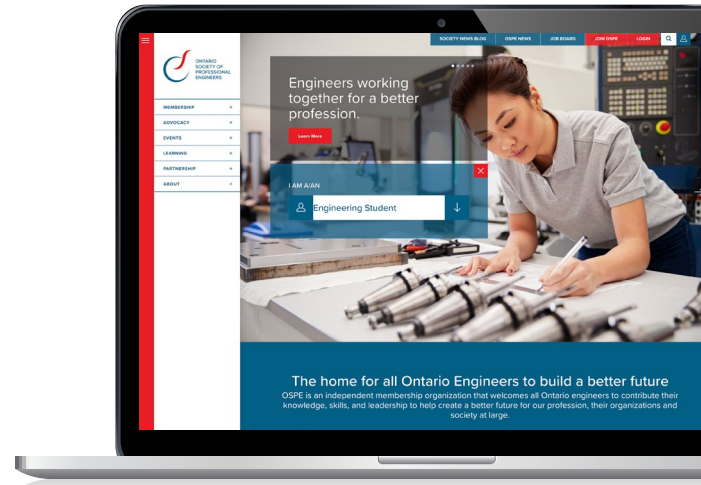


**Halmyre Thinking:**  
Ontario Society of Professional Engineers

# Building a better brand to engage members



The Ontario Society of Professional Engineers serves the entire Ontario engineering community. In 2018 OSPE's membership engagement team sensed it wasn't getting a good return on its investments of time and money. The brand strategy has now shifted to enable OSPE to listen more actively to the wants and needs of its members.

## THE CHALLENGE

The Ontario Society of Professional Engineers is an advocacy organization representing over 15,000 members of Ontario's engineering community.

Its goal was to reset the foundation of membership engagement through brand analysis, value proposition enhancement and persona development to better support corporate strategies and engage more members with targeted services.

## THE SOLUTION

OSPE partnered with Halmyre as an expert in marketing and communications for associations and membership organizations.

## The solution integrated a complete brand-building toolkit:

- Value proposition development and road-mapping
- Persona development with quantitative and qualitative insights
- Data intelligence audit and roadmap
- Features and benefits roadmap
- Brand strategy
- Customer experience strategy

*“The integrated team at Halmyre helped us restructure our membership brand. The team at OSPE is now connected to our members’ wants and needs better than ever.”*

Baijul Shukla, Director, Member Services and Strategic Partners, Ontario Society of Professional Engineers

# Results:

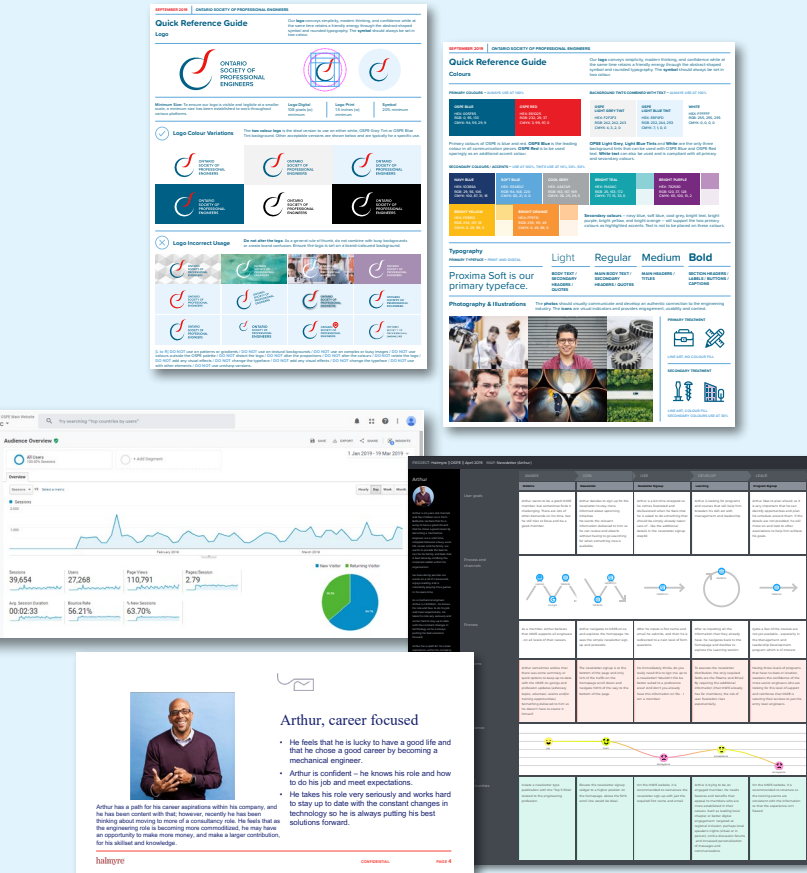
All key success factors were realized in this strategic project and the membership engagement team has increased its capacity to better manage OSPE's membership engagement in the future.

## Strategic Approach:

- Newly focused organizational value proposition
- Defined personas for member-led marketing
- New brand positioning and brand strategy
- Board buy-in and support

## Management Toolkit:

- Harmonized Google Analytics with social media integration
- Improved member management reporting dashboard for ongoing insights
- Detailed planning roadmap to deliver on new value proposition



## GOALS

### Key success factors for this project:

- A membership team with strategies aligned to OSPE's corporate strategy
- Clear, member-centric brand
- Internal behaviour now focused on actively listening to members' wants and needs

### Key performance indicators for membership engagement:

- Simplify communication touch points
- Clarify and agree upon target audiences
- Increase visual brand alignment and refresh brand as required
- Improve measurement and management capabilities

## PROCESS

Halmyre conducted an integrated brand strategy and planning engagement. This included both internal, quantitative membership and performance data analysis and an external situation analysis with customized qualitative and quantitative research.

OSPE's brand strategy emerged from a disciplined analysis of its unique value proposition, the personas of its members – to reflect their wants and needs – and Halmyre's facilitated branding workshop.

### In partnership with OSPE, Halmyre's integrated marketing strategy team

- Conducted a management reporting dashboard review and clean-up

- Amalgamated 7 Google Analytics accounts into one for more cohesive analysis
- Documented a thorough situation analysis, including competitive landscape review
- Facilitated 2 internal workshops on brand, value proposition and members' wants and needs
- Completed a detailed content audit and member journey mapping exercise to plan future customer experiences
- Developed a new brand position and visual brand refresh to support brand strategy
- Led the strategic merging of 12+ websites into one shared platform