

Brand feedback results

Key findings from a branding survey to inform
a new brand for the merged charity

May 2020 | Lisa Hornung



Overview

Aim: To get feedback on branding options from a wider range of people to inform a decision

Respondents (n=37)

- Main stakeholders (n=21)
- Personal contacts (n=16)

Findings focus on

- Brand perceptions
- Individual feedback per option
- Favorite brands

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Brand perceptions

Main key words

Main keywords associated with brands (all respondents)

	Brand 1	Brand 2	Brand 3	Brand 4	Brand 5	Brand 6
environment	24	24	14	19	14	12
heritage	31	31	25	21	1	1
protection	13	29	8	16	7	3
community	8	9	4	21	3	5
collaboration	5	13	4	18	3	2

- Brand 1 and 2 rate high on our key areas environment, heritage and protection
- Brand 4 is fairly strong across all key words and the strongest in representing community and collaboration

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Brand perceptions

Main key words – stakeholders versus personal contacts

Main keywords associated with brands (stakeholders)

	Brand 1	Brand 2	Brand 3	Brand 4	Brand 5	Brand 6
environment	14	13	9	12	9	7
heritage	17	18	15	12	0	0
protection	8	15	5	8	3	0
community	4	4	2	10	1	2
collaboration	4	8	3	11	2	1

Main keywords associated with brands (personal contacts)

	Brand 1	Brand 2	Brand 3	Brand 4	Brand 5	Brand 6
environment	10	11	5	7	5	5
heritage	14	13	10	9	1	1
protection	5	14	3	8	4	3
community	4	5	2	11	2	3
collaboration	1	5	1	7	1	1

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Brand perceptions

Wider attributes

Attributes associated with brands (all respondents)

	Brand 1	Brand 2	Brand 3	Brand 4	Brand 5	Brand 6
conservative	17	13	14	8	5	5
extravagant	2	0	3	3	3	2
approachable	10	20	7	20	7	7
authoritative	18	10	16	3	7	3
professional	24	21	19	13	18	5
casual	2	1	3	8	5	19
modern	6	8	12	15	18	16
traditional	22	14	15	3	3	2
classy	13	7	12	3	8	1
trustworthy	21	19	19	15	12	3
inclusive	8	19	4	19	7	9
exclusive	8	5	7	1	6	1

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Brand perceptions

Wider attributes – stakeholders versus personal contacts

Attributes associated with brands (stakeholders)

	Brand 1	Brand 2	Brand 3	Brand 4	Brand 5	Brand 6
conservative	11	7	9	5	4	4
extravagant	1	0	1	2	1	1
approachable	7	13	4	12	3	3
authoritative	11	5	10	1	4	2
professional	13	12	9	7	7	2
casual	0	0	1	4	3	9
modern	3	5	7	10	10	10
traditional	12	6	9	2	3	2
classy	7	3	6	2	2	0
trustworthy	10	9	12	9	5	1
inclusive	4	10	3	9	3	2
exclusive	6	3	1	1	3	1

Attributes associated with brands (personal contacts)

	Brand 1	Brand 2	Brand 3	Brand 4	Brand 5	Brand 6
conservative	6	6	5	3	1	1
extravagant	1	0	2	1	2	1
approachable	3	7	3	8	4	4
authoritative	7	5	6	2	3	1
professional	11	9	10	6	11	3
casual	2	1	2	4	2	10
modern	3	3	5	5	8	6
traditional	10	8	6	1	0	0
classy	6	4	6	1	6	1
trustworthy	11	10	7	6	7	2
inclusive	4	9	1	10	4	7
exclusive	2	2	6	0	3	0

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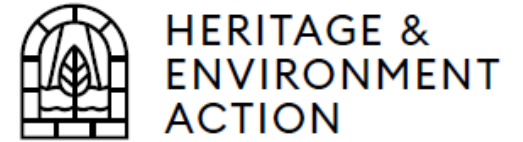


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Individual feedback

Brand 1



Strong: Environment, heritage

Medium: Protection

Top attributes: Professional, traditional, trustworthy, authoritative, conservative

