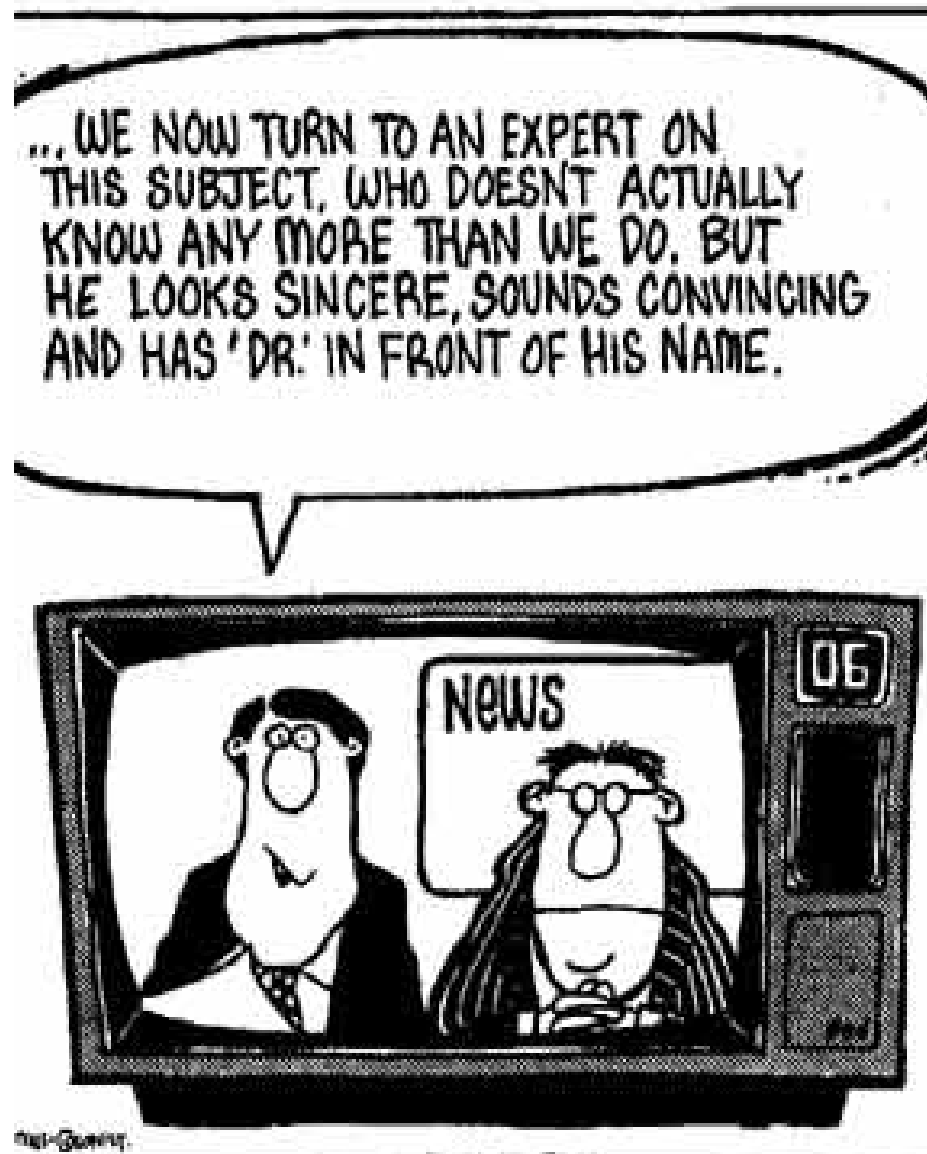


Building & managing reputation



Branding is everything



Building a reputation

- Well-branded organisations are successful because they have:
 - Strong stakeholder relationships
 - Resonate with an emotional want (rather than an actual need) present in the group they are trying to attract
 - Visible success
 - Demonstrate how they meet that need
 - Consistency
 - Reinforced by a consistent and visible message underpinning each and every interaction with the people they are trying to attract
- These three elements are aligned with a clear, well executed communications strategy



