

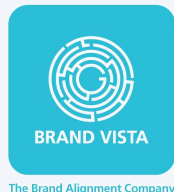


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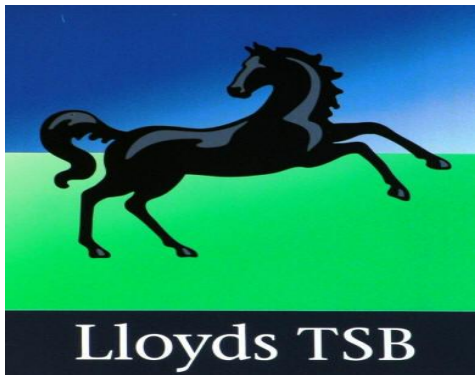
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The  
WALT DISNEY  
Company



# BRAND CONFUSION



*“The role of the police? Hmmmm lets have a think.....how about their role being to fight crime?”*

*On Line Blog*

*“Policing is in this country all things to all people. We spend very little of our time dealing with crime as many would understand the meaning of that word. We have become uniformed outreach workers”*

*On Line Blog*

*“Not only do the Police have a hand in most of the roles of other Government Agencies on a daily basis but the public look at the Police as problem solvers and the first emergency service”*

*Police review 2011 - on line forum*



# WHAT CAN THE POLICE LEARN FROM ALTON TOWERS?



# BRAND ALIGNMENT

*‘A brand is a living entity and is enriched or undermined cumulatively over time, the product of a thousand small gestures’  
Michael Eisner*



# WHAT IS THE SPACE WE SEEK TO OWN?



Externally not internally focused

Compelling not bland and certainly not clichéd

Based on Insight drawn from an ever changing world

Always on and tuned in.

# INSIGHT



The population is AGEING but your Granny is not what she used to be.



Changes in the ETHNIC MIX of the population mean that the image of the Police may be formed thousands of miles away.



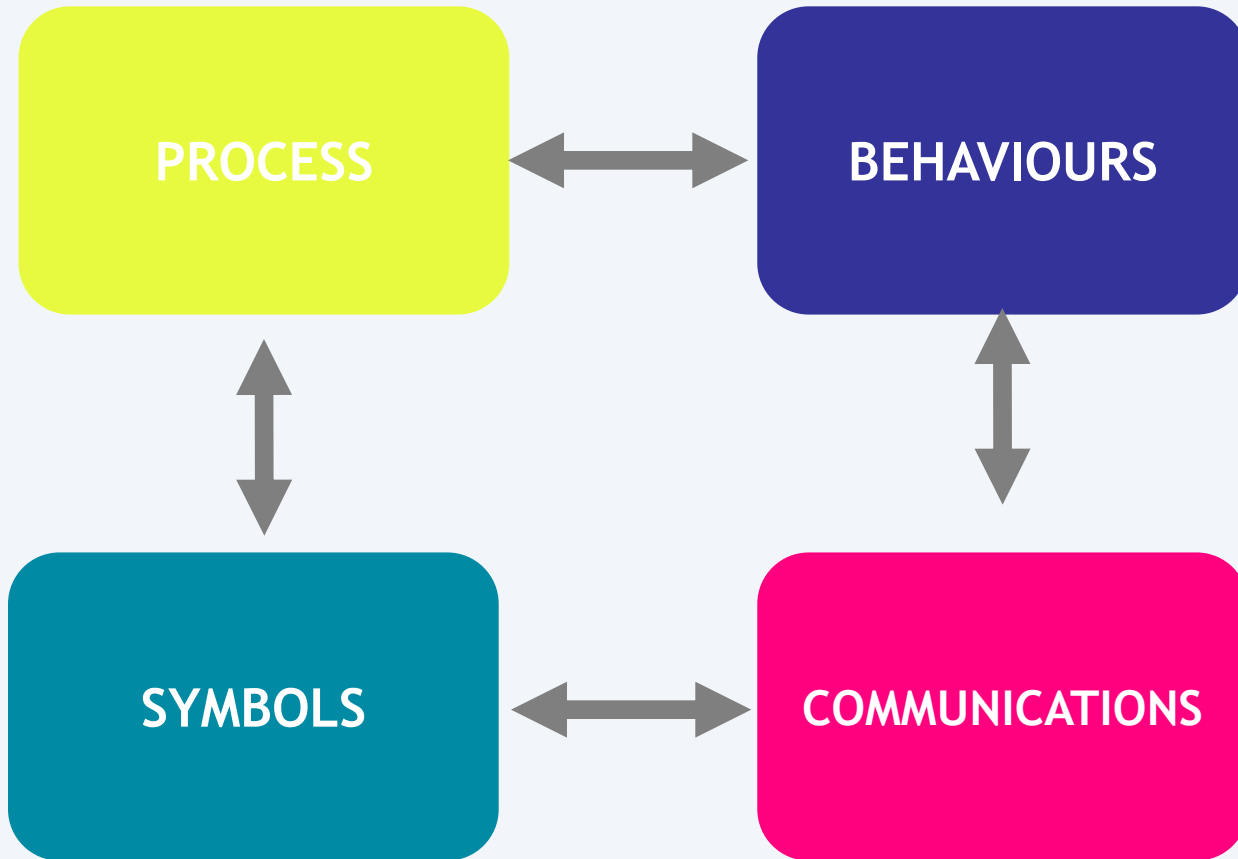
Communities may be more ON LINE that in the neighbourhood



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# ALIGNING ..WHAT IS BRAND CRITICAL?