- Brand felt professional
- Many mentioned it was traditional, some finding it too conservative, old fashioned and stuffy
- The logo was liked for its simplicity and clarity
- Link to heritage stronger than environment
- Some mentioned a lack of colours and the lines could be bolder
- Logo was associated with church, stained glass, religious movement

“Very traditional a bit old fashioned but gives me a reasonable idea of what the organisation is about”

“Comfortable, safe, means business, serious but friendly”

“Feels like focus is mainly heritage; traditional; exclusive; like inclusion of term ‘environment’”

Individual feedback

Brand 2



Strong: Environment, heritage, protection

Medium: Collaboration

Top attributes: Professional, approachable, trustworthy, inclusive

- Brand felt it inclusive and about community
- Opinions were torn between
 - Interesting, caring, conveying the main mission of the charity
 - Outdated, generic, even patronising
- Logo was associated with local authorities, Historic England, Skipton Building Society, insurance company

“Old fashioned local authority vibes”

“It feels welcoming, inclusive and caring. It also has a sense of community about it.”

Environment isn't in the logo - maybe a leaf would be better? Hand is a bit outdated.

Individual feedback

Brand 3



Strong: Heritage

Medium: Environment

Top attributes: Professional, trustworthy, authoritative, traditional,

- Brand felt modern, clean and classy
- Many liked the name but didn't like the logo
- Many felt that the logo did not convey what the organisation was about
- Logo was associated with a coffee house, hospital, fancy burger chain, furniture shop

“Fairly neutral - so avoids preconceptions and leaves scope for the organisation to adapt and change over time if needed.”

“Best name - boring logo”

“It looks very modern and clean looking, but it does remind me of a coffee chain”

Individual feedback

Brand 4



Medium-strong: Heritage, community, environment, collaboration

Medium: Protection

Top attributes: Approachable, inclusive, trustworthy, modern

- Brand felt inclusive
- Some strongly disliked the logo while others really liked it
- Many felt that the logo was too messy and busy, even creepy
- Link to heritage felt less strong than environment
- Logo was associated with the charity sector, community centre, youth club, antique shop

“Achieves balance between habitats and heritage; logo interesting but a bit too busy; logo seems to show hands and Earth which is a clearer 'message' than any of other logos.”

“Logo doesn't mean anything to me and not sure what it is. Are they hands on a rugby ball? It's too busy.”

“Warm, inclusive, noticeable, serious but friendly, eye catching”

Individual feedback

Brand 5



Strong: -

Medium: Environment

Top attributes: Professional, modern, trustworthy

- Brand felt modern, corporate and professional
- Most people felt that it did not match the organization's mission and was too generic
- Lacked link to heritage
- Logo was associated with global environment charity, sewage farm, shop selling wood burning stoves, infrastructure firm, oil and gas company

“Looks like a private sector firm, unclear what it means”

“I like the name and the logo but don't associate it with you. Looks corporate and professional in a good way. It could be a high end landscaping supplier/contractor.”

“This is a strong name and a strong brand for me. Font is clear and bold, logo is clear, simple and interesting”

Individual feedback

Brand 6



Strong: -

Medium: Environment

Top attributes: Casual, modern, inclusive

- Brand felt casual, inclusive but less professional
- Some felt the logo looked cheap, unprofessional and amateurish
- Others said it was playful and simple but did not match with the organisation's activities
- Logo was associated with nursery, children charity, pre-packaged garden compost

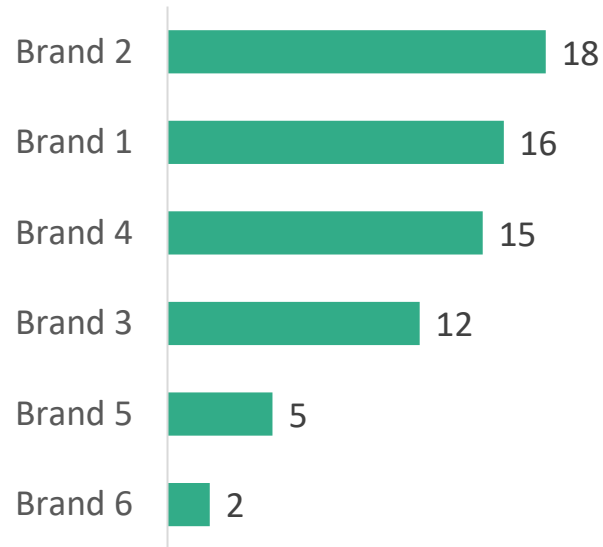
“DIY feel, colours are too bright, has a nursery feel”

“Friendly and playful - but perhaps not quite the right emphasis? I'd expect this logo to be for a charity that worked with children or was focused on sustainability.”

