

Disc
Insp
Tale



W. K. KELLOGG FOUNDATION
New Options Initiative

Exposures Academy: Brand Positioning Study

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Brand Associations

Brand associations are a list of adjectives that suggest descriptively, figuratively, or evocatively what the brand is like. These attributes are associations and provide a definition of the brand as a personality. These are used as a palette of words, the rudimentary colors that bring the brand identity to life.



Brand Essence

A brand essence, or core brand promise, is intended to capture the spirit of the brand's positioning and values and economically communicate what the brand is all about. Power comes from the collective meaning of these words.

To be effective, this phrase should imply that the Exposures Academy singularly excels on all dimensions.

Emotional Modifier

discovering

Purpose: Defines the qualitative nature of what the brand does. How does Exposures Academy provide benefits and in what way?

Explanation: The modifier "discovering" stresses the emotional meaning for all stakeholders and places emphasis on finding the unexpected and a new awareness of potential. To OSY it speaks to their self-discovery of innate strengths and interests. For businesses, the brand offers a discovery of potential talent for their organizations from an unlikely source. And to broader audiences, who may discount the value of OSY, it illuminates the undiscovered potential of this great resource.

Descriptive Modifier

inspired

Purpose: Narrows the brand function and clarifies the nature of the offering.

Explanation: The descriptive element "inspired" helps to refine the type of talent offered by the brand. In this case, talent is not simply a competency to perform within a given domain, but rather a drive and self-motivation to perform because careers are aligned with OSY strengths and interests. Participation with the brand should trigger inspiration, encouragement and motivation.

Brand Function

talent

Purpose: Describes the nature of the product/service or the type of experience that the brand provides

Explanation: Talent is the common denominator of value for the brand. The abilities and aptitude of OSY aligned with their innate strengths and interests offered to business as a valuable resource.

Key Brand Features + Benefits

These include the leading features the brand offers to stakeholders and their associated benefits..

Feature	Benefit to OSY	Benefit to Business
Career Exposures	Access Career exposures provide OSY access to information and experience about businesses and jobs through the first-hand accounts of people performing in those jobs.	CSR Value (possible tax credit?) Businesses benefit from competitive differentiation through CSR value.
Hands-on Experience	Impact + Accuracy The hands-on experiences permitted through career exposures provide OSY with a direct, subjective interpretation of businesses and potential jobs.	Auditions Businesses benefit from a first-hand view of potential candidates performing in actual job activities.
Reflection Tools	Self Awareness Reflection tools and practices raise self awareness and help to articulate the value an of experience and can aid in building a future plan of action. Further, they help OSY frame their specific strenghts and interests.	Record of Growth As a personal record of experiences and reactions, reflection tools can authentically communicate an individual's growth in ways unlike a typical resume.
Active Networks	Infrastructure Active networks of agents, businesses, other OSY peers, as well as online/virtual resources provide the infrastructure to expand and accelerate OSY's reach.	Access Businesses benefit from active networks of potential job applicants as well as membership in the Exposures Academy organization.

Brand Positioning Statement

The positioning statement serves as the definitive source of what the brand and offer is all about. One or two sentences that clearly and succinctly articulate the company, product, or service definition, its key features, and its benefits (or unique selling proposition), target audiences and markets.

organization
Exposures Academy is a definition
talent source for business
target audience
that provides OSY the benefit
opportunity to discover jobs through
unique selling proposition
a series of authentic, hands-on experiences designed to help
new benefit 1
them reflect on their innate strengths and interest and
new benefit 2
align them with inspiring career paths.

Identity Study

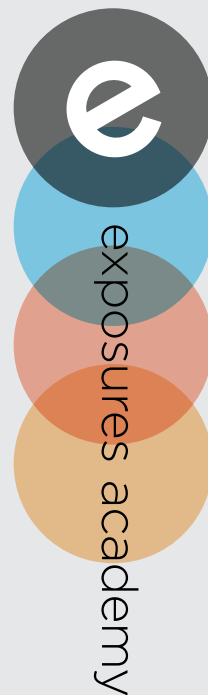
The proposed Exposures Academy identity emphasizes a strong, simple graphic quality to satisfy a wide array of applications and functions as a platform element within a broader identity system.



exposures academy

Identity System Elements

The broader identity system depicts a visual metaphor and suggests multiple exposures through the repetition of the colored, transparent disks. Intended to invite exploration, this approach can accommodate multiple variations and puts no limit on the number and types of configurations.





Imagery

Imagery should feature authentic OSY personalities and strive to depict a unique view of their emotions and talent. Avoid the appearance of slickly produced images and contrived scenes in favor of a "less than perfect" quality.



Brand Application Example

In this example the identity system, tag line and brand imagery combine to demonstrate a theoretical brand application. Note that the imagery strives to capture authentic characters in unexpected situations or present interesting contrasts as a possible interpretation of the “Discovering Inspired Talent” theme.



Exposures Academy Careers Studio

The Career Studio concept is currently envisioned as a series of neighborhood storefront locations. In this example, brand principles translate to signage designed with a sense of mystery and are intended to appeal to the Gen-Y audience through an intentionally discreet entrance.



