



AFA • Ampersand Usage Recommendations

November 2017



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BRAND RATIONALE

The Ampersand campaign was created to bring to life the unique value proposition that member societies of the American Fraternal Alliance offer the public.

The campaign is the result of in-depth quantitative and qualitative research with consumers, both to understand the most compelling position for Fraternals in today’s world both to determine the most powerful ways of communicating the most critical elements of that message.

At the foundation of the Ampersand campaign is a “this AND that” story – a group of communication devices that describe the unexpected two-fold benefit of doing business with a Fraternal organization: high-quality, competitive products AND giving back to the community.



Plan ahead

Give back

If you could get great life insurance AND make an impact in your community, wouldn't you?

Do both. At once. Hi, we're [BENEFIT SOCIETY]. We provide life insurance and financial services while also giving back to the people we serve by reinvesting our profits back into communities with everything from scholarships to soup kitchens and more. If you're thinking about life insurance, it's time to think differently. Choose planning ahead and giving back, not between the two.

Area for partner logo

Different

Kind

A different kind of life insurance provider. But a better kind of different.

We're [BENEFIT SOCIETY], a unique type of organization that provides the financial protection you know you need, with the added benefit of helping those in need. How? We put our earnings back into communities and causes, not pockets. Members get life insurance or other financial services, and in doing so, help support scholarships, charitable events and more. It's different because it makes a difference. And that's the kind of protection you can be proud of.

Area for partner logo

Protection for yours

Providing for others

Financial protection and planning where "benefits" means so much more than money.

We're [BENEFIT SOCIETY], a provider of the financial protection products you'd expect, but with the difference of making a difference. That's because we reinvest profits into communities to help neighbors, friends and family. From scholarships to soup kitchens and more, our policies do more than help protect your family, they help provide for others, too.

Area for partner logo

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PRINT, DIGITAL AND SOCIAL

No matter the media, it's important to be consistent with how our campaign is presented to ensure the greatest brand awareness and traction.

Different

Kind

A different kind of life insurance provider. But a better kind of different.

We're [BENEFIT SOCIETY], a unique type of organization that provides the financial protection you know you need, with the added benefit of helping those in need. How? We put our earnings back into communities and causes, not pockets. Members get life insurance or other financial services, and in doing so, help support scholarships, charitable events and more. It's different because it makes a difference. And that's the kind of protection you can be proud of.

Area for partner logo

Co-op Ad

Company name
Sponsored · Like Page

Discover a different kind of life insurance. A better kind of different.

Different & Kind

Protection you can proud of.
We put our earnings back into communities and causes, not pockets. Members get life insurance and help support scholarships, charitable events and more.
WWW.COMPANYNAME.COM

125 Reactions · 5 Comments · 19 Shares

Like Comment Share

Social Media Links Ad

Different

Kind

A different kind of life insurance provider. But a better kind of different.

Area for partner logo

Skyscraper

Different

Kind

A different kind of life insurance provider. But a better kind of different.

Area for partner logo

Tile

Different & Kind

A different kind of life insurance provider. But a better kind of different.

Area for partner logo

Smartphone

Different & Kind Area for partner logo

A different kind of life insurance. Area for partner logo

But a better kind of different. Area for partner logo

Leaderboard

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ALTERNATE BRANDING OPPORTUNITIES

Beyond the existing items presented, there may be other opportunities to showcase the campaign. When investigating other formats, please keep in mind the recommendations for usage. Be it a bus shelter, billboard or web banner, our new brand campaign is most effective when its core elements are utilized consistently.