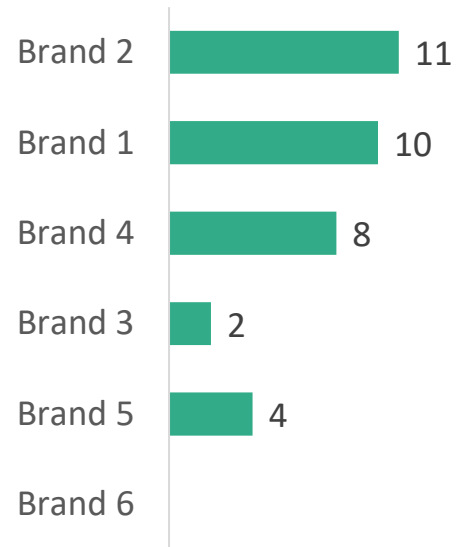
“It conveys nothing, and looks home made.”

Favorite brands

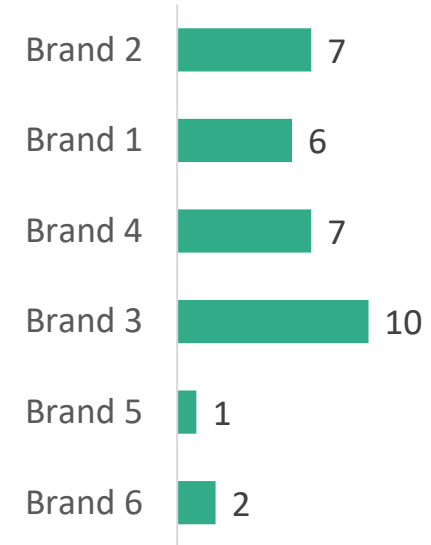
Total



First choice



Second choice



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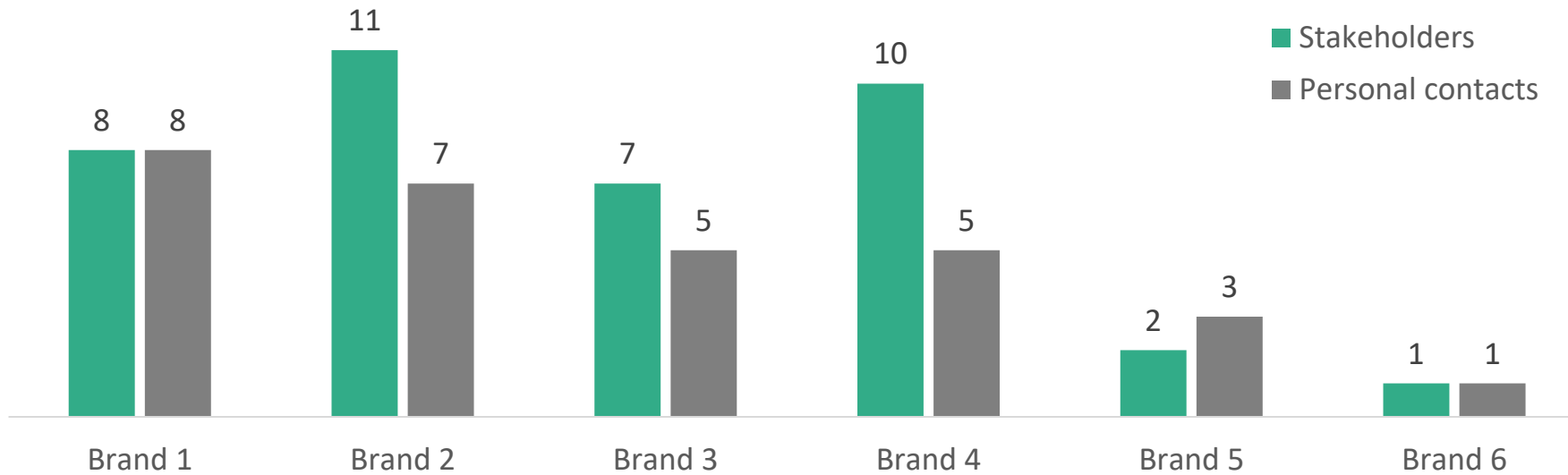
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Favorite brands

