

The Charles Darwin Foundation Branding and Marketing Plan 2015



Modified from: Nicole and Alexander Schwenck

The Charles Darwin Foundation

Agenda



1. CDF Brand Mission: “The Core values CDF stands for”.

1.1. Brand Values: Develop the Core Values of CDF

1.2. Core Message: Develop the Core Message CDF stands for

1.3. Target Group: Define audiences for selected info/donation -> think/ feel

2. CDF Marketing Mission: “Build a holistic brand experience”

3. Future Vision & Development “Further development Marketing.”

The Charles Darwin Foundation

Agenda



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2. CDF Marketing Mission: “Build a holistic brand experience”

- 2.1. Develop Basics: Logo, Tag Line, Corp. Identity/Design/Behavior/Com., FoB
- 2.2. Marketing Plan: Actions on Site, National, International, Others
- 2.3. PR Actions: Creating further PR Stories about CDF
- 2.4. Evaluation: What is realizable in terms of: time, recourses, money

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3. Future Vision & Development “Further development Marketing.”

- 3.1. Brand Power:
- 3.2. Get Global:
- 3.3. Earn Money:
- 3.4. Growth:

TBD

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1.1. Brand Values

1.2. Core Message

1.3. Target Group

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2.2. Actions on Site, National/Germany, International, Others

2.3. PR Actions

2.4. Evaluation and Timing

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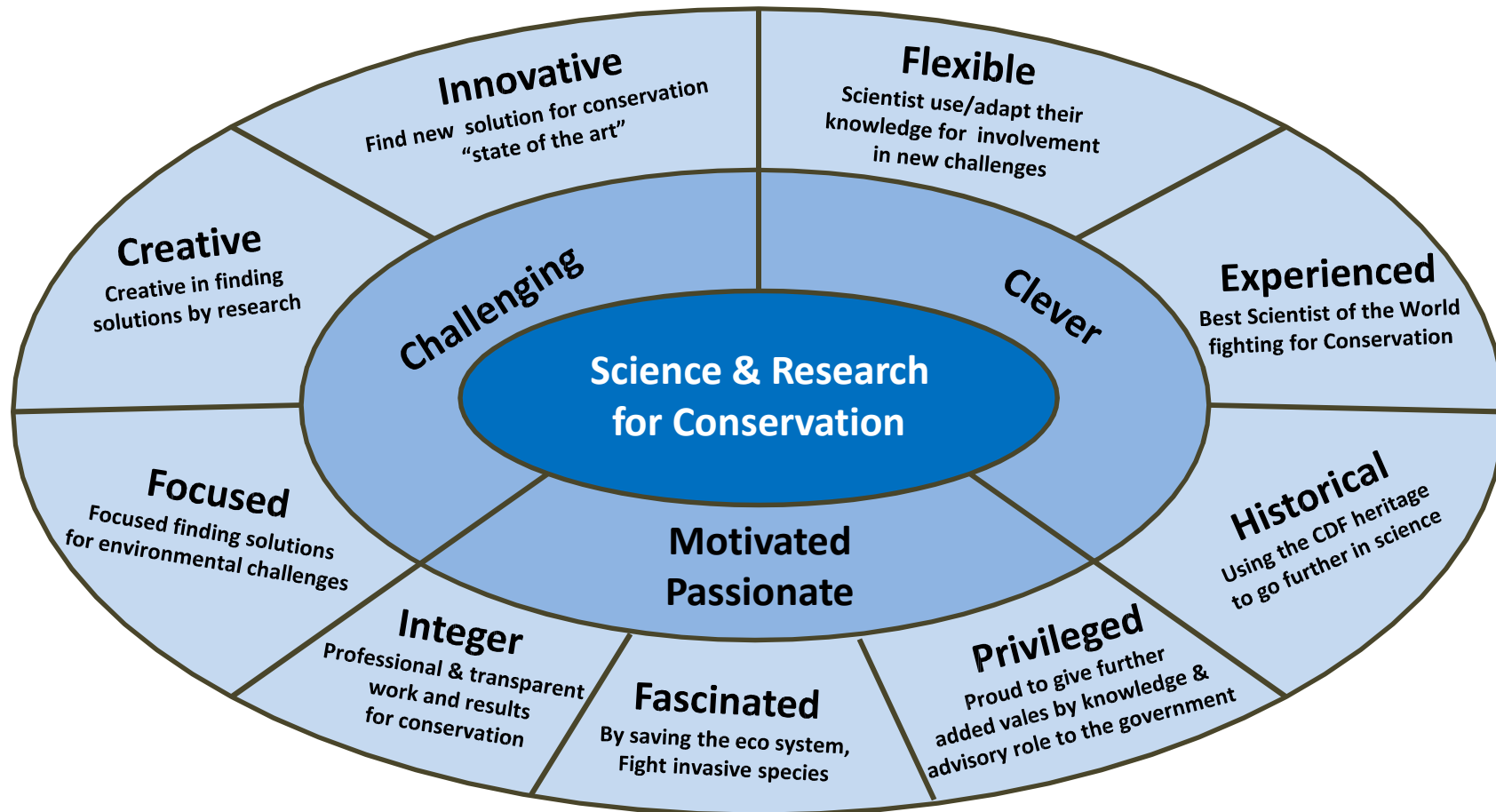
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3.3. Earn Money

3.4. Growth

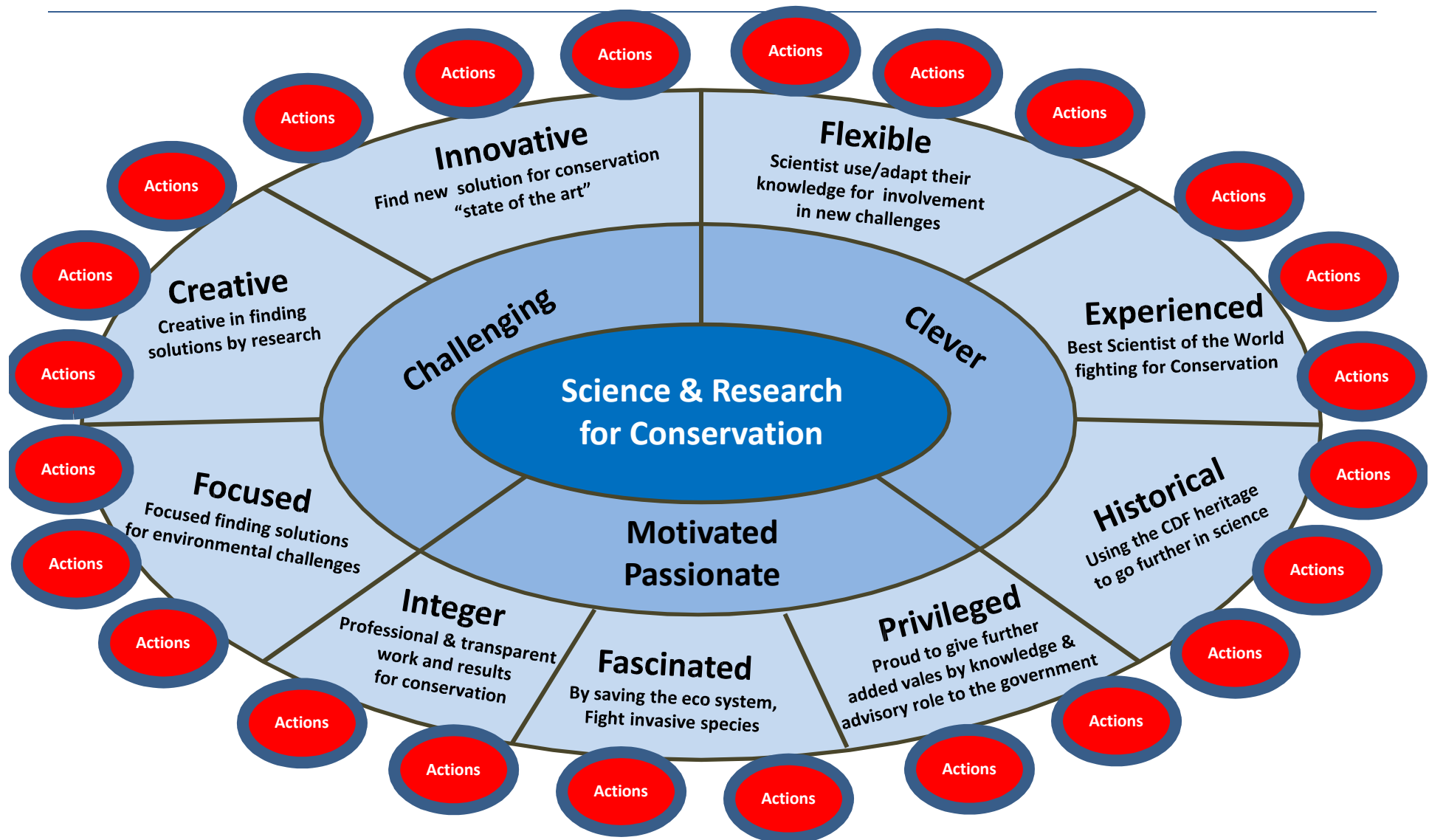
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Core Value and Brand Values of CDF.



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Core Value and Brand Values of CDF.



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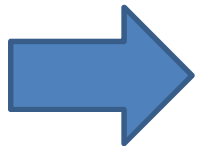
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CDF Brand Strategy: Core Message



Core Message (linked by Core Values):

- > What should be communicated over all channels
- > What should the (different) target group/s think, feel, get, experience, spread, talk about, etc.



“Passion and Fascination to save of unique ecosystem of the Galapagos Island by Science & Research.”