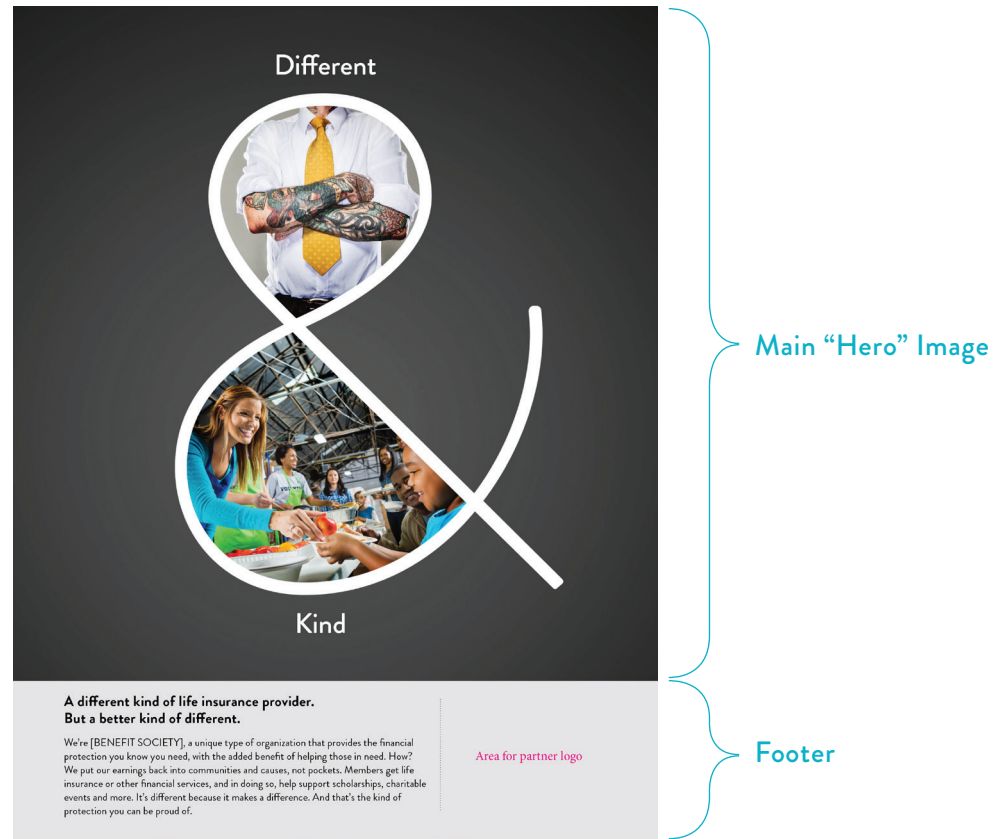
Bus Shelter

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HOW TO USE THE ELEMENTS EFFECTIVELY

There are four core components to the Ampersand campaign: the symbol, the two images that illustrate the “this and that” message, the rich, grey background (which adds drama to each composition), and the footer area that holds the body copy and partner logo.

- Air and space play key roles in the usage of our new campaign elements. By giving “air” around each part of the message, we let the individual pieces breathe as a more compelling whole.
- For size relationships, please try to maintain a one-third/two-thirds ratio between the main visual (grey background and ampersand) and the footer. Our “this and that” story is the main visual element, supported by the body copy and endorser company logo. Obviously, in some cases this will not be practical—or possible. For instance, in our ads the footer area is much smaller. In a few of the web banner layouts, it’s considerably larger.



Ad



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IMAGERY

The Ampersand campaign images were selected because they illustrate our story in an authentic, intimate and believable way. The two images are intended to represent the two parts of the AND story. The top image should always be the one that infers the business side of the statement, while the bottom reflects the community side. These are key to the storytelling component of this work.

When selecting imagery for new materials, please refrain from using stock photography that feels cliché. Images that don't convey an authentic tone belittle the message we're trying to deliver.



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TYPOGRAPHY

Brandon Grotesque is the font that supports the Ampersand campaign. Simple, clean and modern, it reflects the tone of the messages we're delivering.

Headlines/“This” and “That” elements are set in Brandon Grotesque Medium.

Subheads (that introduce body copy) are smaller and set in Brandon Grotesque Bold.

Body copy is set in Brandon Grotesque Regular.

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LANGUAGE AND TONE

While images may provide the visual “first impression” of a piece, language rounds out the message and defines who we are as a brand. It provides the detail and often the call to action.

An example from the “Plan Ahead/Give Back” ad:

If you could get great life insurance AND make an impact in your community, wouldn't you?

Do both. At once. Hi, we're [BENEFIT SOCIETY]. We provide life insurance and financial services while also giving back to the people we serve by reinvesting our profits back into communities with everything from scholarships to soup kitchens and more. If you're thinking about life insurance, it's time to think differently. Choose planning ahead and giving back, not between the two.

What works nicely about this is that it starts with a compelling question, then pays it off in a simple, actionable manner. It challenges the reader but is friendly and conversational.

The Ampersand campaign is:

Conversational, but not too casual.

Approachable, but not cavalier or whimsical.

Heartfelt, but not heavy-handed or corny.

Brief, but not brusque.

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LANGUAGE AND TONE, Continued

When creating content to be used in conjunction with the campaign or on its own, the following pieces of language were identified and validated through consumer research as the most powerful and clear ways of communicating each of the important messaging elements:

Value Proposition: ...offer the two-fold benefit of providing competitive insurance and retirement solutions AND giving back to the community.

Differentiation: ...are a different kind of insurance company, driven by purpose not profits.

Analog: ...are like mutual insurance companies—not public, instead owned by its members—with the added benefit of giving back.

Giving Back: ...by reinvesting their profits to make a difference.

Members: ...the people who purchase their solutions become a network of members, not customers.

Stability: ...been providing this combination of benefits for more than 150 years.

Common Bond: ...members and communities are connected by shared values.

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COMPOSITION DOS AND DON'TS

A few simple parameters to help our new brand campaign work most effectively.



Please don't expand the ampersand symbol + imagery too large within the composition. As previously detailed, a tasteful amount of "air" around the icon helps to let the images breathe and reinforces the power of the message.



Please don't rotate the ampersand graphic.



Please don't "ghost back" the ampersand graphic to overprint copy or other imagery. This is our hero element, and it should be treated as such.