Stakeholders versus personal contacts

First and second choice combined by type of respondents



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Favorite brands

Relation between first and second choice

		Second choice					
		Brand 1	Brand 2	Brand 3	Brand 4	Brand 5	Brand 6
First choice	Brand 1		2	4	2		1
	Brand 2	5		1	4		
	Brand 3				1		
	Brand 4		2	5		1	
	Brand 5	1	2				1

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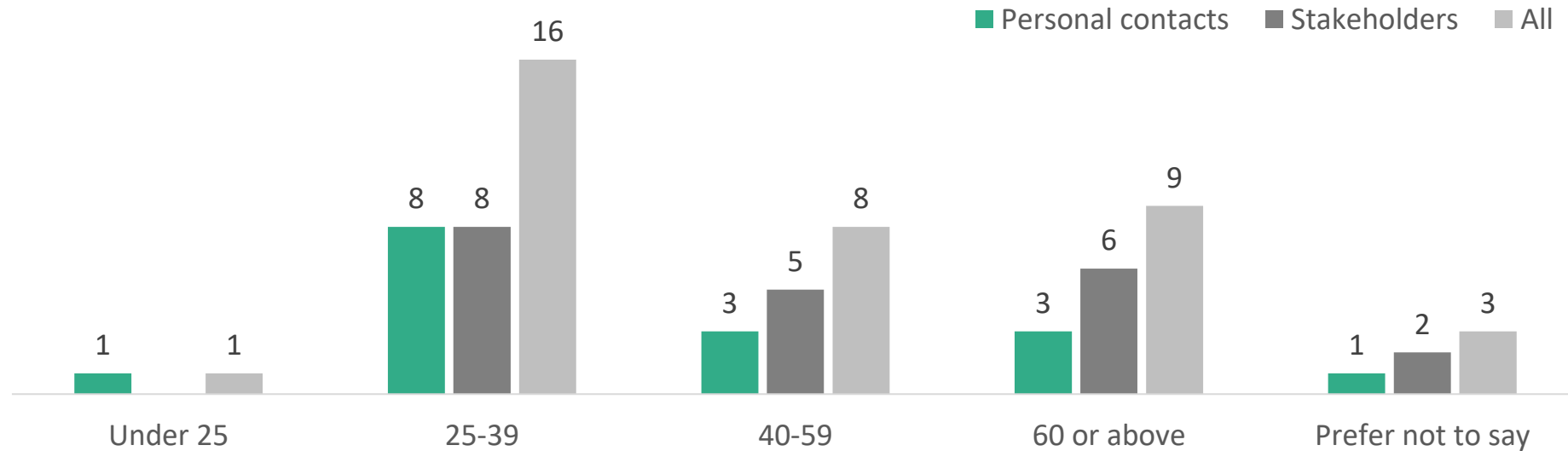
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Respondents

Age profile

Number of respondents by age group and type of respondents



Respondents

Relationship with SLWEN and Environment Trust or the voluntary sector

Stakeholders

	Number
I receive support from one or both organisation(s)	6
I have no relationship with any of the organisations	3
I fund or commission one or both organisation(s)	3
I work at or partner with one or both organisation(s)	3
I work/volunteer at a similar organisation	2
Environment Trust is a member of our	1
I have volunteered with the Environment Trust	1
Professional/industry connection with staff	1

Personal contacts

	Number
I volunteer/have volunteered for a charity	7
I work/have worked for a charity	4
I am/was a trustee of a charity	3
Donated	1
I have never worked or volunteered for a charity	1