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- 1.1. Brand Values
- 1.2. Core Message
- 1.3. Target Group**

2. CDF Marketing Mission

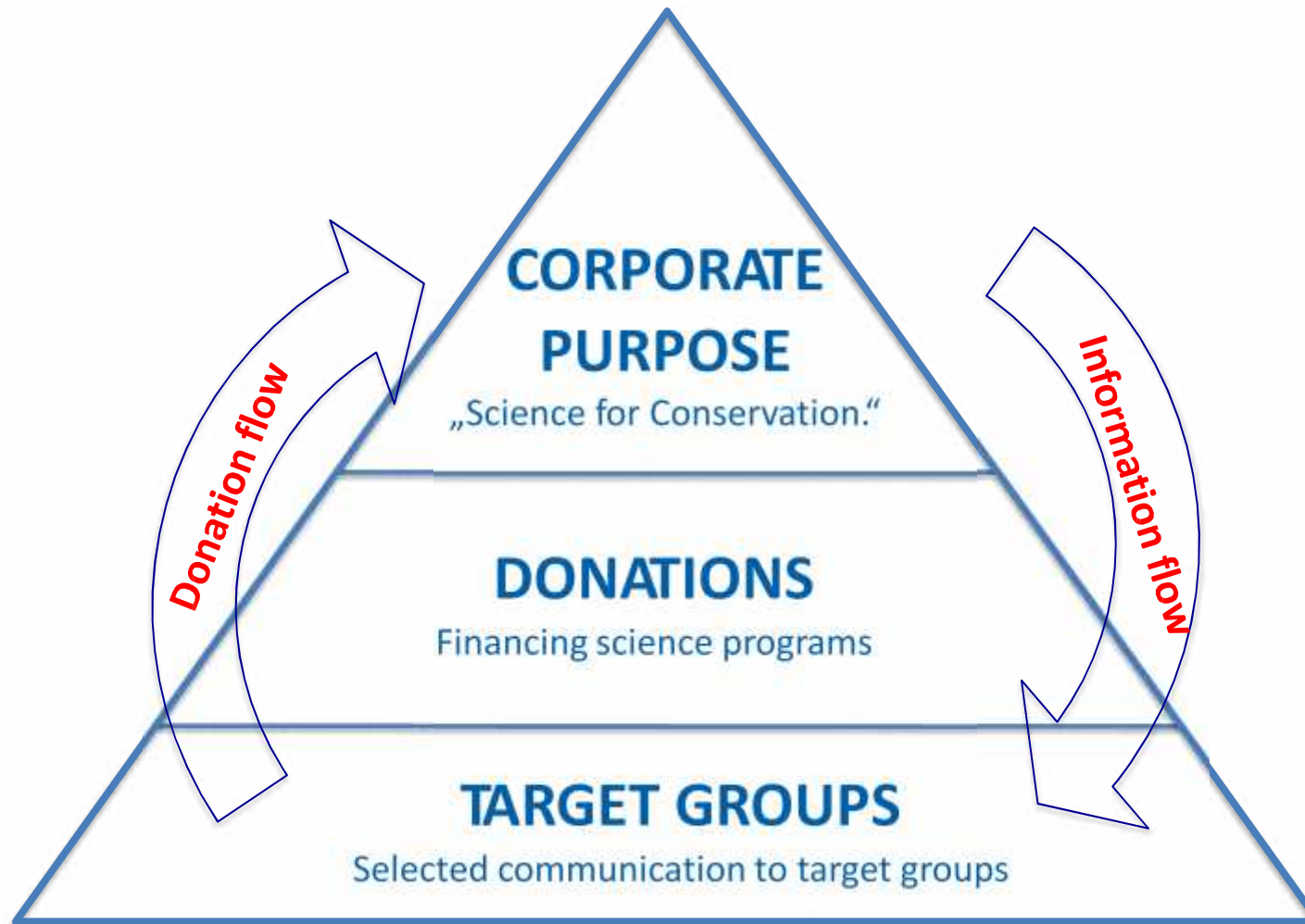
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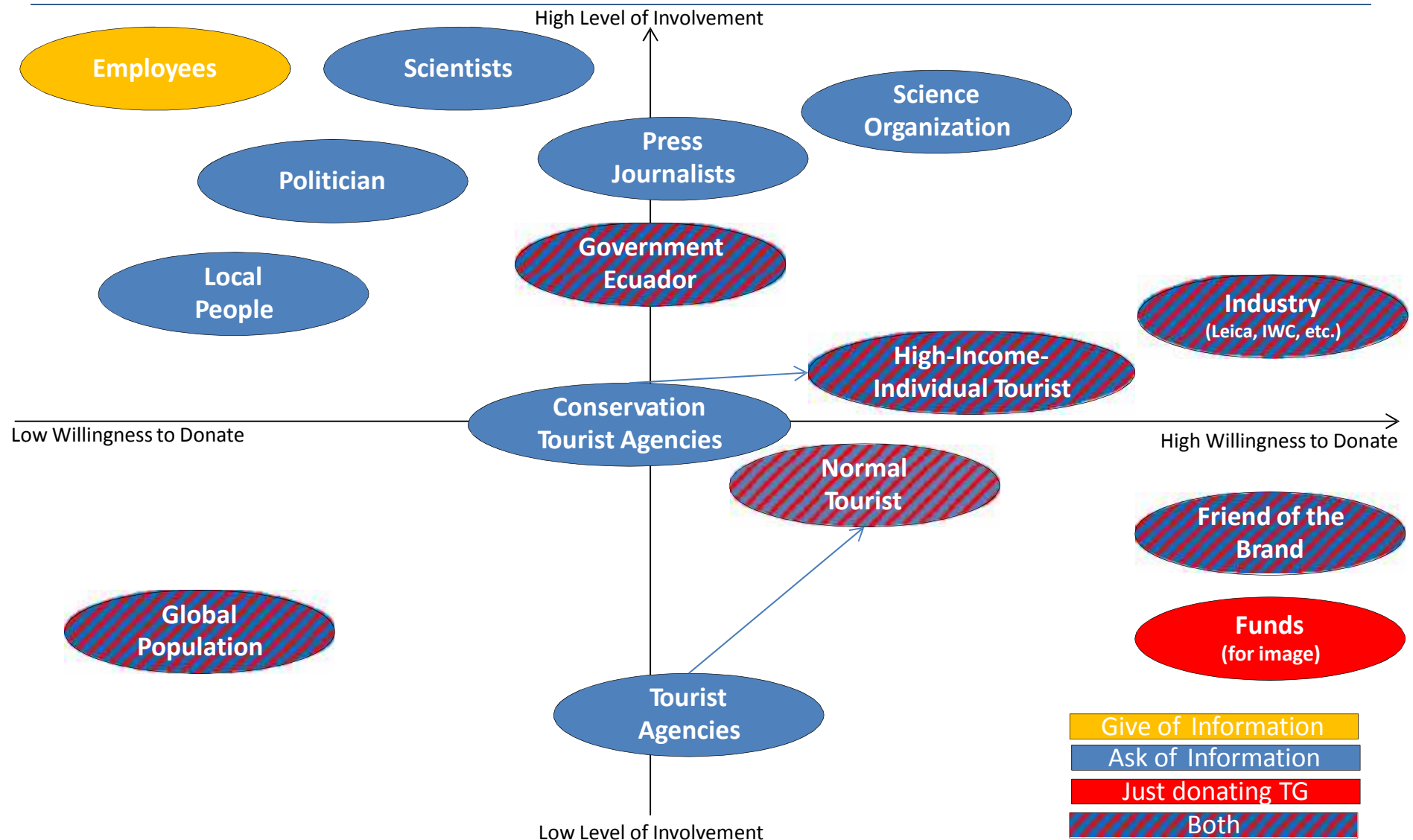
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Information and donation flow



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Reaching Target Groups with different communication channels.



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CDF Brand Strategy: CDF Claim/Tag Line



TAG LINE

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CDF Brand Strategy: CDF Claim/Tag Line



Claim/Tag Line: Create a Claim/Tag Line for the CDF as Core Message.

- **“Science for Conservation”**
- “Science for Research and Conservation”
- “Sustainable Science and Research for Conservation”
- “Sustainable Development for unique and fragile ecosystem”
- “Number one for science for conservation and sustainable development”
- “World leading conservation science”
- “Saving origin for the future”
- “Galapagos the world inspires”
- “Galapagos is inspiring the world”
- “Makes the world a better place”
- “Investing about the worlds heritage”
- “Green Angels”
- “Inspired by Galapagos”
- “In Darwin Footsteps”
- “Follows Footprints”

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CDF Brand Strategy: Logo



LOGO

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CDF Brand Strategy: Logo



Create a **Logo** of trust (Gütesiegel) which can also be used for **Licensing**:
There are too many different logos who are used. **Use just ONE!**



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CDF Brand Strategy: Logo



Four Options:

(1) Keep the existing logo



(2) Modernize the existing logo



tbd

(3) Design a brand new logo

Charles Darwin
(CDF namesake)



Tortoise
(CDF animal)



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CDF Brand Strategy: Logo



SCIENCE FOR CONSERVATION



FRIEND OF THE BRAND

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CDF Brand Strategy: FoB



Brand Ambassador: Start with ONE Brand Ambassador



FoB HAS TO FIT PERFECTLY to the CDF BRAND VALUES and is willing to work for the CDF on a non-monetary base.



Mr. Correa
President
Ecuador



Should be a global known Ecuadorian VIP

- President of Ecuador
- Foreign Minister
- Actor/Actress, Sportsman, etc.



Kevin
Spacey
Actor



Ewan
McGregor
Actor



Michael
Bloomberg
Ex Mayor NYC

Globally known personality:

- Artist: Actor, Musician, Writer, ...
- Sportsman: Former or still outstanding
- Politician: Mayor City (Partner City)
- Beauty: Selected Model



CORPORATE IDENTIY

Corporate Identity
Corporate Image
Corporate Culture
Corporate Behavior
Corporate Design
Corporate Communication

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CDF Brand Strategy: CI/CD

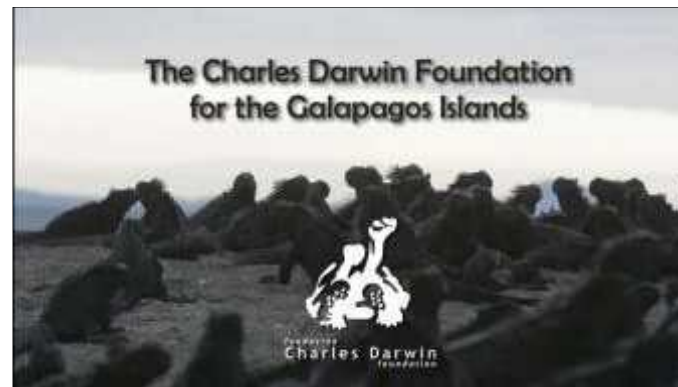


Extra Presentation by
Nicole Schwenck

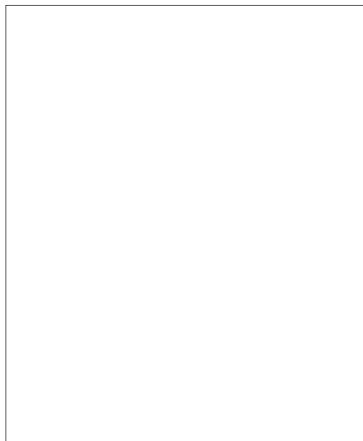
Corporate Identity/Corporate Design



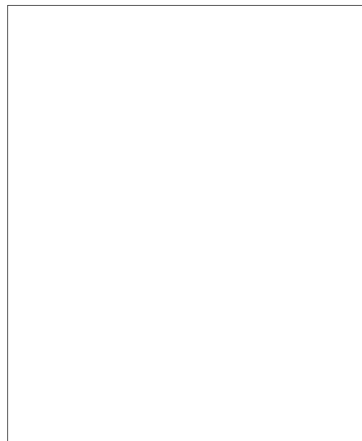
Presentation



Films and Documentation



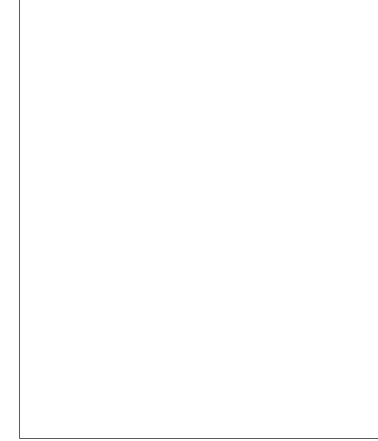
Office Paperwork



Signage



Website



Merchadizing



CDF IMAGE FILM

DOCUMENTARY FILMS

YEARLY MAIN TOPICS

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CDF Brand Strategy



CDF Image Film:

