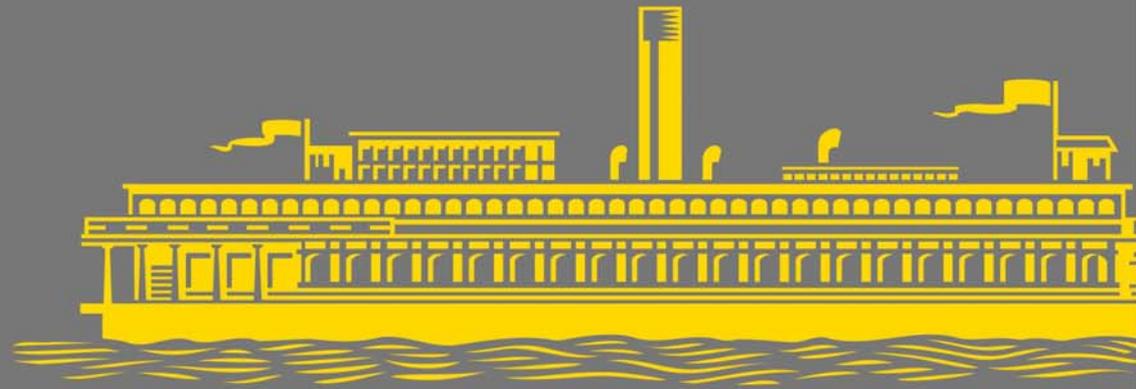


# Branding & Identity Process

Kentucky Workforce Development  
System

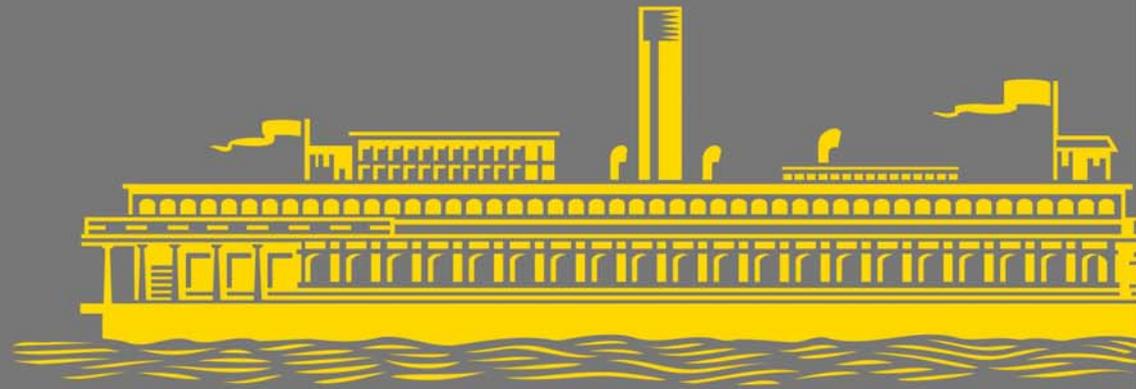


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# You Never Have a Second Chance to Make a First Impression: Transforming the Brand

- Comprehensive rebranding initiative to achieve a positive return on the Commonwealth's/your investment in the workforce system
- Developed in concert with the overall Strategic Plan goals
- Component parts:
  - Visual identity audit
  - Interviews
  - Customer journey
  - Brand driver
  - Brand architecture
  - What's next

# Phase 1: Visual Identity Audit



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# Identity Audit Overview

Kentucky Workforce Brand Universe.



