

Isle of Man Brand Champions Scheme

Introduction

The recruitment of Brand Champions in developing the Isle of Man's Positive National Identity is a core strand of the implementation strategy. It is a key partnership initiative between the private and public sectors.

This scheme aims to:

- Take the Freedom to Flourish message to employees (and customers) of companies
- (In reaching and informing high numbers of staff, it is also assumed that the message will also spread to their homes)
- Provide companies which market off-Island with the tools and motivation to include Freedom to Flourish in their own marketing materials
- Reach other interest groups through engaging volunteer organisations
- Gain substantial funding to develop other Freedom to Flourish initiatives to assist small businesses and volunteer groups, as well as contributing to our marketing communications

Objectives

For the Freedom to Flourish strategy to succeed, Brand Champions need to 'live' the brand with what they do - following the recommendations in our Brand Guides to provide an environment where both employees and customers can reach their full potential. They should 'promote' the brand by incorporating Freedom to Flourish messages and techniques in their advertising, press relations, brochures and websites to add their weight to the consistency, accuracy and power of our Isle of Man message.

Importantly, the scheme contributes to raising private sector funds to match those contributed by Government.

Details of the scheme

A variety of champions will be recruited to support the strategy:

Isle of Man Champions

These will be large and well known Isle of Man organisations wishing to partner in the development of Freedom to Flourish. Investment: £5000

Community Champions

These will be not for profit organisations, large sporting clubs and charitable organisations wishing to promote the values of Freedom to Flourish. Investment: No cost.

Patrons

Patrons will be recruited from organisations enjoying the benefits of the Isle of Man's unique environment, have a small number of employees and who are interested in helping others and in raising their local profile. This funding will be directed towards the Kenya Experience. Investment £1000 - 2000

Small Business Champions

This is the group that will be recruited later. These would be small businesses and not for profit organisations willing to participate in a training programme that will help them develop new skills in areas such as customer service and help them earn a “Freedom to Flourish Small Business Champion” certificate.

Benefits for Champions

Champions will receive a number of benefits:

- Participation in networking events, publicity and public relations campaigns and events and exhibitions, highest priority access to co-branding opportunities, and preferential rates for co-branded advertising
- Alignment with and exposure to national and international press and media campaigns
- Marketing workshops, ensuring Brand Champion marketing communications are ‘on brand’ and enhanced by being so. There will be High priority access to professional expertise and one free half-day marketing workshop.

March 2007