60 Seconds.

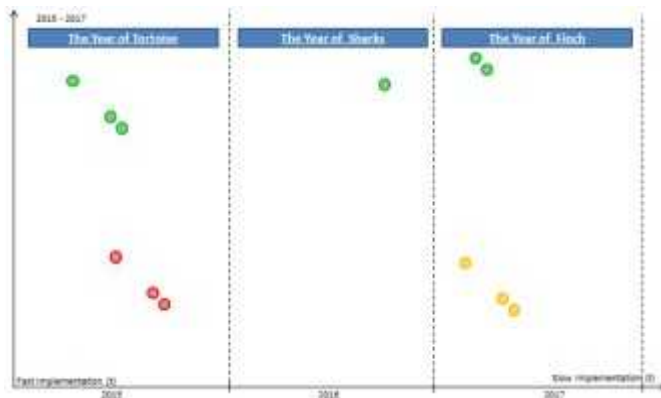
Film about CDF Documentary:

20 – 45 Minutes



Content:

- Charles Darwin history
- CDF success in the past
- CDF today
- CDF challenges tomorrow
- CDF landmark, facilities, leading scientists



Create Yearly Main Topics:

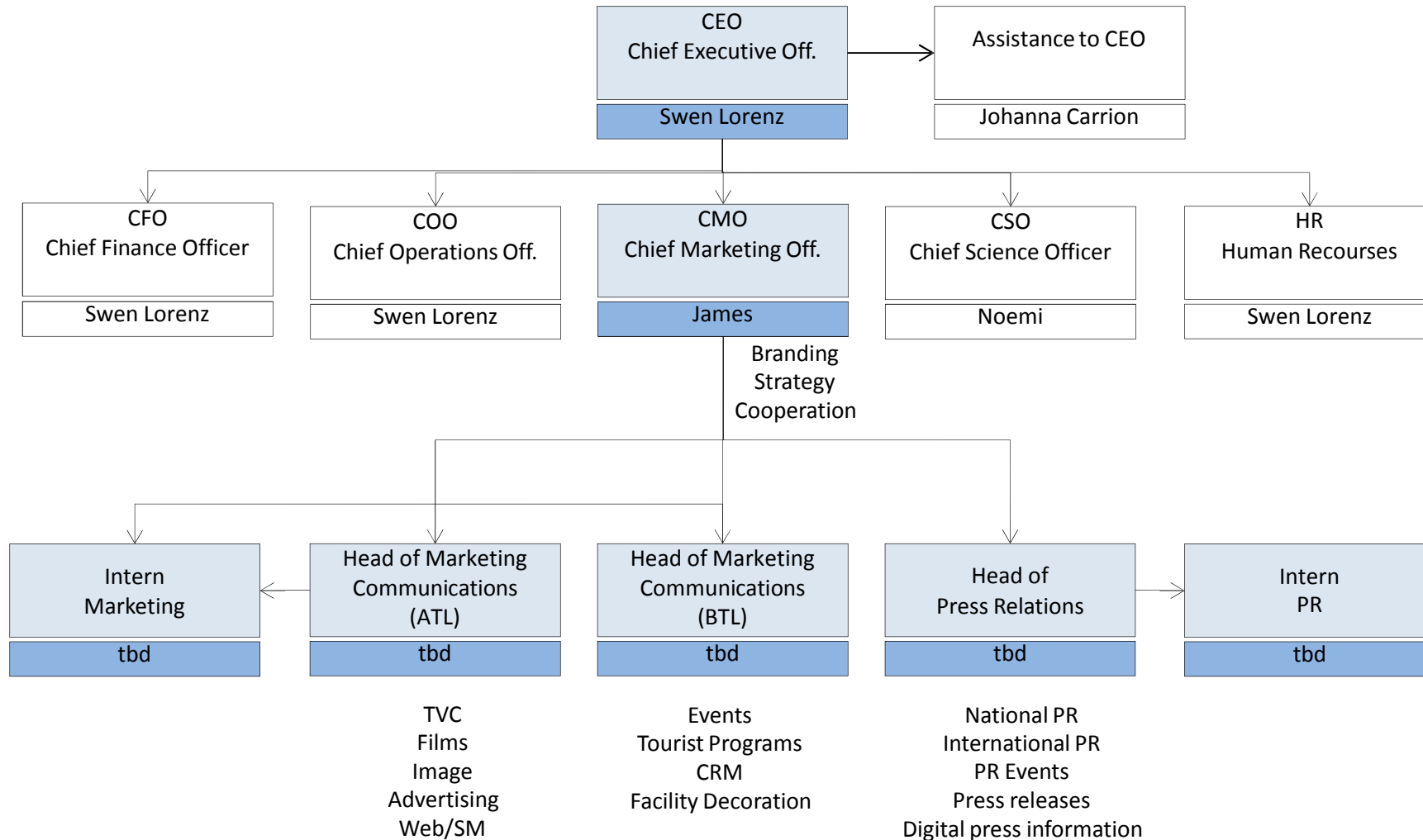
- | | |
|-------|----------------------|
| 2015: | Year of the Tortoise |
| 2016: | Year of the Shark |
| 2017: | Year of the Finch |
| 2018: | Year of the Iguana |



STRUCTURE ORGANIZATION

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CDF Brand Strategy: Organization and Structure



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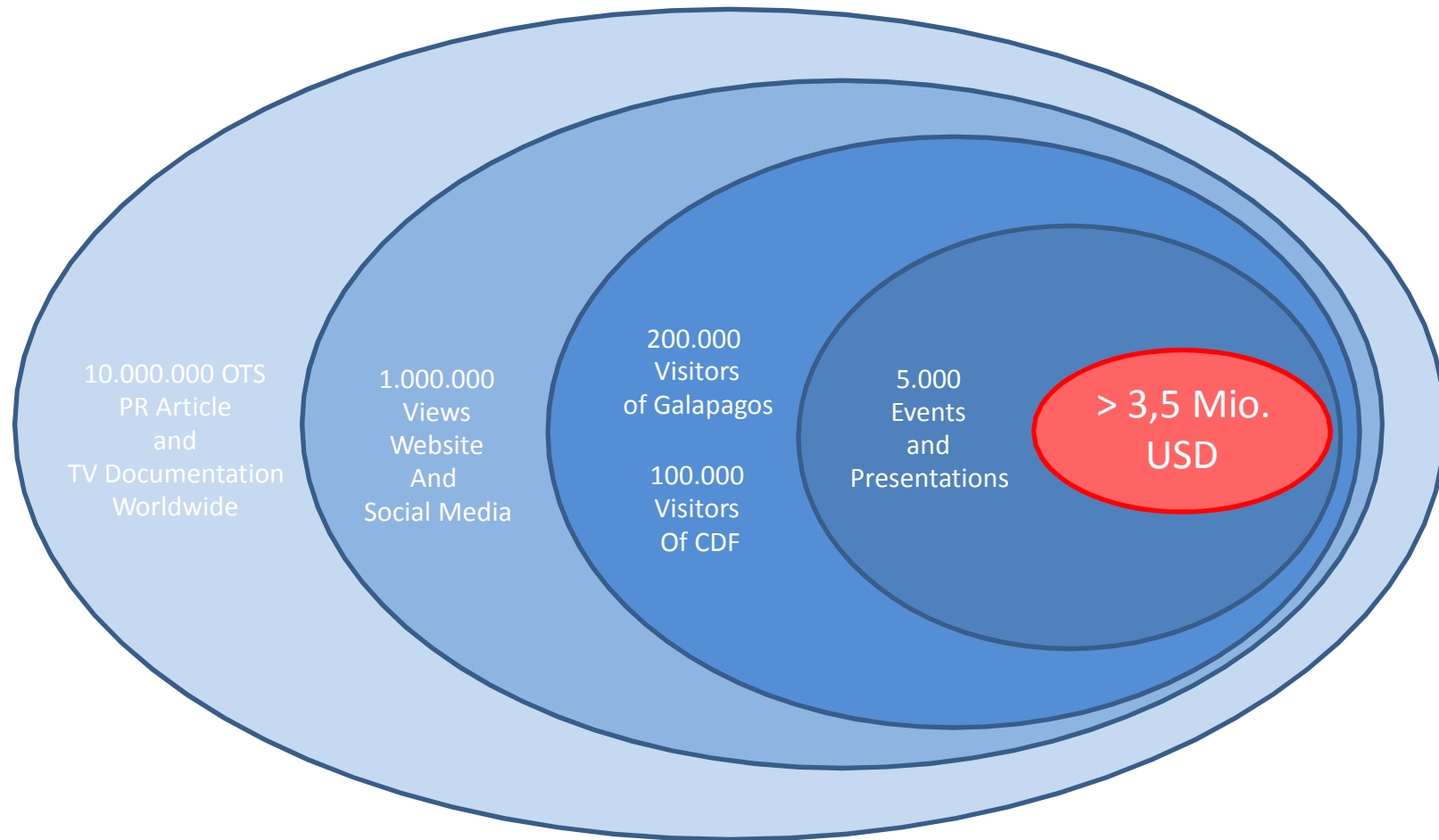
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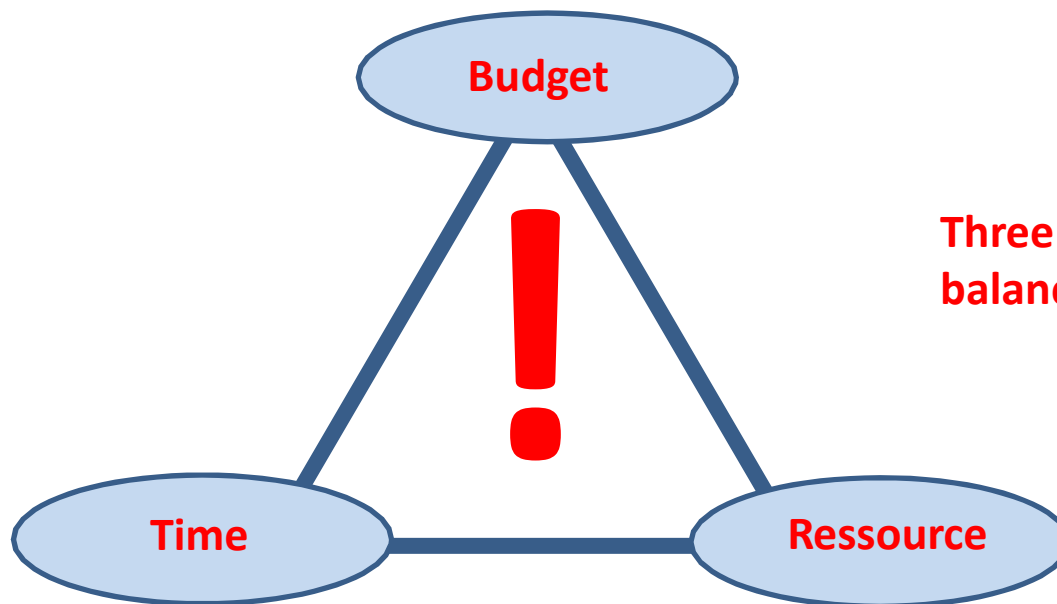
The Charles Darwin Foundation Contacts for Donations.



