

# Proposal

## Re-branding and Re-positioning

### The Community of International Trade Associations for Glass

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#### INTRODUCTION/PREFACE

The purpose of this document is to propose a re-branding of the Community of Glass Trade Associations, to help it grow through creating greater awareness to relevant audiences; trade organisations, media, research companies, governments, lobbyists and companies in the glass and glazing supply chain.

This proposal is fluid and is not in any way complete. The recommendations are not exhaustive and comments, suggestions and discussions are most welcome at the next Community meetings at Glasstec Dusseldorf in October 2018.

#### PROPOSAL - CREATING INTEREST, UNLOCKING POTENTIAL

##### 1. Background

The Community of Glass Associations started in 2017 with a mission to provide the international trade bodies, representing the world of glass with a meeting place and a functional means for discussing the key issues that may affect their industries and the global industry.

The initial two day event in Murano/Venice attracted over 40 delegates, collected views and agreed areas of interest and activity to shape the Communities mission, these included:

- recognizing the importance of glass as the material of choice by a broad range of industries
- strengthening the increasingly key role it plays, not only in traditional fields, like construction, automotive, pharmaceutical and renewable energies, but also in advanced technologies
- lobbying the leading European political parties to promote the modification and updating of industry standards and regulations
- promoting solutions that can apply pressure in terms of energy savings and efficiency in production processes
- encouraging and promoting best practices by supporting technical consultation at all levels and around the world

- responding to the growing need for industry communication by building on the importance of the value of using glass in daily life through campaigns aimed at the general public
- stimulating a corporate culture of ongoing education, training and updating at all levels
- promoting the concept of a single, large community, where the next generation, along with veteran industry professionals, can meet, discuss and encourage one other with new ideas, drawing upon a firmly-grounded technical, historical and artistic culture and making it accessible, from today forward, to future generations.

Since the inaugural meeting, the associations have met on October 2017, at Fiera Milano Rho, to establish the first technical committees and then again in June at Murano for the second annual convention.

The broad idea of the Community is to establish annual meetings and to take stock of global and local situations and bring everyone up to speed on the issues and the work/activity in place to help the industry cope in the ever changing landscape.

At the 2018 meeting in Venice, the issues of branding and communications arose and this proposal aims to address the issues and recommend solutions.

## 2. Challenges

### Cutting through the noise

In the digital age there is a lot of noise, misinformation and this can lead to mistrust and uncertainty. The Community and its Members have to be able to cut through the oceans of information (be technical, political, legislative, environmental etc.) and make the true voice of the glass industry heard.

### Positioning the brand

The positioning map below shows the considerations when re-branding.



Positioning table showing existing brand position v ideal brand position

| <b>Brand Element</b>  | <b>Existing Position</b>   | <b>Target Position</b>  |
|-----------------------|--|---|
| <b>Essence</b>        | A place to meet like minded associations and trade media                       | The first go to place for anyone interested in Glass and global issues affecting it   |
| <b>Purpose</b>        | To share and gain knowledge  | To be the centre of global knowledge, data and ideas for glass and glazing  |
| <b>Character</b>      | Diverse and sporadic   | All inclusive and cohesive  |
| <b>Insight</b>        | Support country specific campaigns   | Lend authority and clout to specific and international campaigns  |
| <b>Benefits</b>       | Access to knowledge, contact building, networking and improved media relations | Existing benefits PLUS...Improved international communications and political influence.   |
| <b>Evidence</b>       | Low at present   | To be the international hub of evidence and information on glass industry   |
| <b>Audience</b>       | Trade organisations<br>Trade media   | <ul style="list-style-type: none"> <li>• Government</li> <li>• Politicians</li> <li>• Trade organisations</li> <li>• Trade media</li> <li>• Companies in the supply chain</li> <li>• General public</li> <li>• Other related industries and global organisations</li> </ul> |
| <b>Differentiator</b> | It is the only global meeting of its type.                                     | <p>Collective, accurate and verified/thought through comprehensive information.</p> <p>Could be much more influential and more cohesive/congruent in communicating the major issues and remain as the original and only global player in this lobbying space.</p>           |
| <b>Alternatives</b>   | Country's trade organisations  | <p>Broader construction trade bodies</p> <p>Country specific trade orgs</p> <p>Internet and research companies</p>  |

## Targeting and reaching the audiences

To reach the current audiences in the most cost effective way is via digital media. To reach new target audiences (companies, politicians, key influencers etc) a form of print mail (letters) may be required.

