a CTR on LinkedIn (our primary platform) of 2.41%, bringing in new members to NACD and educating existing audiences of the new brand and positioning.

## RESULTS

Our ability to fulfill virtually any communications need, contribute best practices gleaned from our deep experience with associations, and offer a high level of strategic guidance led NACD to name Yes& its Agency of Record. Today Yes& is partnering with NACD on marketing, public relations, and paid media strategy and execution as part of a unified and integrated partnership.

### PROJECT COMPONENTS

- Discovery & Research
- Brand Strategy
- Visual Identity
- Chapter Identity
- Campaign Strategy, Assets & Video
- Campaign Management
- Agency of Record

**8.5+million**

Cross-Platform Campaign Impressions

**2.41%**

Click-through Rate (CTR) via LinkedIn to Bring in New Members



REDEFINING A BRAND THAT DEFINED EXCELLENCE. (continued)



Previous Logo

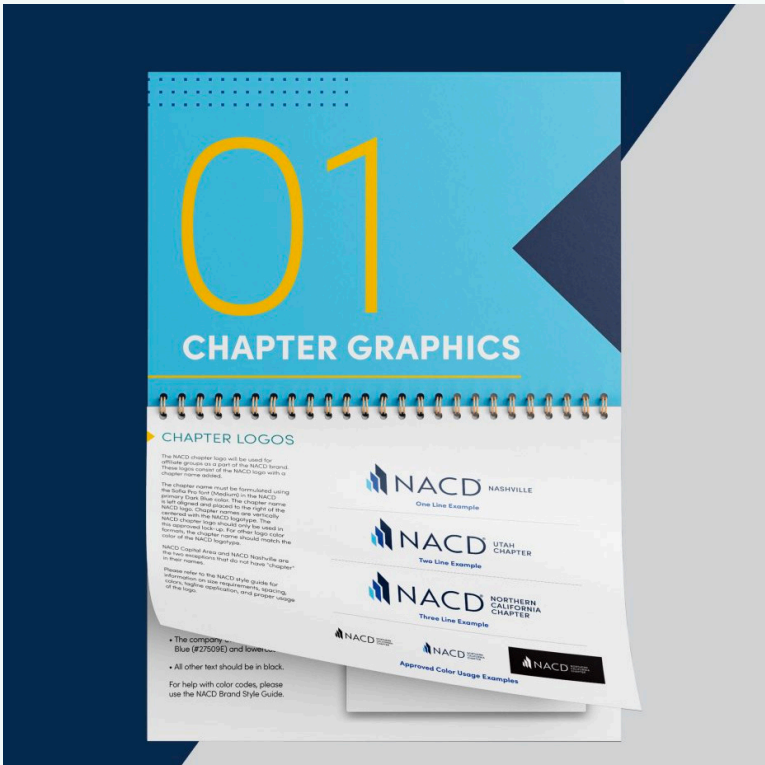


Empowering Directors. Transforming Boards.

New Logo



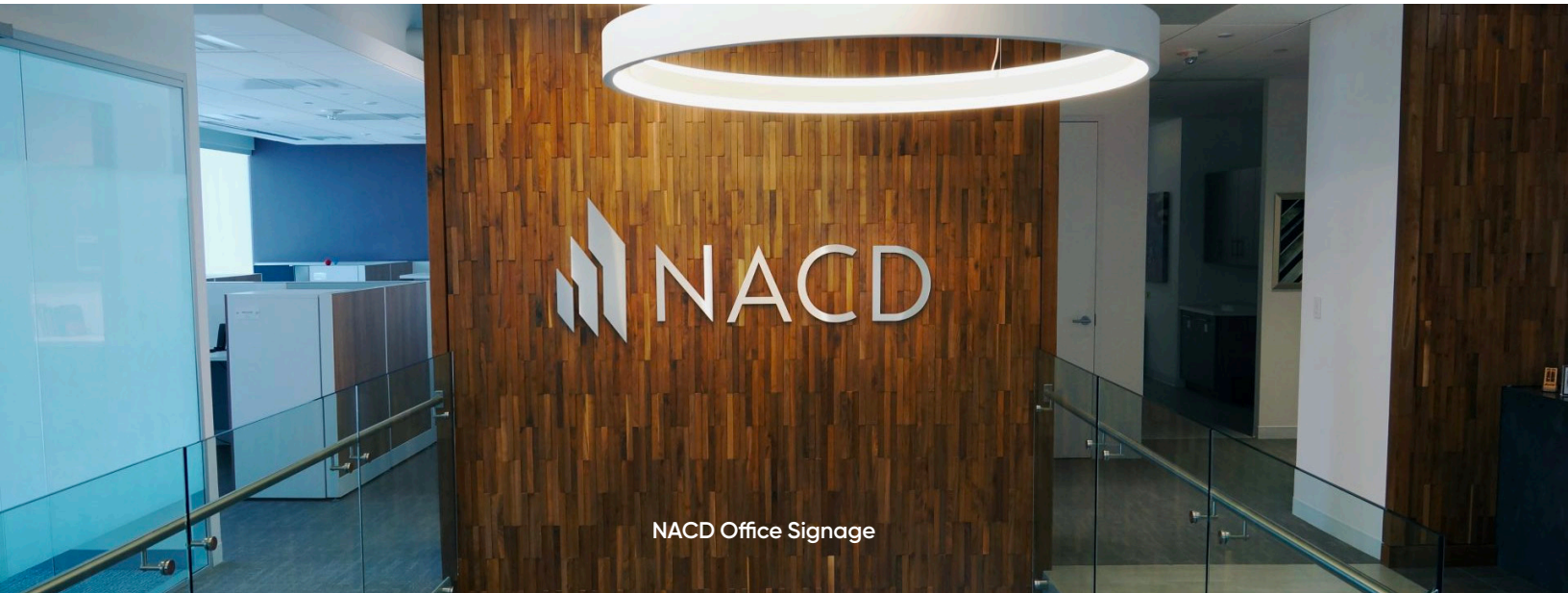
Styliscope



Brand Book



Membership Report



Social Launch Campaign Post (included animation)



Chapter and Subbrand Logos





2023 Brand Awareness Campaign