Exposures Academy Careers Studio



Career studios offer a physical space for OSY and NOI staff to interface and serve as a hub for transit to Exposures experiences. Inside, the studios present a raw, unpolished atmosphere. Rather than a slick, high production quality, these spaces signal a very human persona – the goal being an approachable and judgment-free environment. Services inside might include high-speed Internet, flat panel screens with access to video catalogs of career exposures, and tangible career artifacts packaged in career toolboxes.

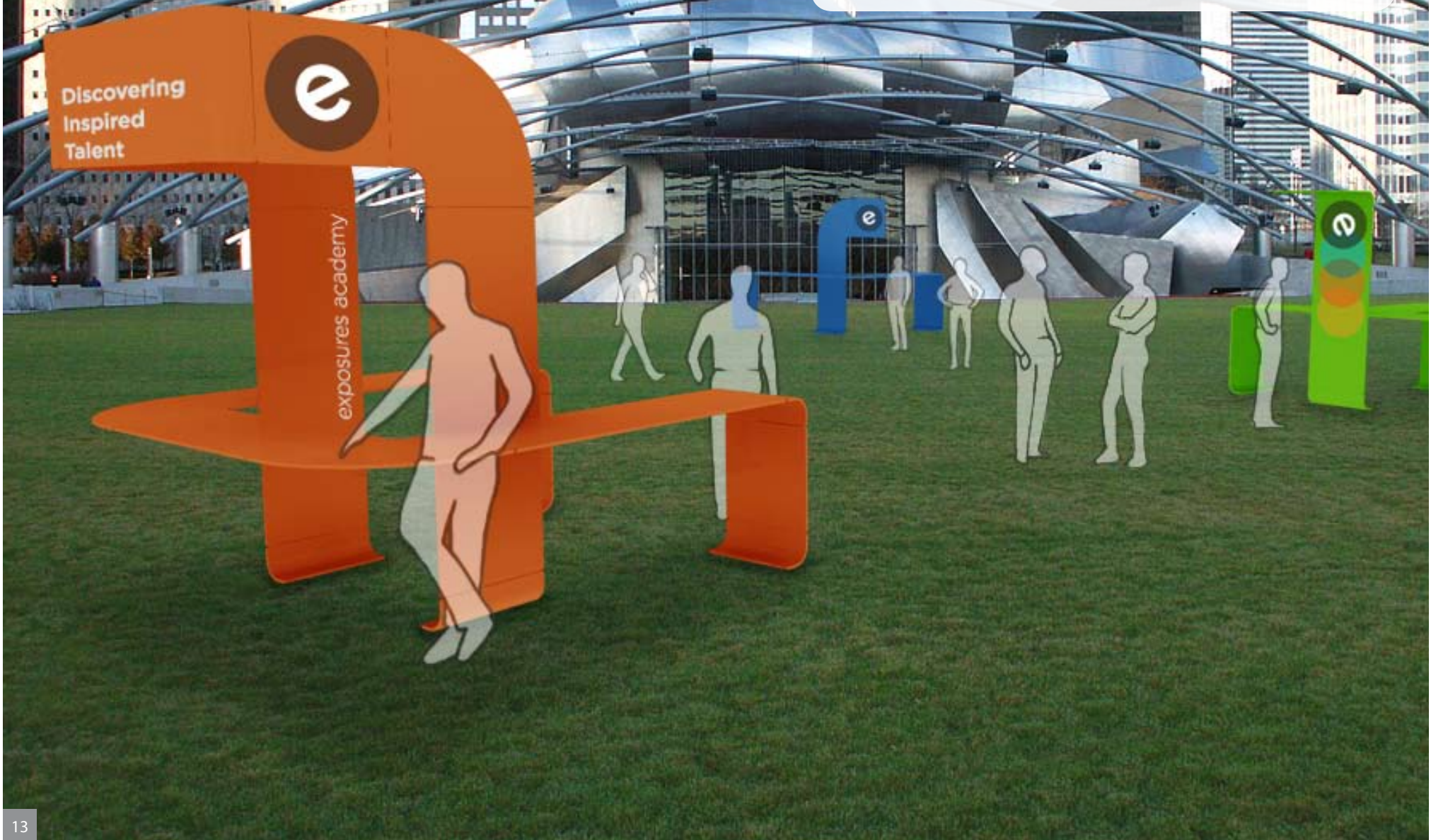
Exposures Academy Lobby Booth

As an awareness building strategy, sculptural forms made from modular elements are easily assembled on site to create booths for Exposures Academy outreach. Designed for flexibility and easy transport, these booths support a wide array of applications in the field.



Exposures Academy Outreach - Events

Focused outreach through entertainment events are designed to attract youth and business participation/sponsorship. The event draws fans and business but also hosts a series of participation-based exhibits drawn from the disciplines needed to produce the event.



Exposures Academy Outreach - Transit

Primary research indicated a major barrier for OSY was transportation to Exposure events. Transit support was developed to remove this barrier and provide transport for booth modules.