Building a reputation

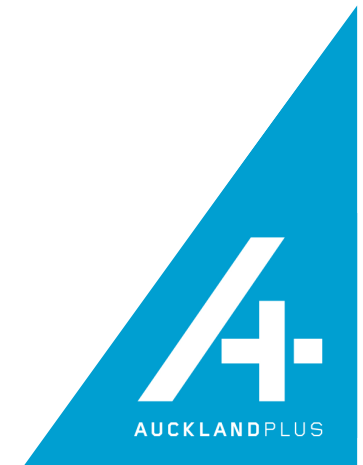
Attitude

(who you are/how you do
it)

=

Reputation

(what they think of you)



If you don't have a strong communications strategy one of two things will happen

- Your stakeholders will decide for you (nine times out of ten this is not what you want)
- You'll disappear

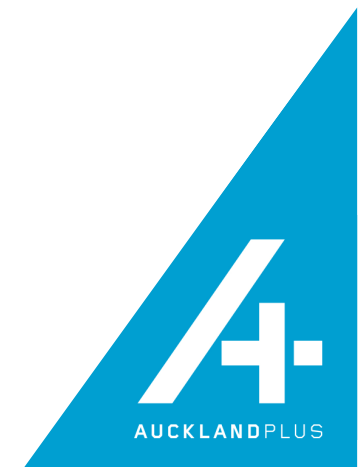


Case Study: AucklandPlus



AucklandPlus' attitude

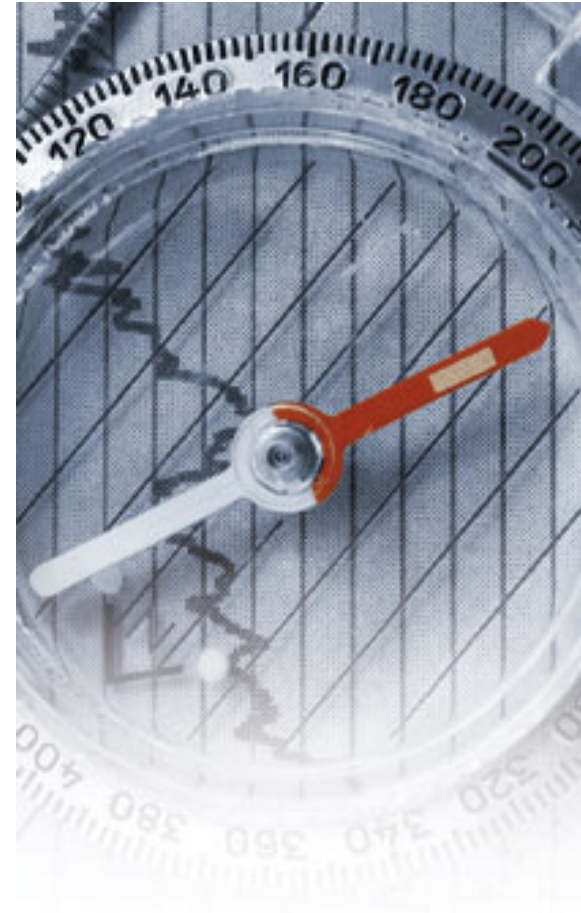
We are the **make-it-happen experts**,
working in **collaboration** with business
and central and local Government,
providing **advice and solutions** to
transform concepts and ideas into
innovation and business growth
ensuring **long-term economic benefits**
for the **whole Auckland region**



AucklandPlus' attitude

Our guiding principles

- Credibility
- Independence
- Flexibility
- Collaboration



Reputation comes from living the brand

- Talk the brand
 - Letters, brochures, newsletters, email/telephone protocols
- Deliver the brand
 - Projects/outcomes consistent with brand position
- Hang-out with the brand
 - Sponsorships, networks, events
- Act the brand
 - Dress, business principles, social responsibility
- Use the brand appropriately
 - Brand protocols and policing

Consistent with AucklandPlus' attitude



Living the brand consistently

- The role of the communications team

- Brand management
- Reputation building
- Key part of strategic management team
- Identify and mitigate reputation risks
- Develop and implement a strong communications strategy



How we live the brand

Executing the Communications Strategy

- Strongly branded e-newsletter for stakeholders
- Ensure AucklandPlus' role and value we add is clearly articulated in all communications with stakeholders
- Selective media communications – only when we have something to say that will build on our reputation
- Ongoing stakeholder communication – keeping those with an interest in the loop
 - Eg: Networking and stakeholder hosting programmes – places where regional branding showcased – Rugby, Warriors



“Think like a wise man but communicate in the language of the people”

William Butler Yeats

