



Collaborations that Work

We work with in-house marketing people that are pretty terrific at their job. They know their organization's mission, customer demographics, and growth goals. They wrangle budgets. They make deadlines, and they answer to leadership by creating successful outcomes. Many are a one-person department, or have an assistant, and are expected to work wonders. Their secret: a collaborative effort.

Bringing in a branding and creative firm for a marketing initiative will complement a well intended, but often overworked marketing department. Look for flexibility and diverse capabilities when you consider such an engagement. The purpose of a branding firm is to work with your customer data, discover the organization's intent and goals, then visually bring these ideas to life through innovative creative visuals. If the collaborative process is conducted with people you respect, finding a creative decision is not a leap of faith; it's planning.

Often overlooked, but crucial to a collaborative team are your organization's internal advocates. Consider having all departments represented and given a voice in the branding process. This should include not just sales, marketing and management, but operations, finance, legal, HR, customer service, and IT. Everyone has a stake in the success of a good branding campaign. Leadership must believe in the collaboration and its organizational benefits. Engaging various departments will turn employees into brand advocates that speak well through social media and word of mouth. They feel their opinion counts and the organization benefits.

Collaboration is not just gaining consensus or accepting a workable compromise. True collaboration evolves from a thoughtful and genuine focus on solving the organizations challenges. It's important to acknowledge differences and tensions, and work through these viewpoints to a better result. - Cathy Copeland

Copeland Art is a branding and visual design studio based in the metro-south Boston area.

For more information: copelandart.com, or call 781-784-6396.