All actions and communication have to follow minimum one of the below mentioned topics: MONEY or KNOWLEDGE/INFORMATION.

(1) Donation: Get money to operate CDF -> Money

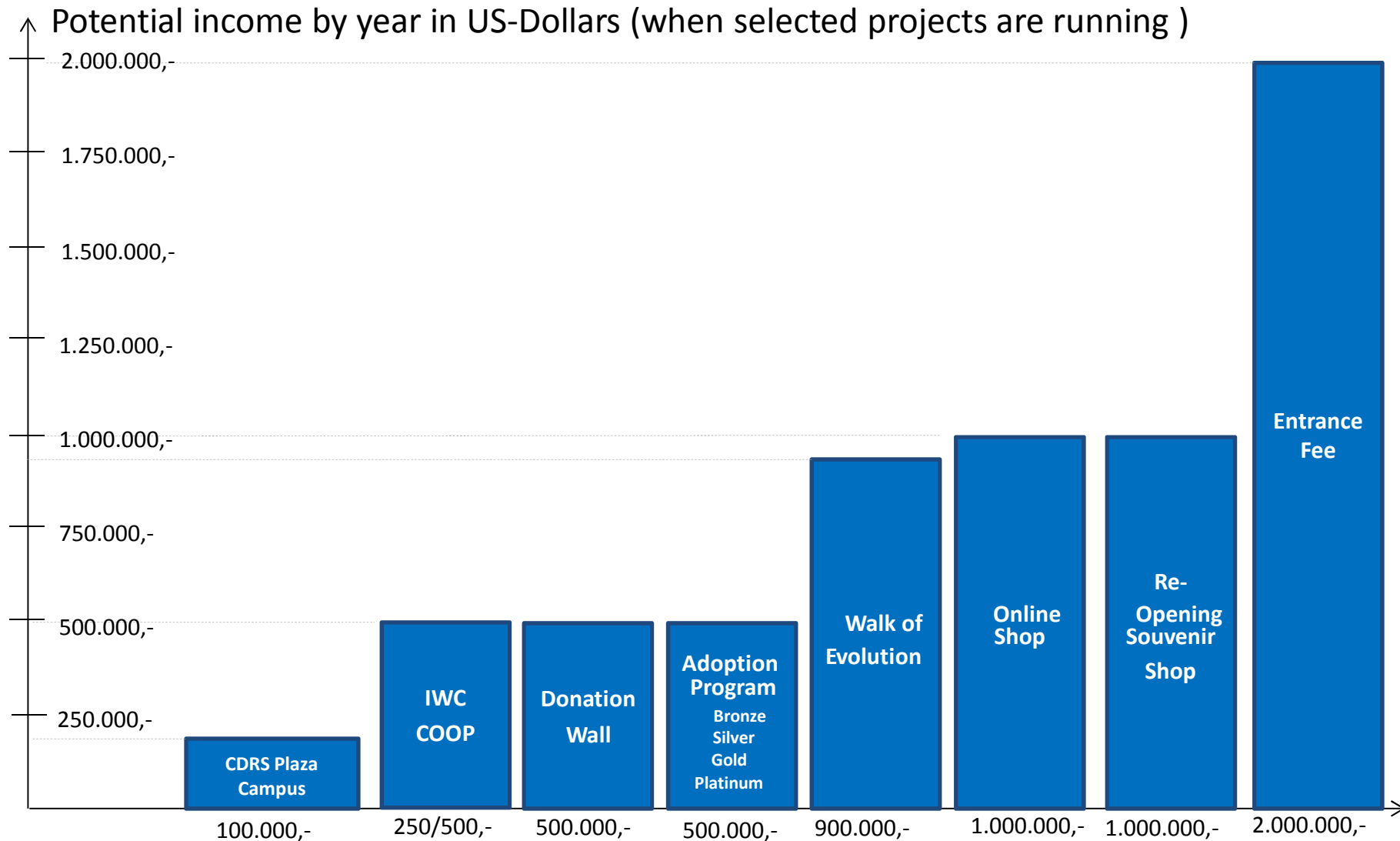
(2) Information: Get awareness/PR of CDF -> Knowledge + Money



Three restricted recourses have to be balanced and harmonized by management.

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Potential Donatations.



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OVERVIEW

Cluster the CDF property in different sections.

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Actions on Site



- 1** CDF PLAZA
- 2** CDF Charles Darwin resting place
- 3** CDF Exhibition Hall
- 4** Start CDF Tour
- 5** „Walk of Evolution“ STARS
- 6** Charles Darwin Statue
- 7** CDF MARINA



CDRS PLAZA/CAMPUS

EDUCATION, INFORMATION, RELAX, DONATION

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Actions on Site



“CDRS PL AZA/CAMPUS”: Create a Relaxing Zone for

visitors.

- WiFi-Zone:

- Shadow-Zone:

- Water:

Music:

- Chairs and Table:

At the CDF PLAZA you can access FREE internet

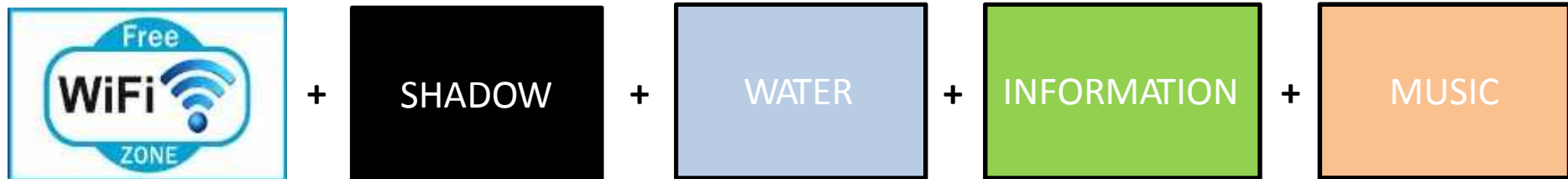
You can sit down and relax in the Shadow

There should be a free water station

Relaxed Lounge Music is playing in the background

In between the songs there is a information story about CDF and interesting unique stories.

Victors can take a rest from the walk and sun.



Ask for DONATIONS

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Donation-Wall: To be set-up at the CDF Plaza near the Exhibition Hall.



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Actions on Site

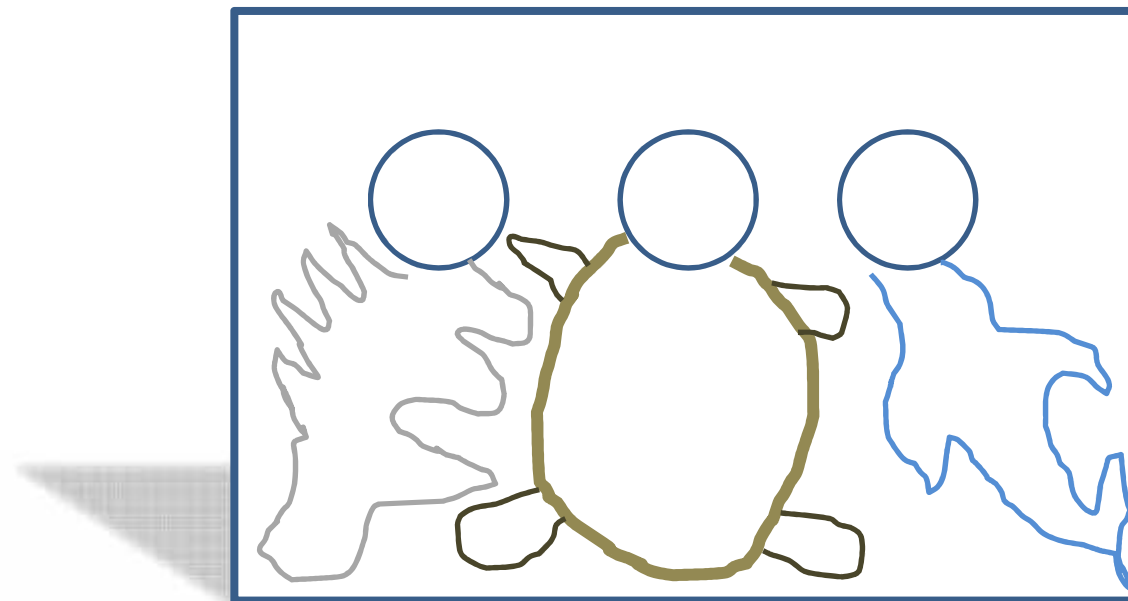


Photo wall:

Visitors, Tourists and Children can stick their head through a photo wall.

Mascot (Puppet):

Create a real “Mascot” (analog Soccer Clubs) in oversize for photos and transfer sympathies.



