## The Branding Process

1. Vision and goal-setting dialogue
2. Gather insights for overall look and feel
3. Creative development
4. Stakeholder response
5. Assess and modify
6. Maintain cohesive brand application

### AIDS United

**Branding Challenges:**
- Merge two internationally recognized AIDS organizations: National AIDS Fund and AIDS Action Council
- Capture history and passion of both organizations
- Create a strong brand and name to lead the new organization into the future

### International Network of People who Use Drugs (INPUD)

**Branding Challenges:**
- Maximize communication in a way that leverages the organization's history, unique vision, passionate stakeholders and the overall harm reduction movement
- Convey an image that is clear, concise, memorable and motivational

### Santa Clara County Public Health Department

**Branding Challenges:**
- Create an identity and logo for a multi-issue health promotion initiative
- Leverage government and community-based efforts
- Integrate logo with existing health department brand

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Better World Advertising is a national social marketing agency that works with government, academic and non-profit organizations to plan, design, implement and evaluate media campaigns, educational materials and agency/program brands. [www.socialmarketing.com](http://www.socialmarketing.com)