

This rebrand summary provides a timeline, with supporting documentation, listing key steps undertaken by a collective group of dedicated members, staff and industry experts to advance the association’s brand and value to members and membership, as per the strategic plan.

It should be noted, HAVAN prides itself on being a member-driven association, supported by a core group of volunteers with whom we would not be able to operate without their dedication and passion for the association.

NOTE: 10% engagement is seen as the industry average for participation in association activities. HAVAN sits at approximately 100 core members whom regularly donate their time.

Our core members actively engage in committees, of which there are ten, plus the Board, through which key directives flow. Each committee meets regularly (typically ten times per year), plus attend the Cross-Chair Committee Meeting, one to two times per year, where all committees gather to share information, align resources and gain valuable feedback. Board members are present at these meetings too. In addition to committee communication, regular messaging is shared via the CEO’s weekly Monday Morning Briefing Newsletter, member e-blasts, the website, and social platforms.

What if we didn’t do anything, how much would we have saved? \$185,000

- If we did nothing from 2017 – 2020, ie – no branding initiatives, it is estimated we would save \$185,000, noting this is not an option to remain viable in today’s digital world. Ie, we would be further behind.

If we kept our name and only had a brand refresh, how much would we have saved? \$20,000

- \$12,000 on legal costs (approx. as still in progress,) and name exploration is estimated to be \$8,000.00 of Spring Advertisings contract (\$9,000 of the \$14,833 for strategy, noting some review would take place, even for refresh), for a total of \$20,000
- Current budget over three years 2018 -2020 is \$185,000 and includes:

Spring Agency Strategic Development (actual)

1. strategy	\$14,833 (estimated \$8,000 dedicated to re: name discovery)
2. graphic brand guidelines	\$21,083
3. Design execution	\$ 6, 833
4. Incidentals	\$ 600
TOTAL	\$43,349
Sub-brands (align with overall brand)	\$ 6,345
All Assn Collateral, inc name badges, launch mat'l	\$58,000
Consumer Campaigns (2019/2020)	\$44,800
Member Campaigns (2019/2020)	\$20,000
Legal Costs (rebrand only cost)	\$12,000
TOTAL	\$184,494

After years of member feedback, asking the association to strengthen the brand in the eyes of consumers and government relations initiatives, the Home Builders Association Vancouver (HAVAN) has undertaken extensive steps, working with industry experts, to position the association as *the* industry leaders with:

- A new brand identity = stronger, more memorable name to be thought of first, at the point of convergence – when someone needs the services offered by our members or the association.
- Complete suite of marketing tools to better connect and communicate with homeowners/industry
- A new responsive, consumer-facing website, backed by SEO, and capable of supporting online organic and SEM (search engine marketing) initiatives. (2016-2017 Strategic Plan/ budget but falling under the overarching marketing initiatives of the Marketing and Communications Committee (MCC)).

Timeline: Notable Events

Rebrand updates and requests have been communicated in various forms over the past couple of years to members, as noted earlier. Given the ongoing nature of the project, ongoing regular communication is not mentioned in the list of notable items below.

Nov 2015	Board directive 2016/17 Strategic Plan identifies membership growth and communication as key drivers of the association.
January 2016	<p>Marketing and Communication Committee (MCC) established to drive unified communication efforts. MCC identifies the association website and brand as two areas requiring most work. The website is identified as the primary concern, noting brand exercise as too large a project to take on at the same time, given limited resources.</p> <p>Knowing both brand and website required work, traditionally the brand would be focused on first, to ensure the ‘skin’ of the website was ‘on brand’, however given the out-of-date nature of the website, it was determined to shelf the brand project in favour of a mobile responsive site capable of supporting online SEM initiatives. Therefore, the website is listed as part of the rebrand timeline as the web developer assisted association in preliminary branding exercises to help refresh the site skin and copy.</p>
March 2016	Member survey conducted to determine website usage, noting approx. 71% respondents confirmed they are members for brand credibility – i.e. the third-party endorsement to consumer and industry. Brand is important to members. (Note: The focus of the survey was not brand based, but more focused on web usage.)
Spring 2016	Consumers surveyed after each consumer show, noting little or no recognition or awareness of GVHBA’s brand (in some cases with events being the annual 18 th or 20 th year etc.) small surveys, manually tabulated.
July 2016	CRM (Customer Relation Management system) reviewed. Determined to leave as is, as more important to spend budget on website functionality to support consumer-facing and member-facing online SEM initiatives. CRM currently tabled until 2020.



- June – Sept 2018 **Website RFP** sent to: Graphically Speaking, YPNH, Watershed Communications, Signals, Ballistic Arts, and Red Rocket Creative.
- Nov 2016 **Shortlisted agencies** interviewed. Red Rocket Creative selected based on inhouse web department, brand expertise, and cost.
- Nov 16 – Oct 17 **Website development**, including brand discovery work, notably **Red Rocket Creative** hosting a brand discovery session at the summer GVHBA Cross Chair Committee Meeting.
- April 2017 **Cross Chair Meeting:** Identified *connecting – connecting members with consumers, and members to members* as a key driver of the association, with the focus on reaching consumers to bring value to builders and retention of builders, therefore adding value to the membership at large.
- October 2017 **Website Launches**
- Nov 2017 **Board Directive 2018/19 Strategic Plan** identifies consumer brand awareness and government advocacy as key drivers of the association.
- Dec 2017 **Rebrand RFP** sent to: Pace Creative, Red Rocket Creative, Ballistic Arts, BriteWeb, Epic, Spring Advertising
- January 2018 **Shortlist interviewed:** BriteWeb, Spring and Epic. **Spring** unanimously selected based on their past experiences, deliverables, experience with industry and consumer brands, creative and budgets.
- Feb – June 2018 **Brand Audit, Secondary Research, Primary Research, Creative Development**
- June 28, 2018 **Rebrand findings and proposed name change** presented at **Cross Chair Committee Meeting**. Several members from the Reno Council present, plus Board members etc. Passionate discussion. Email follow-up sent to all core volunteer group with significant feedback and input voiced.
- July 2018 **Member feedback addressed by Spring Advertising.**
- Sept 2018 Recommended name change (Round 2) presentation to Board. **Board approved.**
- Nov 2018 **Notice of Special Meeting for members to approve name change.** Two dedicated emails sent to members October 18 (42% open rate), and November 2 (39% open rate).
- November 6 **Special Meeting of Members:** Approximately 100 members in attendance. Only two members questioned cost. Motion passed.
- January 31 **Launch** to members and industry guests (270) to unanimous round of applause.
- February 10 [Ten Days In](#) (located in Members Only Page under Association Communications)
- March x, 2019 [45 Days In](#) (located in Members Only Page under Association Communications)
- April 3, 2019 60 Days In being presented at AGM



Working with Industry Experts for the past three years include:

- Red Rocket Creative helped build the new website
- Mint Rocket is maintaining and upgrading new site
- Spring Advertising rebranding the association
- Jelly Digital Marketing is supporting the SEO and online consumer campaign.

Work forward: 2019 onwards

- Jelly Marketing, video suppliers, and in-house via HAVAN marketing department.