Iguana

Turtle

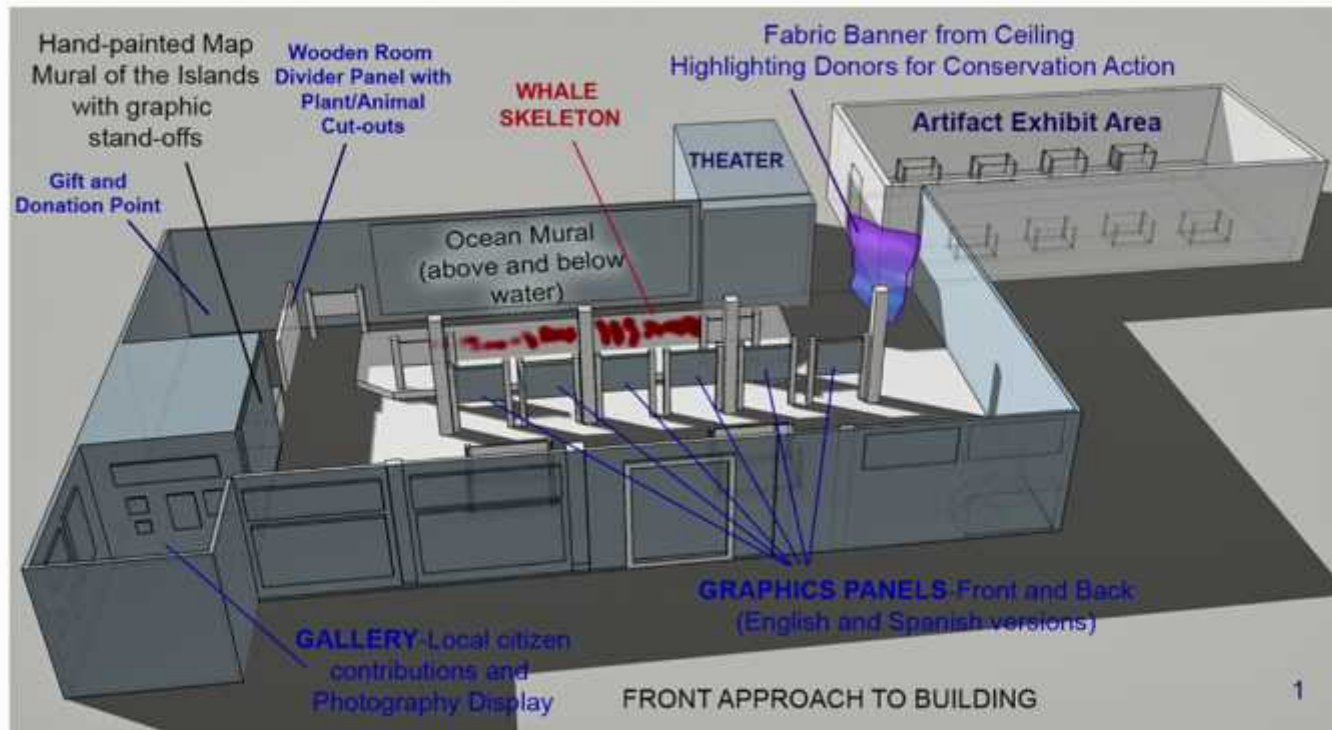
Lobo

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Actions on Site



3-D Schematic of the CDRS EXHIBITION HALL



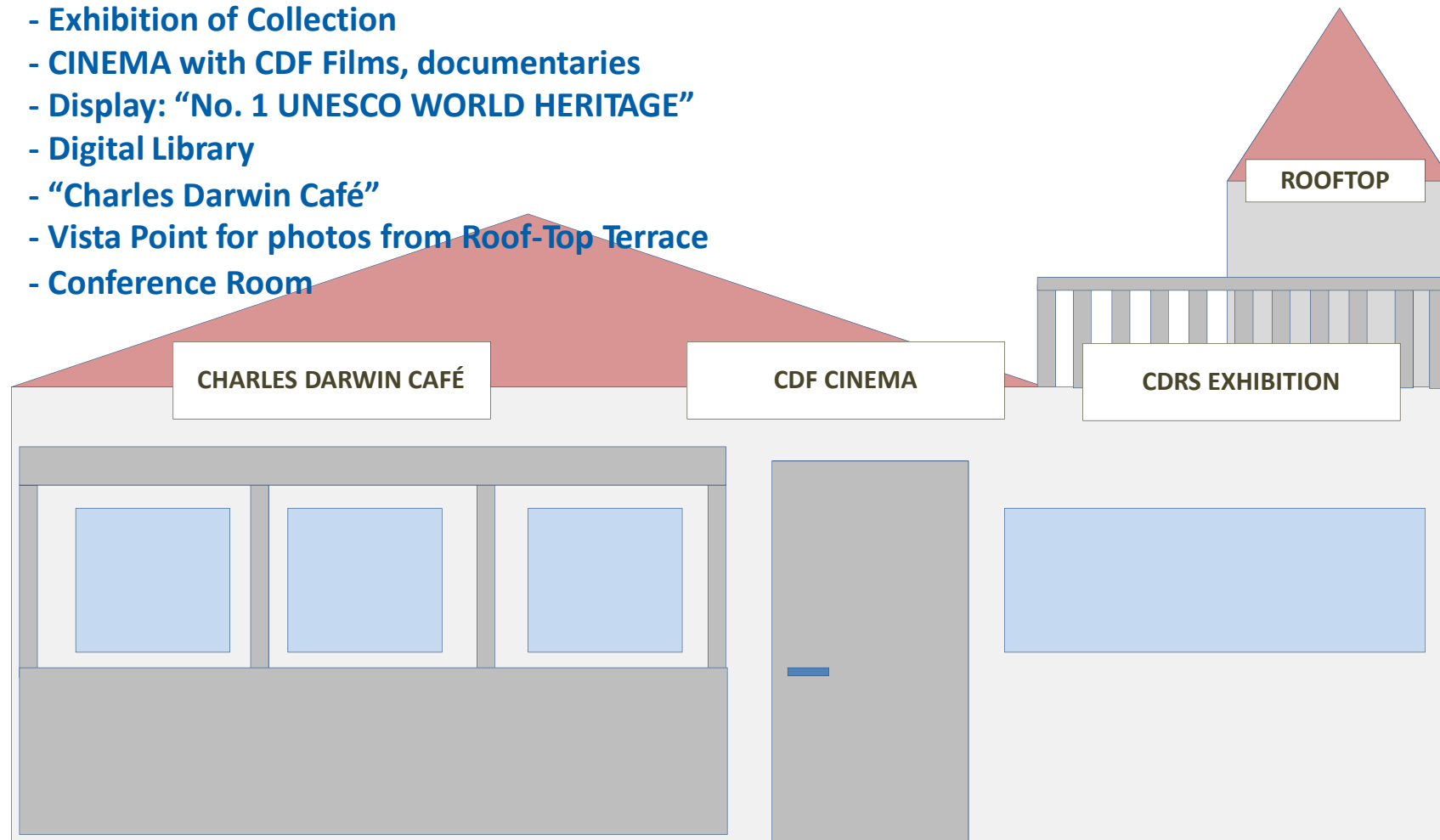
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Actions on Site:



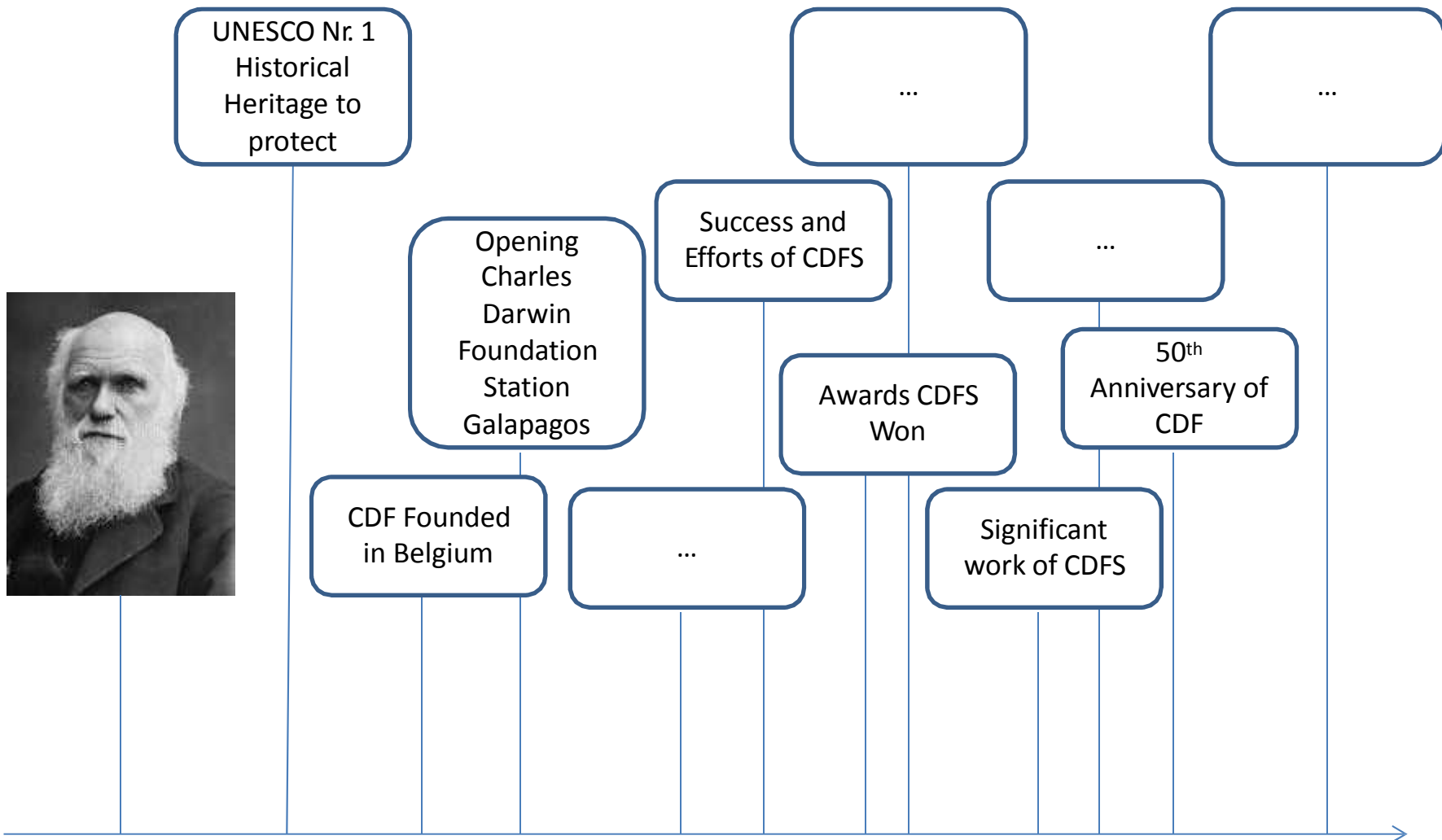
CDRS Exhibition Hall Including:

- CDF Heritage Wall
- Exhibition of Collection
- CINEMA with CDF Films, documentaries
- Display: “No. 1 UNESCO WORLD HERITAGE”
- Digital Library
- “Charles Darwin Café”
- Vista Point for photos from Roof-Top Terrace
- Conference Room



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CDF/CDRS Wall of Heritage and History



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Actions on Site



The Charles Darwin Foundation Actions on Site





CDF WATER/MARINE-LIFE RESEARCH STATION

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Actions on Site: Analog Craig Venter Institute, California



CDRS MARINA:

- WATER/MARINE-LIFE RESEARCH STATION
- CDF DIVING CENTER/CDF BOAT
- Solar Panels on the roof
- Botanic garden
- Watching a animal get tagged
- etc



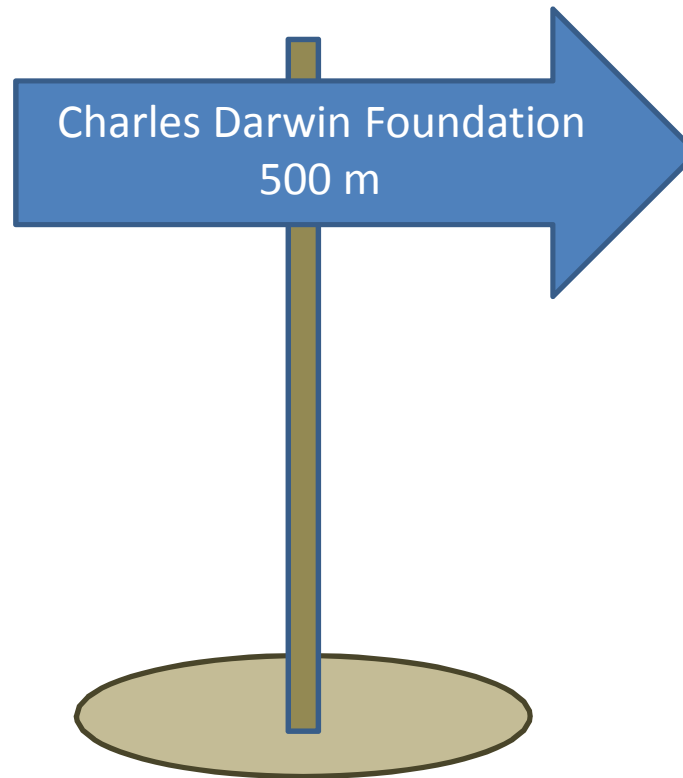
TOURS

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Actions on Site



Special Signs: With directions to the CD Research Center in Puerto Ayora.



