



World Conservation Monitoring Centre

Branding | PR Launch | Lead Generation

The World Conservation Monitoring Centre (WCMC) was rebranded to UNEP-WCMC upon joining the United Nations Environment Programme (UNEP), merging both brands. This transition was marked by a successful press event and celebration with international VIPs to introduce the new joint brand and partnership. Additionally, a marketing campaign was launched to secure sustainable funding from the corporate sector.

Context

The World Conservation Monitoring Centre (WCMC), was established in 1988, to support the work of the United Nations Environment Programme (UNEP), IUCN, World Wildlife Fund (WWF).

Whilst WCMC received approximately 50% funding from the three key organisations it supported. As a registered charity in the UK it made up the 50% shortfall in funding from charitable donations by selling conservation data and information services to third parties. By 1999 discussions were taking place to with two of the three organisations who wished to reduce their contribution funding with the result that a further shortfall was anticipated and the future of WCMC became uncertain.

All parties agreed WCMC role as a conservation data manager was essential, so to save the Centre, UNEP agreed to become the sole partner, whilst IUCN and WWF would still remain important stakeholders and customers. It was still a key requirement that WCMC seek funding from third parties too going forwards i.e. the corporate sector including oil and gas industries, mining, manufacturers, the media and more.

Rebranding

The Centre's original branding was very 'green' and was targeted to fit in with other nature conservation and environmental organisations. It did not have a contemporary corporate look that

would attract customers from target companies.

Scope and reach of rebranding

- Exercise to clarify the role of WCMC in it's operating space
- Conduct interviews with key stakeholders and current customers to identify what 'WCMC' meant to them
- Exercise to identify potential services that could be offered commercially within the current expertise of the Centre
- Exercise to identify potential customers of this commercial services
- Working with a design agency to realign the branding and harmonise the two logos working together, taking account of a need to showcase a more corporate look and feel. Work included designing new signage, letterhead, brochures and other supporting material as well as updating the website
- Organising the VIP & press launch event, and subsequent support to the media
- Working with UNEP's press centre to jointly publish and push the press release worldwide
- Marketing campaign to target potential commercial customers with a solution for their biodiversity data needs, including direct mail sent to key decision makers
- Support to the Fundraising Manager to identify sponsorship opportunities and support applications to companies such as British Airways, Unilever, BP, Rio Tinto, and more.

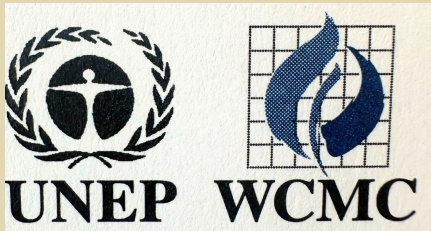
Outcome

- Successful rebrand of the Centre to including UNEP as their partner as well as moving towards a more corporate look and feel to the brand to attract a wider target market.
- A successful launch event with over 100 guests including those from the UK Foreign & Commonwealth Office. The event gained local TV coverage as well as national and international print and online coverage (e.g. BBC online).
- Set the standard for a business-like approach to 'selling' WCMCs services and gaining sponsorship of their work.

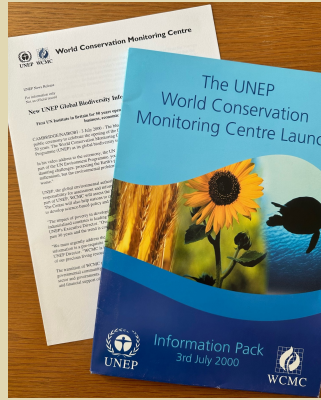
Design examples

Selected examples of material from the rebrand.

Logos working together



VIP & Press Launch



Services



Contact

For help with your marketing, contact me at:

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