STATE WORKFORCE AGENCIES	STATE PARTNER AGENCIES	STATE ON LINE SERVICES	WORKFORCE INVESTMENT AREAS	ONE STOP CENTERS	WORKFORCE INVESTMENT BOARDS	AREA DEVELOPMENT DISTRICT
				No Branding	Invisible	
			Bluegrass		Invisible	
KY Office for the Blind					Invisible	Invisible
						Invisible
			Greater Louisville			Invisible
					Invisible	
					Invisible	Invisible
					Invisible	Invisible
				No Branding		Invisible

# Brand I prior to recommendation



# Key Findings

**Naming is crucial:** Helps create a unique & memorable brand

**Consistency is Key:** We must look and act consistently to create a strong, unified brand system

**Act Like a Brand, not an Institution:** Making a connection with customers is important

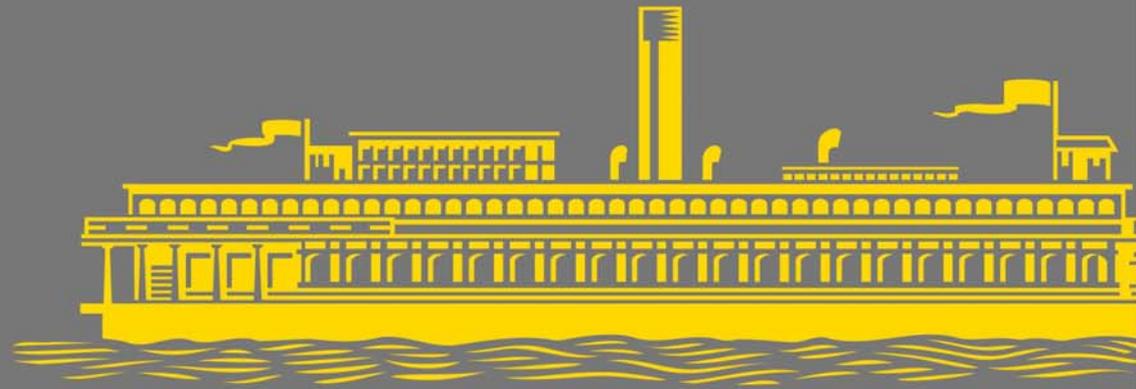
**Balance Information and Emotion:** Be simple, straightforward and in-touch with our customers

**Attitude is Everything:** If we want consumers to see us in a new light, then that change needs to start with us.

**Solid Organizational Systems:** Establishing a solid yet flexible architecture system is key to building a master brand.

**Easy, Intuitive & Approachable:** Ease of navigation through the system is crucial

# Phase 2: Intercept Interviews



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- In-person interviews conducted at random
- 4 One Stop Career Centers
- 30 customer interviews (avg. 7-10 per center)
- 1 employer interview

• 4 manager interviews

THESE SERVICES ARE LOCATED ON THE SECOND FLOOR

---

UNEMPLOYMENT HEARINGS

VETERANS EMPLOYMENT SERVICES

BRIGHTON CENTER SERVICES

CAREER CONNECTIONS WIA

HEALTH CONNECTIONS WIA

GOODWILL HVRP PROGRAM

KDVA



A mandated budget reduction has placed time restrictions on staff. As a result, the office may be required to stop accepting customers before our normally scheduled closing time. We encourage customers to visit the office at least **30 minutes** prior to Close of Business. The Office of Employment and Training will continue to strive to provide each individual with quality customer service. We apologize for any inconvenience this may cause.

The following services will be provided, via the Internet, at [www.oet.kv.gov](http://www.oet.kv.gov)

- > Employer Electronic Services
- > Filing for and claiming Unemployment Insurance (UI) benefits
- > Job Registration
- > Job Search

Education and Workforce Development Cabinet  
Office of Employment and Training

Equal Opportunity Employer Program  
Auxiliary aids and services are available upon request to individuals with disabilities.

OET  
Kentucky  
UNEMPLOYMENT TRAINING



# Key Findings

- Awareness of 'One-Stop' name is low; often a disconnect with overall experience. Respondents call it the "Unemployment Office"
- Awareness of total services offered is low, leading to disconnect with 'one-stop' name.
- Problem solving is top issue at centers handling unemployment benefits – desire for ability to resolve issues and be informed online
- Advocacy attitude among many customers – pro-active vs. reactive approach
- Tone & atmosphere vary widely – from friendly and helpful to cold and unwelcoming
- Positive relationships and counselors key to successful experience
- Respect and genuine concern key factors in ideal experience
- Brand message not delivered consistently throughout the locations or through consumer experience of services

