

Standing Out to Build Value and Shape a Confident and Trustworthy Consumer Brand



MoneySmart Manitoba helps Manitobans make informed financial decisions and protect themselves from financial frauds and scams

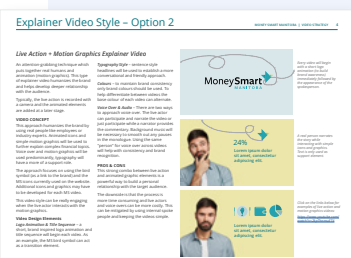
Problem

- As part of a broader government-based financial regulatory organization, MoneySmart Manitoba had trouble differentiating itself and creating a distinct brand with a public presence.
- How could MoneySmart Manitoba ensure its brand had a uniquely Manitoban voice to engage the greatest number of Manitobans with content and information designed just for them?
- The client was preparing to amalgamate three distinct websites into one property and needed a unifying brand.
- The opportunity was to create a brand identity that would convey the quality of the organization's information and the public's trust in its independent status as a public regulator.

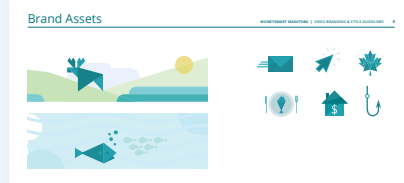
Approach

- Halmyre led a multi-stage approach to facilitate a strategic understanding of MoneySmart Manitoba's brand and to build a working profile of the audience. This included development of a brand identity that would shape the brand's values and give voice to the organization's content. To do this, Halmyre:
- Designed a visual style that incorporated unique elements of Manitoba culture and history, including a reflection of Indigenous culture;
 - Used custom illustrations, animations and friendly music to convey an open, friendly, but smart identity for MoneySmart Manitoba to engage the full range of the public;
 - Developed web, social media, video and collateral expressions of the brand to support its launch; and
 - Created a fulsome brand standard guide and communications manual outlining a complete array of brand attributes.

Video (click to play)



Video style guide



Brand assets

Outcome

A lasting visual brand that tells the evolving story of the organization as it has grown over four years:

- Newsletter sign-ups up 75%
- Video view completion rate of 43%
- New users to the website up 12%
- Number of website sessions increased 7%
- More than 1 minute, 50 seconds spent on the website after watching the videos, on average

“The Halmyre team really took the time to understand our business, audiences and stakeholders at the outset of our website project. This upfront strategic planning has paid off. This is why Halmyre has become a valued marketing and communications partner ... and our financial literacy outreach work.”

— AINSLEY CUNNINGHAM
Manager, Education and Communications
Manitoba Securities Commission, Securities Division