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Actions on Site



Entrance Fee or suggested donation: For CD Research Center at the entrance.

Entrance Fee
or suggested
donation:

Adults 10,- UDS
Children 5,- USD

What to get:

- Brochure of CDF and the Evolution Theory
- Map of CDF
- Sticker of CDF
- Download App for smart phone including
 - Films
 - description of work
 - description of animals
 - description of Places/Houses
 - information about running projects

10,- USD x 200.000 =
2.000.000,- USD

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Actions on Site



Guided Tours: Two times a day.

Morning Tour:

09.00 AM: Welcome at the entrance
09.15 AM: Walk to the Facilities
10.00 AM: Presentation of Wildlife Films
10.30 AM: Little Turtles
 Bigger Turtles
 Huge Turtles
 Iguanas
 Special Plants, Trees, etc.
11:30 AM: Photo opportunity with animals
12.00 AM: Tour ends at gift shop

Afternoon Tour:

01.00 PM: Welcome at the entrance
01:15 PM : Walk to the Facilities
02.00 PM : Presentation of Wildlife Films
02.30 PM : Little Turtles
 Bigger Turtles
 Huge Turtles
 Iguanas
 Special Plants, Trees, etc.
03:30 PM : Photo opportunity with animals
04.00 PM : Tour ends at gift shop



EVENTS

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Actions on Site



Events for Local People in Puerto Ayora:

- **Everybody:** “Open-Door-Event” with grill (food & beverage)
“Behind the scenes tour”
- **Local Schools:** Education and Experience Day
- **Kindergarden:** Event with feeding animals
Paintings in Face of Children like animals
Presents: - Puppets/Mascot for the Children
- Comic with Evolution Theory
- Photos with big Mascot (Man inside)

Events with Mayor:

Opener with Swen Lorenz of the Event

Events with National Park:

Special Tour for Local People

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Actions on Site



“Charles Darwin Science -Exchange- Circle”

- Scientist of the different organizations at the Galapagos Island having an frequent exchange circle
- Audience: Mixture of local scientist, international scientist and local people, Ministry of Environment of Ecuador
 - Online-Stream of podium discussion, presentation and exchange



DONATIONS ON SITE

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Actions on Site



Set-Up a extended and structured “**Donation Program**”:



- **Bronze:** For Tourists, Local People (10 – 1.000,- USD)



- **Silver:** For High-Income Individuals (1.000 – 30.000 USD)



- **Gold:** For Very-High-Income Individuals (30.000 - ... USD)



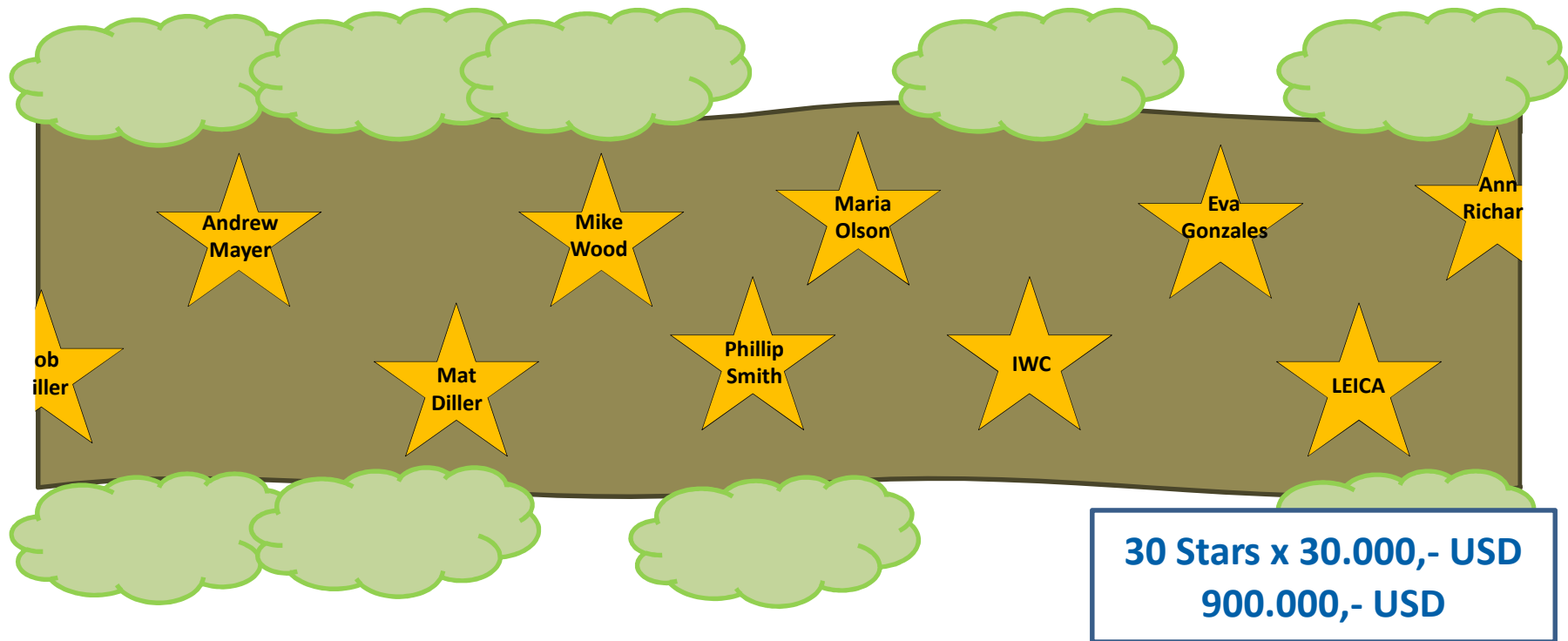
- **Platinum:** For Companies and future long-term Partners

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Actions on Site: “Walk of Evolution”.

“Walk of Evolution” (analog “Walk of Fame” in Los Angeles)

- “Walk of Evolution” from the entrance to the Main Plaza/Campus of CDF
- Visitors and Companies can buy a STAR with their name on it.



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Actions on Site

“Christmas-Donation-Cards” from Companies to Clients instead of gifts.

- Companies inform Clients that they don't send out gifts but donate money to a Charity, Foundation, ...

Dear Client,

This year we are not sending out gifts for Christmas but supporting the Charles Darwin Foundation with a donation.

We hope you like the idea and you can also donate at:

www.charlesdarwinfoundation.org

Merry Christmas

XYZ-Agency





MONEY-CAN' T -
BUY EXPERIENCES

HIGH-INCOME-INDIVIDUAL
TOURISTS (HIITs)

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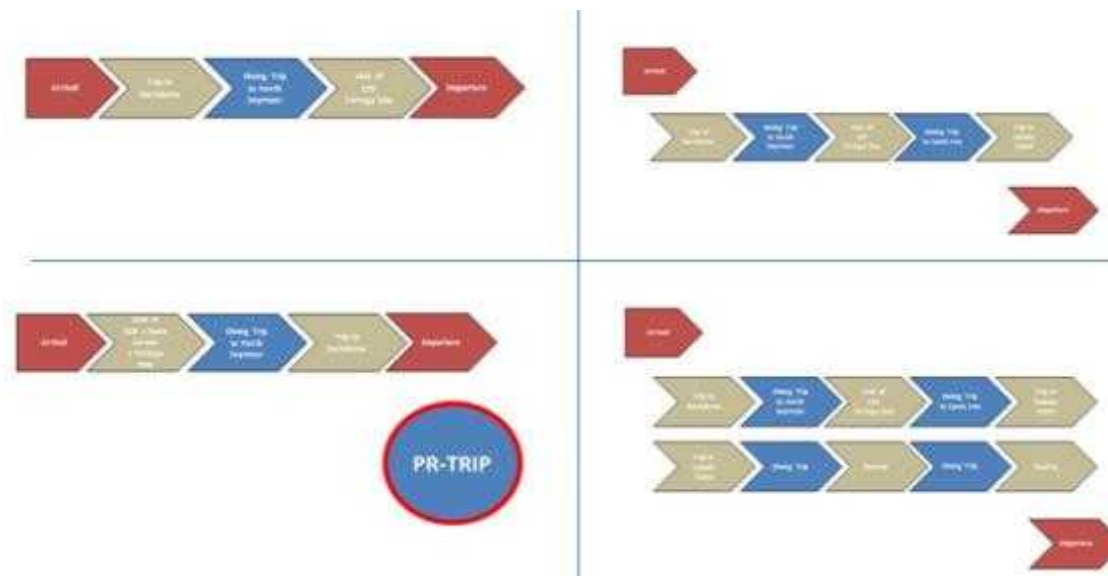


MONEY-CAN' T-BUY

EXPERIENCES:

Special Program for High-Income-Individuals who want to have a “once in a lifetime experience”:

- Flight, Hotel, Tours (Landscape, Ships, Diving)
- CDF Tour behind the scene
- Donation Program



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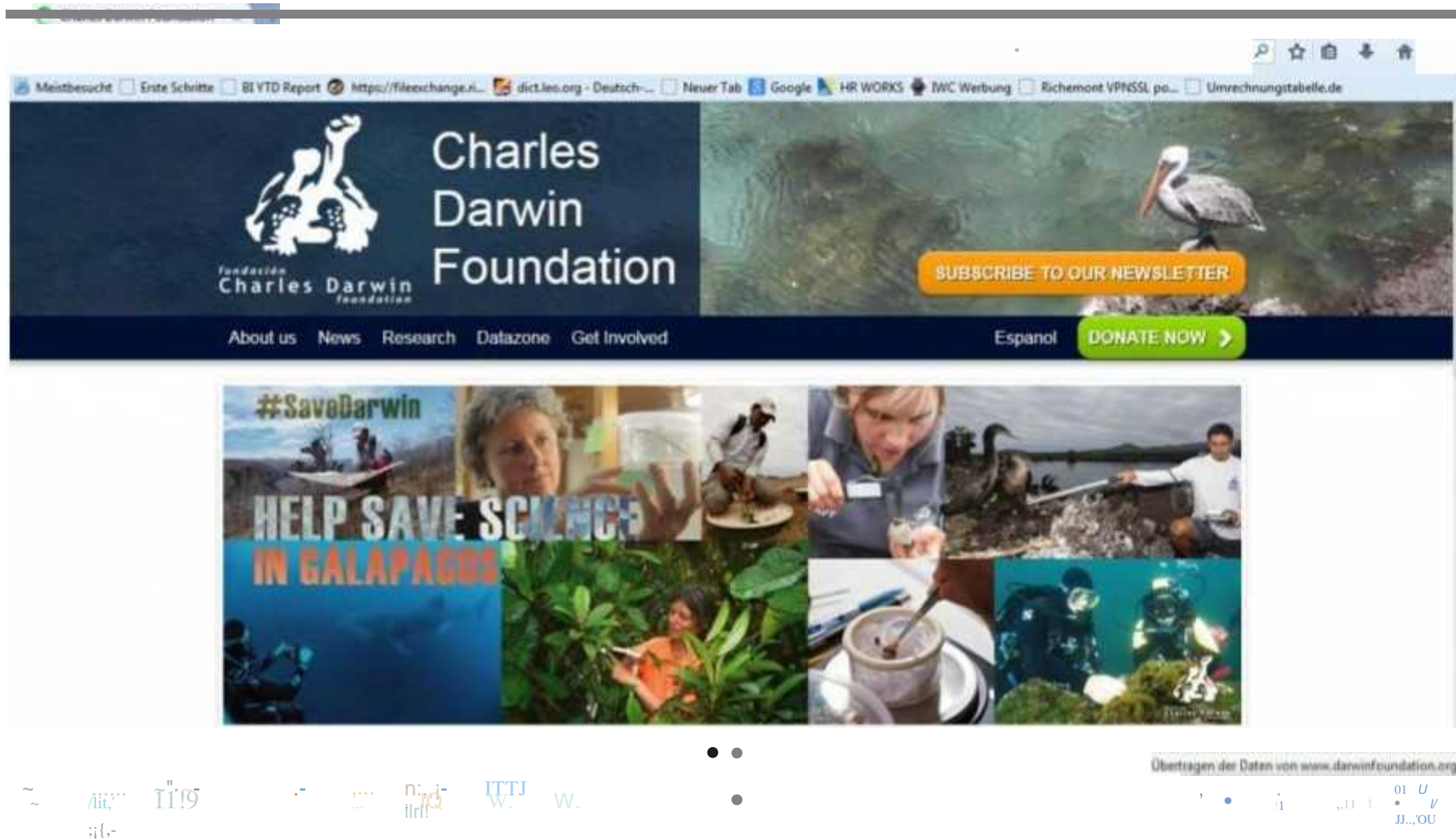
Actions on Site



