



LUMERIC™ Project Summaries

Project Type:

Brand Strategy

Sector: Non-profit, Membership Organization

Company Size: 45,000 Members

Company Position:
Niche

Client Level:

Director of Marketing and Development

The Critical Decision:

How can a community service organization with a focus on developing civic leadership skills with young professionals re-position its brand to attract more millennial members?

The Answer:

The organizations recently updated value proposition is sound with millennials but the messaging and mix of communications channels needs to be reshaped in order to effectively reach the targeted audience.

The Discussion:

The client was a 100 + year old community service organization with a historical focus on providing opportunities for well off young adults to participate in community service. In the past several years, the client has adjusted the value proposition to attract young professionals to the organization with moderate success. The client needed to determine if the value proposition and/or the messaging was the cause.

Through a two stage qualitative and quantitative research process with current and prospective members, Lumeric determined that the updated value proposition was attractive to prospective members but the message was not getting through. In particular, many perspective members maintained negative stereo types of the organization from before the value proposition changed as the organizations choice of media was not reaching this audience. 