DEBATE SESSION

Does Your Publication Need Its Own Brand?

Moderator: Ernie Achenbach, Bates Creative
Panelists: Rachel Barth, Military Officers Association of America (MOAA)
Kyle Jaracz, Academy of Model Aeronautics (AMA)
Steve Spicer, Water Environment Federation (WEF)
THE PANELISTS

Rachel Barth
Creative Director
Military Officers Association of America (MOAA)
Military Officer

Kyle Jaracz
Art Director & Production Manager, The Academy of Model Aeronautics (AMA)
Model Aviation

Steve Spicer
Director of Content Creation, Editor in Chief of WE&T, Water Environment Federation (WEF)
Water Environment & Technology (WE&T)

SESSION MODERATOR:
Ernie Achenbach
EVP, Bates Creative
Each of our Panelists were intimately involved in the redesign and editorial updates of their flagship publication within the past 2 years.
AMA  Model Aviation  Before & After

Redesign launch January 2019
WEF  WE&T  Before & After

Redesign launch
May 2019
Your Association is a Brand.
Your Publication is a Brand.
How closely do they align?
How closely should they align?
Quick Facts: MOAA
ASSOCIATION
Founded: 1929
Membership: 350,000
PUBLICATION
Started: 1945
Circulation: 250,000
Quick Facts: AMA

Assnociation
Founded: 1936
Membership: 171,000

Publication
Started: 1975
Circulation: 116,000
Quick Facts: WEF
ASSOCIATION
Founded: 1928
Membership: 35,000
PUBLICATION
Started: 1989*
*Split from peer-reviewed journal
Circulation: 42,000
Let the debate begin...
Brand relationships between the association and its publication:
Mission/Values, Audience, Engagement, and Visuals.
“If people believe they share values with a company, they will stay loyal to the brand.”

–Howard Schultz, CEO of Starbucks
Mission & Values

• How do the values and vision of your association and publication align or differ?

• What is the mission or goals for either?
“Build something 100 people love, not something 1 million people kind of like.”

—Brian Chesky, Co-Founder & CEO, Airbnb
Audience

• How much overlap or difference?
  Association: Corporate, B2B, B2C, Stakeholders, C-Level, Members, Prospects
  Publication: Members, Employees, Interested Public, Advocates, Advertisers

• How does this drive the content?

• How is voice and tone affected?
“Content is king, but engagement is queen, and the lady rules the house!”

–Mari Smith, Social Media Master
Engagement

• Where does your publication fall in the content ecosystem?

• Is there a digital presence or flow of information (Email, Social, Web)?

• Association vs publication audience engagement: similar or different? How?
“Marketing still needs art to go with the science.”

—Alison Wagonfeld, CMO, Google Cloud
Visuals

• What aspects of the Brand visuals were considered in the redesigns? Color palette, fonts, association logo, other Brand properties (Brand guide, website, marketing collateral)?

• How important or impacting was the need for visual alignment?
“A brand is a voice and a product is a souvenir.”

–Lisa Gansky, American Entrepreneur and Author.
Final Thoughts

• Any recommendations or final thoughts to share, having recently gone through a redesign, and receiving feedback from readers and others?
THANK YOU!

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