DIGITAL

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Digital Actions on Website and Social Media (James)



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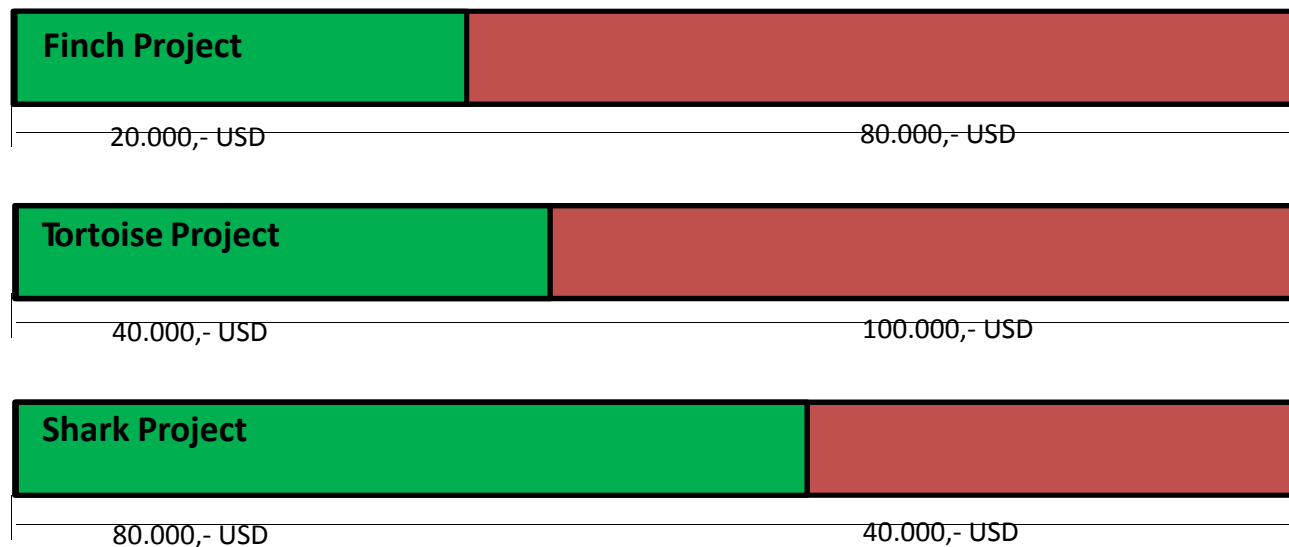
Digital Actions on Website and Social Media



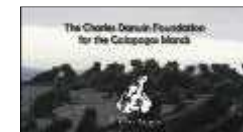
“Fund Raising Barometer”

- Selected projects will be visualized with a „Fund Raising Barometer“ how far the funding process is already done to realize the project.
- Project will start after reaching 100 percent of the needed budget.

Fund Raising Barometer



Success-Doc-Film afterwards



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Art Project:

International art exhibition on special places worldwide.

Peter Lindbergh takes photos with LEICA camera of animals & landscape at the Galapagos Islands

- Exhibition of photos (Miami Art Basel, Pinakothek Munich, etc.)
- Limited Edition for sale (charity character)
- Exhibition LUMAS (shop for special pictures & photos)
- LEICA should be a partner of the project



10 Limited Editions
25.000,- USD
250.000,- USD

The Charles Darwin Foundation Actions International



Auction of unique things:

- Create a unique IWC SCHAFFHAUSEN AQT WATCH (single piece) which is auctioned at Christies or Sotheby's in NYC.



Money will be donated directly to CDF/CDRS

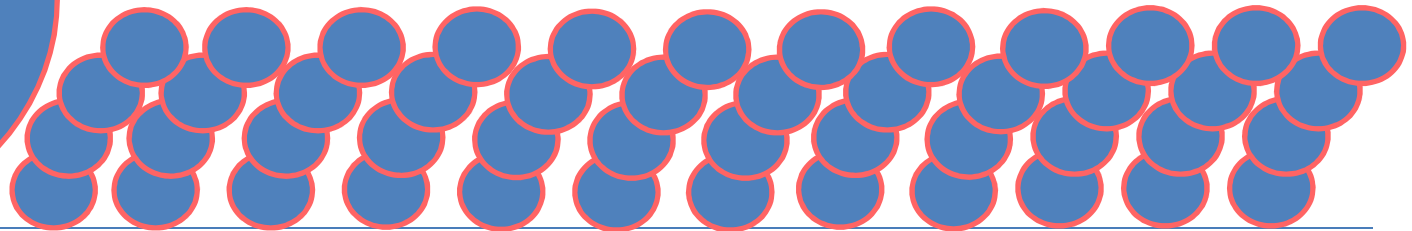
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Create big PR Story: “The coolest Job on Earth!”

- Global PR Campaign about the coolest Job in the World at the Charles Darwin Foundation



4 Rooms x 12 months = 48 students
10.000,- USD/Student ~ 500.000,- USD

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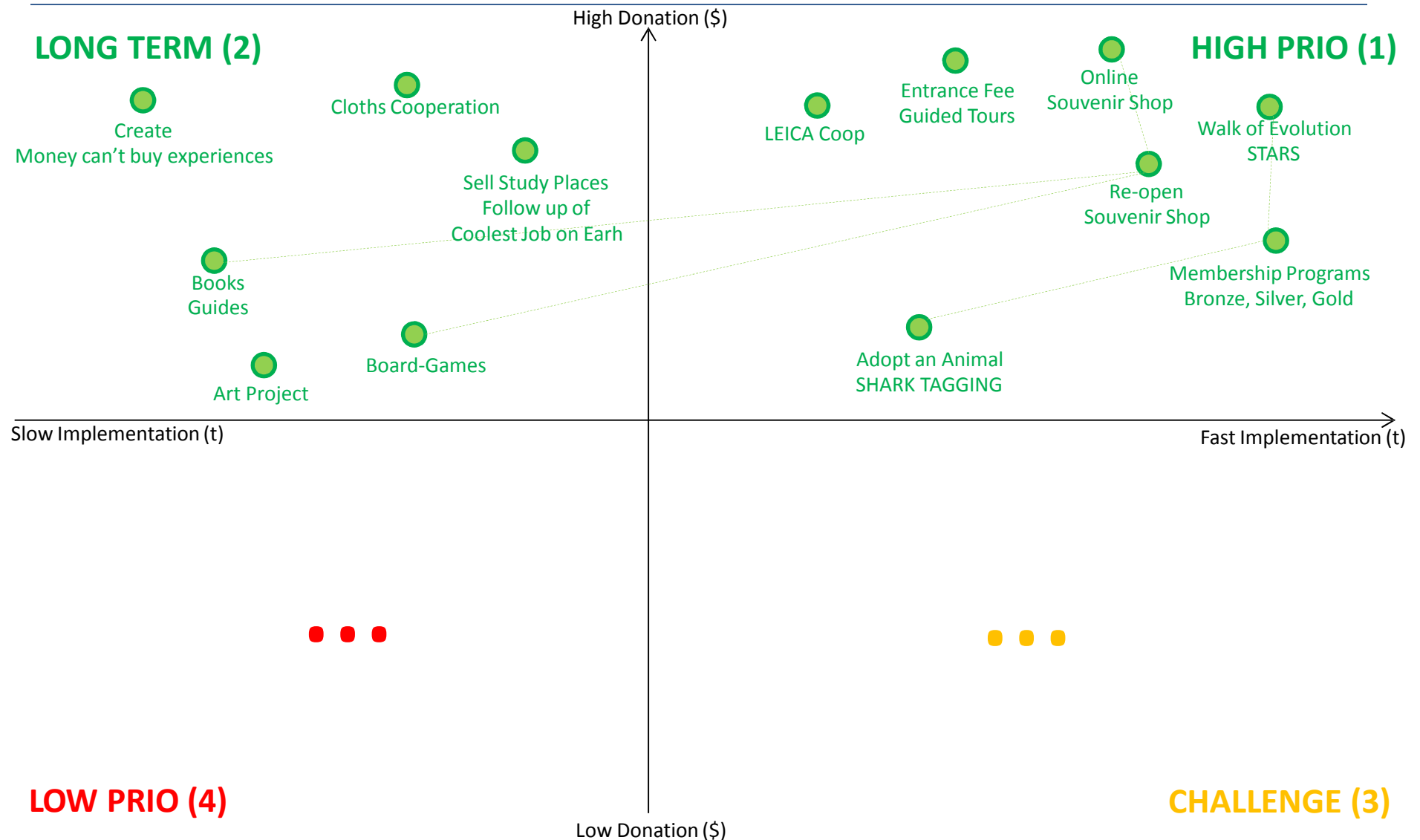
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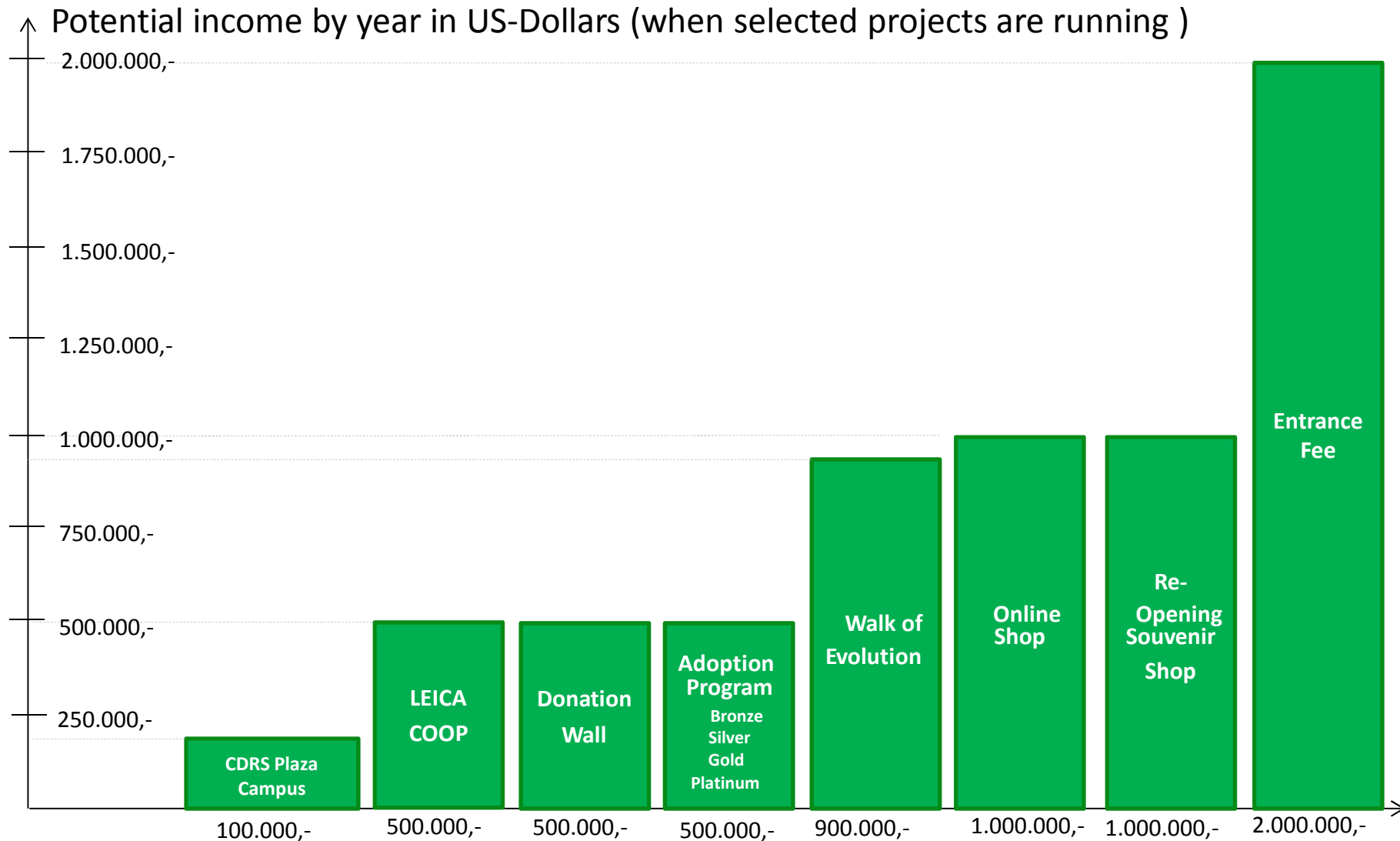
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Evaluation: Level of **Donation**