# JUST IN CASE YOU THINK THIS IS A PR ISSUE

*‘The reality is that you have 3 seconds to tell me why I should visit you, buy anything or do anything’*

Source: Brand Vista Research Group 2008

People are BOMBARDED with messages constantly

To cut through we need to create a **CLEAR POSITION IN THEIR MINDS** that is reinforced by our messages **AND** our action

If we are vague then people will not know what **WE STAND FOR**



# ALIGNING PEOPLE





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# 3 PARTS

## Brand Standing

Are we starting to own the space  
and are the values visible



# 3 PARTS

## STANDING

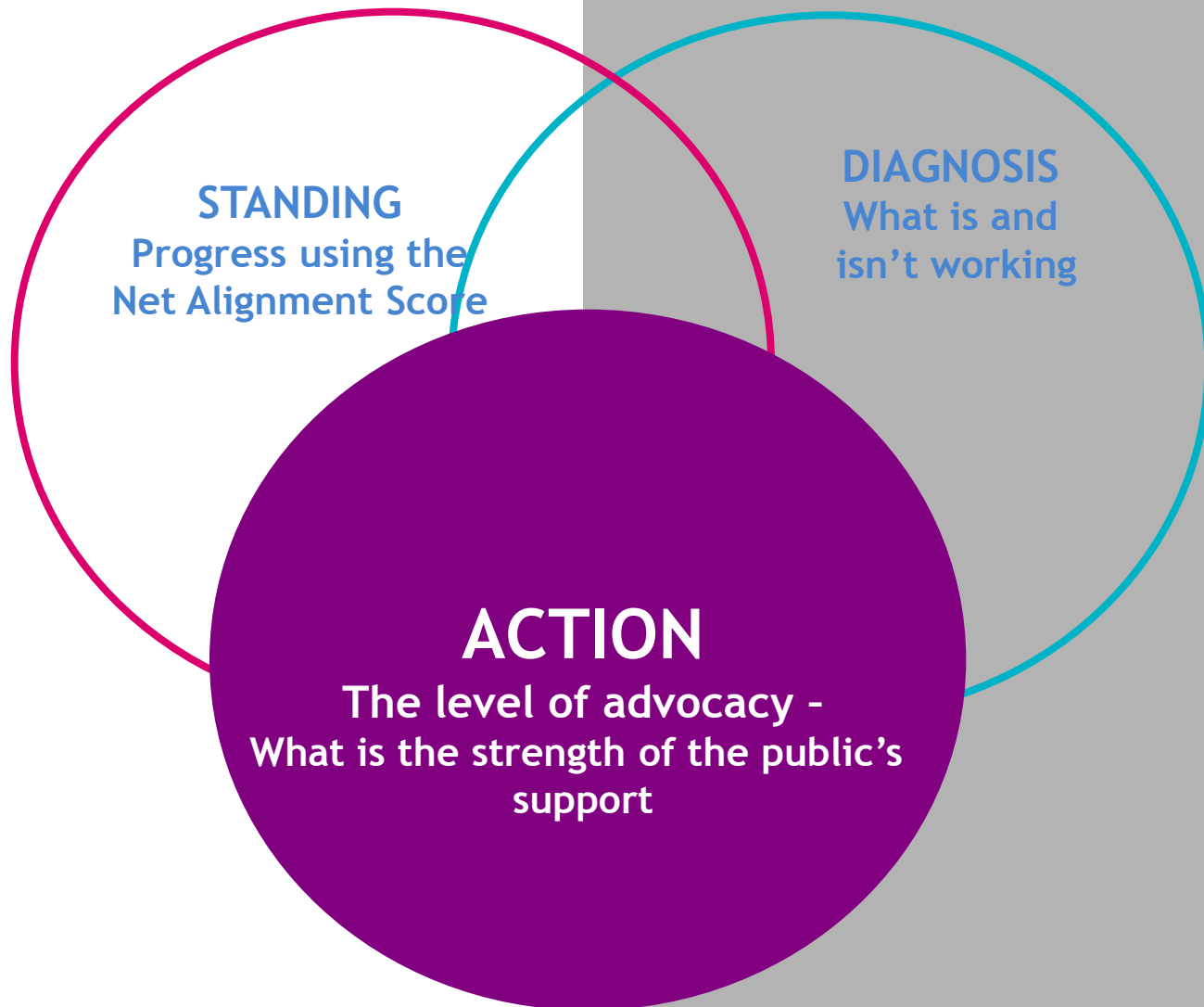
Are we owning the  
Space and are the  
Values visible

## DIAGNOSIS

Do people recognise that the big  
important actions are being  
delivered. What is and isn't  
working



# 3 PARTS



# SUMMARY



**FULLY IN TUNE** with the changing times  
and different audiences

**Core and clear BRAND VISION AND  
VALUES**

**Strategies, actions, processes and  
behaviours that are ALIGNED to the  
space you are seeking to own.**

**Delivering rational and emotional  
BENEFITS**

**Measurement of their brand through 360  
DEGREES, measuring softer, different  
brand values as well as hard kpis.**



*“The greatest way to live with honour in this world is to be what we pretend to be”.*  
*Socrates*

T R U S T



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