



CAMP BRANDING

Design Reference for Camp Branding

WHAT IS A BRAND?

Although the term “brand” is sometimes used as a synonym for a “trademark”, in commercial circles the term “brand” is frequently used in a much wider sense to refer to a combination of tangible and intangible elements, such as a logo, image and/or reputation which those elements transmit with respect to specified product and/or services.

A brand is more than a name. It is an “emotional feeling” related to an experience with a product that ultimately is developed by a process that reflects from managed values. A brand is an organization’s “reason for being.” Built over time, a brand is ultimately what people expect from the organization. The BSA’s Brand Essence --- The Five Pillars of the Scouting Brand

- Leadership
- Achievement
- Character
- Service
- Outdoors

It is the brand image as a whole, and not merely a trademark or design as a stand-alone element, that differentiates one’s goods and/or services from those of your competitors. It denotes a certain quality and over the long term attracts and nourishes consumer loyalty. Experience has shown that the potential commercial value of a brand cannot be underestimated. The brand is the central nexus of communication between a council and its membership.

WHAT IS CAMP BRANDING?

Some local councils do not yet understand or are not truly convinced that a brand image can be a powerful tool for promoting and marketing their camps. Some councils may recognize its importance..... Still others, especially small and medium-sized councils, may not know how to go about developing a brand image. Camp brands today are generally recognized as a key asset for creating value for a camp. Any council camp, in the wide sense of that term, can develop a brand image. Your camp’s brand is a collection of experiences. It’s not just a logo or a tag-line, it is a set of fundamental principles as understood by anyone who comes in contact with your camp.



Your camp already has a brand, it may be shaped by random events beyond your control, but your brand consists of (1) Who you are as a council and (2) What your camp experience is like. Are you managing your camp's brand?

A Camp's Brand is an implied promise of the level of quality that your customers have come to expect from your Council's Camp. The Camp Brand distinguishes your camp and camp experience within your market.

Your camps should have their own identity, but people should also get the message that it is part of and represents the values and culture of The Boy Scouts of America. The question you should constantly ask is "When people think of this camp, what do you want them to visualize?"

Great branding 'attracts' your ideal customers.

HOW TO DEVELOP A CAMP BRAND

Developing a brand image should not be left as a last priority. This is a short-sighted attitude which may eventually prove fatal for a council. To the contrary, a brand image should be developed in parallel to the council and a branding strategy should constitute an integral part of your business plan. What is the use of making major investments into developing a quality camp if that quality reputation cannot be captured and developed in the form of a brand image? It is through its brand image that a camp will attract and, more important, retain consumer loyalty for its quality camp experience and thus bring very real and concrete value to the council.

Developing a brand image requires time, effort and commitment, and certainly some financial resources, but not as much as might be expected. Moreover, experience and knowledge of the market, a creative and flexible approach to problem solving, enthusiasm about your camp and the courage to take risks are just as important factors in developing a powerful brand image, and these are common attributes of most successful camps.

The council can build brand recognition through their camp conditions, camp appearance, signage, website, electronic media, correspondence, clothing, patches and other dry goods. The Camp Brand may be communicated within a logo or image that (over time) is immediately recognized and communicates your desired message.

How do we manage a Camp Brand?

- By applying techniques to a specific camp to increase its perceived value to the customer.

- By developing a brand language that creates a memorable experience for the consumer, encouraging repeat business and boosting the Council's economic health

Techniques to improve your Camp's Brand (Appearance, Experience, Emotional Connection)

A. Improved Appearance

- Develop a pallet of colors and materials theme for use throughout camp
- Signage appearance, designs and placement. Don't forget your highway signage
- Well kept facilities
- Sanitary facilities should be modernized
- Landscaping

B. Exciting Program Delivery

- Organized, well trained, enthusiastic staff
- Innovative programs. What can you provide that they can't get at another camp? Exploit that difference.
- Great food (stop cutting corners here)
- Don't try to be something you're not. If your camp is in the sub-tropics, get over it, you're not in the Rockies.

C. Brand symbols, logos, etc. considerations

- Boys are visually oriented and stimulated (aren't we all). Make your symbols exciting
- Go for impact, memorable and sizzle. For example: Campsite John Smith Jr. vs. Campsite Grizzly or Campsite Black Arrow, etc.
- Choose a compelling brand image and theme. Seek the help of a graphic designer. Seriously!

D. Protect your symbol, logo, etc.

- Resist the notion of anyone putting it on anything
- Limit it to well thought out and approved uses

Remember, your goal is to make mental connections that merge your camp's name with what your council stands for.

” When people think of this camp, what do you want them to visualize?”



Here's an actual BSA camp's internal directional sign. What does this image say about the council and its commitment to a Quality Camping Experience?



If we add some simple inexpensive signage, a few rocks and relocate unsightly facilities to more appropriate locations, we send a different message to your customer than that above.



Here's an example of a typical camp's internal directional signs. This image is not exciting and it is neither high impact nor does it create an expectation of a high quality camping experience?



A simple inexpensive sign, a few rocks and very simple landscaping has been added. This image sends quite a different message to your customer than the image above.



This image does not create an expectation of a high quality Housing experience. Nor does it communicate a quality camping experience awaits you. This is poor Brand Management.



Simple signage, bright exterior paint and new roofs send an entirely new visual message. This message is high quality housing and quality camp operations. This is good Brand Management.



This is an example of an existing campsite latrine. What does this image say about the local council? Is it an exciting and modern youth serving organization? Or, does this image say it is an out-of-date operation in financial distress?



This is good Brand Management. Install a simple new roof, exterior stain, clean up and a simple gravel walkway. This image communicates an entirely new message about the quality of the camp's operation?



Here's an example of a modest camp gateway. It misses an opportunity to excite the members and announce that a modern BSA adventure is waiting for them within.



A simple modernization of the BSA emblem, new letters and colorful silhouettes create a great branding imagery at the front door to camp.



This is an example of exciting camp external signage. Doesn't this communicate that a modern and exciting adventure awaits you in this camp? This is great Branding Imagery.