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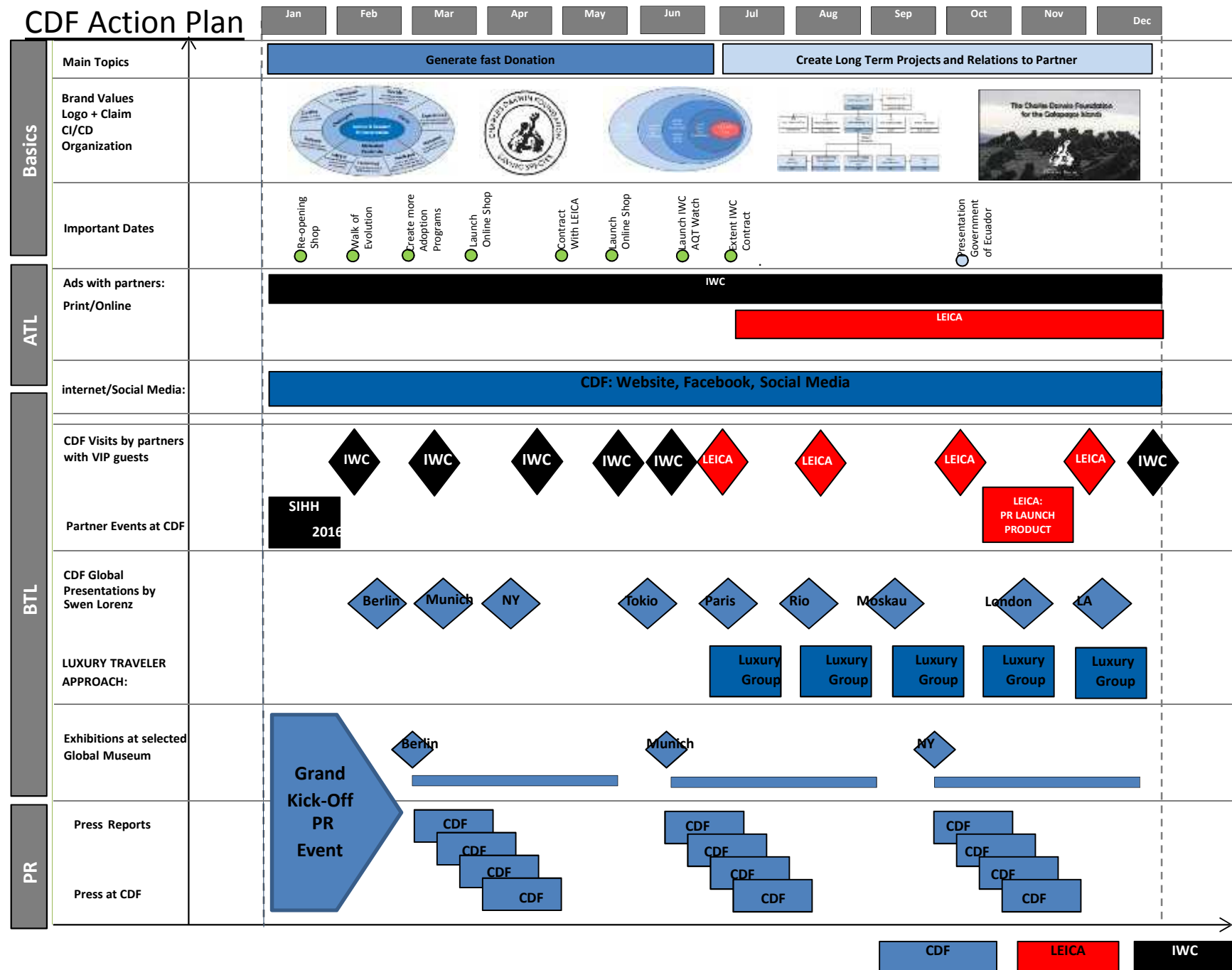
Evaluation: Step-by-Step (100 K Visitors/year)



CDF Action Plan

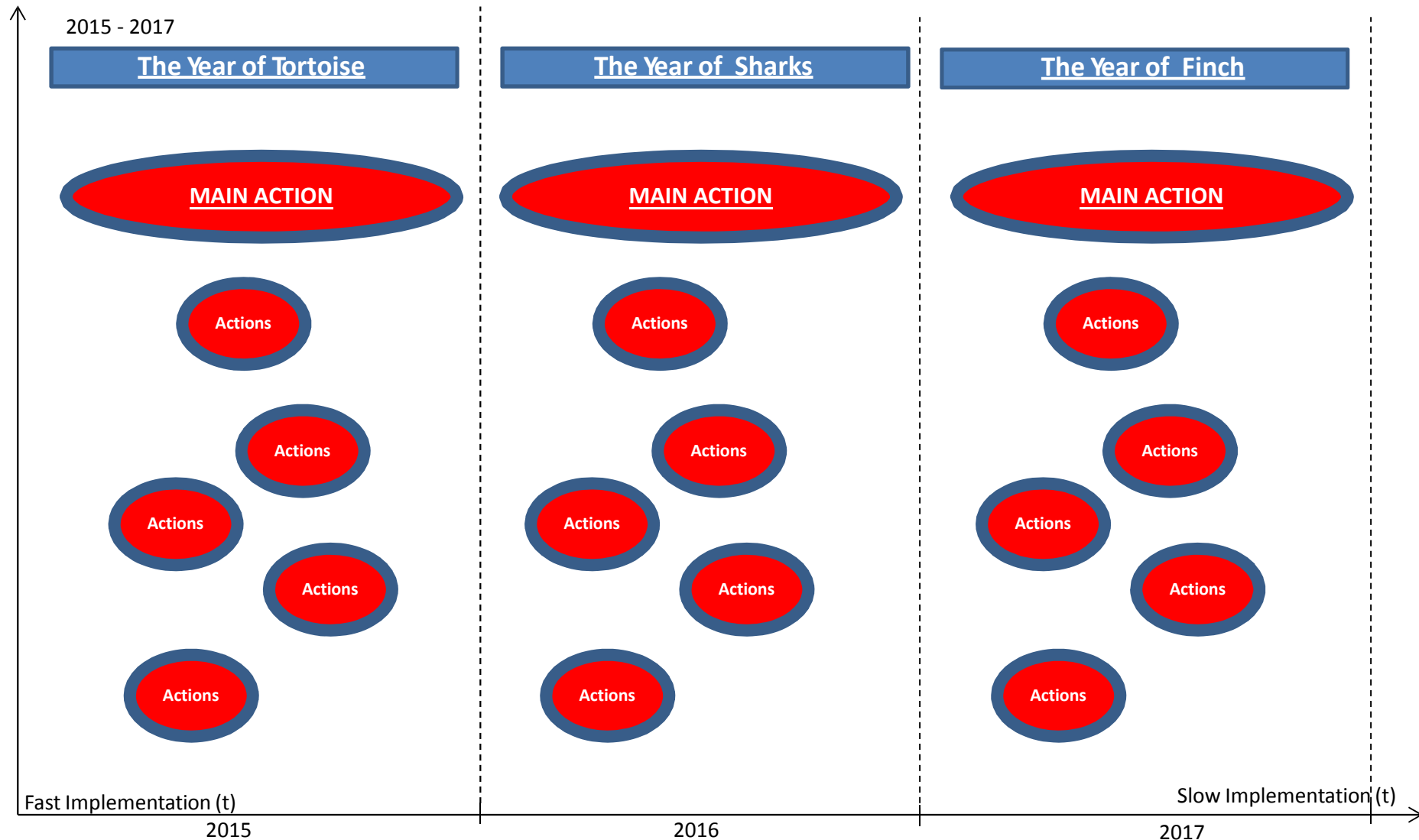
2015

2016



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Three-Years-Plan: Timing of Implementation Sector 1 + 2



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Loyalization and Conquer Donations



It's easier to activate people/organizations to their NEXT DONATION than to activate someone else for a FIRST DONATION!

So keep on going with selected and sensitive communication to the existing Donators.

Actions tbd.

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TBD



**UPDATED FROM VOLUNTARY WORK
CARRIED OUT BY NICOLE AND
ALEXANDER SCHWENCK 2014/2015**

The Charles Darwin Foundation Branding and Marketing Plan 2015