Face of the customer has changed, but the system has not evolved to meet their needs

# Key Opportunity Area

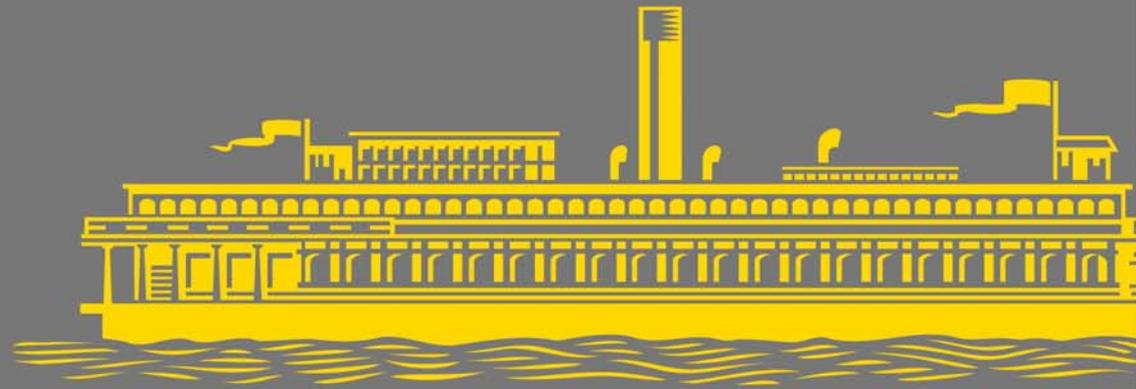
- Match the brand promise & message with the experience

## Verbatims:

“Not expecting a lot, so yes my experience exceeded my expectations”

“Ideal experience would be personal attention, genuine concern...a 1-on-1 career counselor approach where I’m assigned a person”

# Phase 3: Customer Journey - Listening to your consumers



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# Customer & Employer Journeys

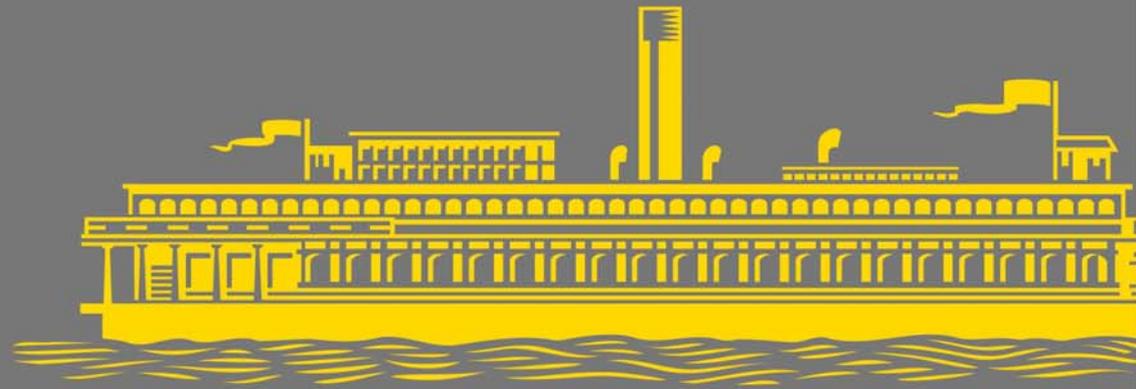
Helped us discover and identify specific opportunities for each need state of our consumers.

They also revealed the broader themes that would help us define our brand

## **Overall Customer Needs:**

- Clear understanding of services offered
- Clear navigation through the system: on-line and in person
- Consistency in service and attention
- Efficient information about process
- Expert advice and problem solving
- The power and influence to get the job done

# Phase 4: Brand Driver: Who are we? What do we want to be?



# Visual Brand Driver

A visual representation of the core idea of the brand.