Each audience though may require different modes of communication, see table below:

| Audience /Channels   | Email<br>(Newsletter)<br>Quarterly | Social/ Media<br>Ongoing | Letter/Direct<br>Quarterly | Website<br>Ongoing |
|--|------------------------------------|--------------------------|----------------------------|--------------------|
| Existing Members<br>(current trade associations)               | √                                  | √                        |                            | √                  |
| Politicians offices<br>(country specific and<br>international) | √                                  | √                        | √                          | √                  |
| Trade Press  | √                                  | √                        |                            | √                  |
| New Trade Organisations  | √                                  | √                        | √                          | √                  |
| International Companies in<br>the supply chain                 | √                                  | √                        | √                          | √                  |
| Researchers  | √                                  | √                        | √                          | √                  |
| Key Influencers  | √                                  | √                        | √                          | √                  |
| Artists' Community   | √                                  | √                        | √                          | √                  |
| General Public   |                                    | √                        |                            | √                  |

## 3. Proposal and Tasks

- To rename the brand and effectively re-brand the Community
- To create a logo that will act as the international symbol of the Glass Community
- To create digital marketing materials with the logo on – i.e. templates/banners
- To refresh the values and mission of the Community
- To review colour schemes and then refresh/rename the website
- To create new social media addresses/accounts

## Recommended New Brand Name

- The Global Glass Community

La Comunità Mondiale del Vetro

Die Globale Glas Gemeinschaft

De Wereldwijde Glas Gemeenschap

Globálne Sklo Spoločenstva

Глобальное стекольное сообщество

La Comunidad Mundial del Vidrio

A Comunidade de Vidro Global

La Communauté Mondiale du Verre

Maailmanlaajuinen Lasi Yhteisö

Det Globale Gglas Samfund

Globální Komunita Sklářů

Den Globale Glass Community

Światowa Społeczność Szkła

## Suggested logos (mock ups)



## 4. Communication Objectives

The objectives have to be discussed and agreed but as a starting point the following are proposed:

- To increase brand awareness of the Community
- To increase awareness of the activity of the trade bodies in the community
- To increase the media relations in the international and country specific press

## 5. Research

### a. Research objectives

- To reach as many trade bodies in the glass/glazing industry worldwide and engage with and bring together like-minded organisations
- To understand and establish global/international needs for an overarching Glass Community
- To determine shared goals/campaigns

### b. Uses

The research will be used to:

- Underline the Community authority, concerns and campaigns
- Develop the brand relationships between all the Members of the Community
- Develop a clear, unique and powerful brand positioning for the Community that will create interest for the current issues and new campaigns launched over time
- Inform the Community of a cost-effective communication strategy
- Identify the most effective way of increasing interest in Glass as a material and grow membership in the Community

### c. Sample & methodology

The most effective research methodologies will be used for each audience group.

- Online surveys of the community (existing members)
- In-Market surveys of companies (to gather concerns and opinions)
- Political surveys
- Market data sharing

#### d. Inputs & outputs

##### INPUTS:

Community marketing co-ordinators to issue sample survey templates for each member to use.

##### OUTPUTS:

Community staff to gather and results and information and to then disseminate results (all inputs) to each member.

Community Marketing Committee to analyse and create messages and to turn them into “headlines” and supporting articles to generate interest through viral marketing and trade press.

## 6. Further Discussion

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