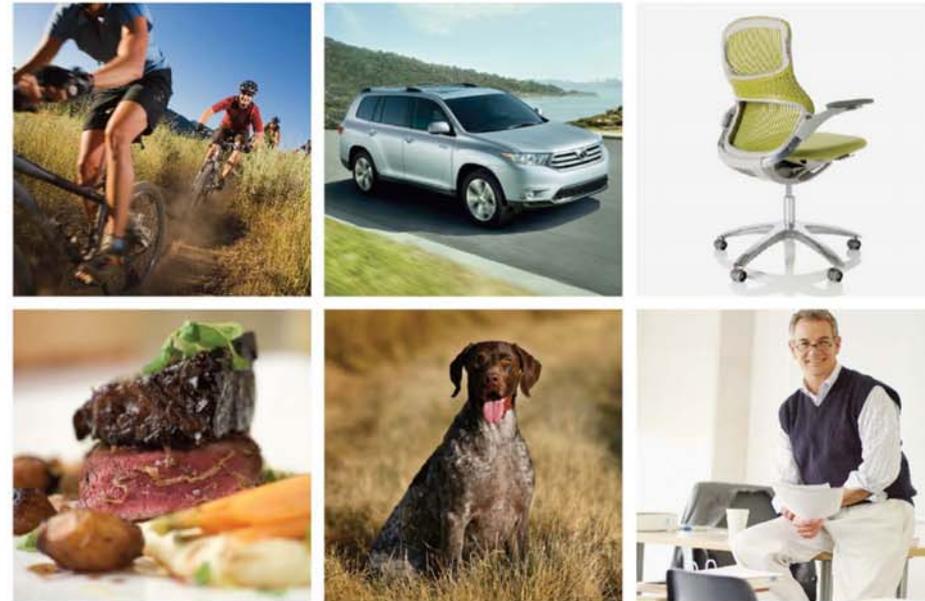
## CURRENT



Current Brand Attributes:

- Confusing
- Solitary
- Outdated
- Basic
- Slow
- Knowledgeable

## FUTURE



Future Brand Attributes:

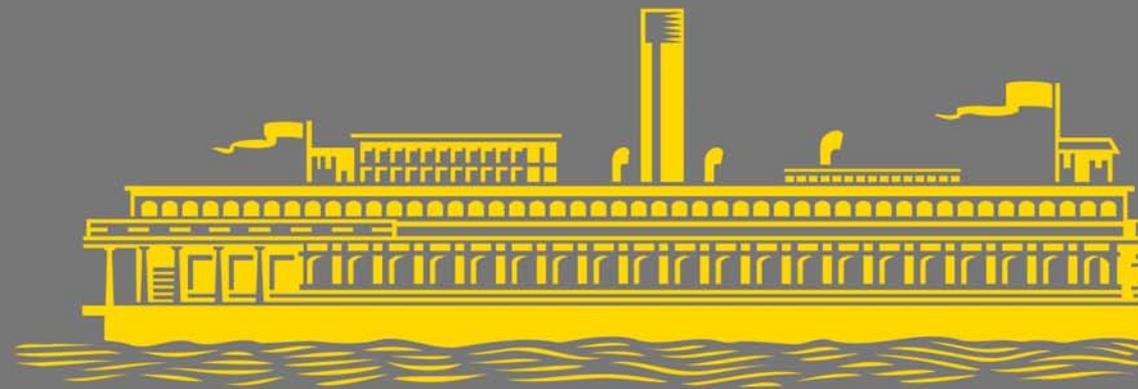
- Trusted
- Compassionate
- Efficient
- Contemporary
- Expert
- Focused

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# Brand Driver Statement:

Compassionate Advisors, Empowering Solutions, Inspiring People

# Phase 5: Aligned Brand Architecture: The structure that binds the brand together



# Consumer Services Strategy

- Puts the consumer first
- Helps to unify the brand
- Simplifies a complex system
- Allows room for growth

<b>UMBRELLA</b>	<b>ONESTOP CONSUMER SERVICES BRAND</b>		
<b>SUB BRAND</b>	<b>CAREER</b>	<b>EMPLOYER</b>	<b>SKILLS</b>
<b>DESCRIPTOR</b>	<b>Benefits</b> <b>Job seekers</b> <b>Resources</b>	<b>Human Resources</b> <b>Market Info</b> <b>Economic Development</b> <b>Networking</b> <b>Research</b>	<b>Training</b> <b>Technical Education</b> <b>Vocational Rehab</b> <b>General Education</b>
<b>INVISIBLE</b>	<b>Partner Agencies</b>		

# ONESTOP

CAREER EMPLOYER SKILLS

CAREER

EMPLOYER

SKILLS

STATE PARTNER AGENCIES

UNEMPLOYMENT  
**ONESTOP**  
CAREER

JOB SEEKER  
**ONESTOP**  
CAREER

RESOURCES  
**ONESTOP**  
CAREER

HUMAN RESOURCES  
**ONESTOP**  
EMPLOYER

MARKET INFO  
**ONESTOP**  
EMPLOYER

ECONOMIC DEVELOPMENT  
**ONESTOP**  
EMPLOYER

NETWORKING  
**ONESTOP**  
EMPLOYER

RESEARCH  
**ONESTOP**  
EMPLOYER

TRAINING  
**ONESTOP**  
SKILLS

TECHNICAL EDUCATION  
**ONESTOP**  
SKILLS

VOCATIONAL REHAB  
**ONESTOP**  
SKILLS

GENERAL EDUCATION  
**ONESTOP**  
SKILLS



WORKFORCE INVESTMENT AREA

GREATER LOUISVILLE  
**ONESTOP**  
CAREER EMPLOYER SKILLS

EASTERN KENTUCKY  
**ONESTOP**  
CAREER EMPLOYER SKILLS

TENCO  
**ONESTOP**  
CAREER EMPLOYER SKILLS

BARREN RIVER  
**ONESTOP**  
CAREER EMPLOYER SKILLS

BLUEGRASS  
**ONESTOP**  
CAREER EMPLOYER SKILLS

CUMBERLAND  
**ONESTOP**  
CAREER EMPLOYER SKILLS

LINCOLN TRAIL  
**ONESTOP**  
CAREER EMPLOYER SKILLS

GREEN RIVER  
**ONESTOP**  
CAREER EMPLOYER SKILLS

NORTHERN KENTUCKY  
**ONESTOP**  
CAREER EMPLOYER SKILLS

WESTERN KENTUCKY  
**ONESTOP**  
CAREER EMPLOYER SKILLS



building exterior signage



wayfinding signage



employee name tag

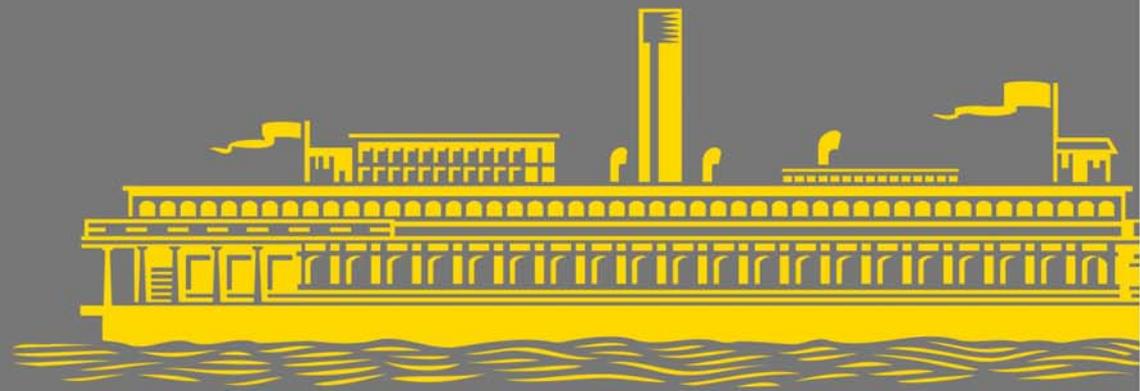


website landing page

# Ongoing Work in Progress

- Workforce system naming
- Brand Identity Development
- Identity Guidelines (Brand Bible)

THANK YOU!



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