NAMA

brand dimension.

brighton

NAMA: Brand Dimension

beliefs, purpose, mission, pillars

beliefs (The foundational underpinning of the brand: our values and guiding principles)

- *We believe* **agriculture** is essential for global growth and success.
- *We believe* **marketing** drives understanding and adoption of products and technology that advance agriculture.
- *We believe* **collaboration** fosters development of the best ideas that deliver the best results.
- *We believe* **networking** drives personal and professional development.
- *We believe* **personal development** empowers confidence and advancement.
- *We believe* **investing in students** fosters fresh ideas and secures our future, as well as their's.
- *We believe* we have a **responsibility to shape the future** of agri-marketing.
- *We believe* as leaders in agri-marketing we are **responsible for preparing** the next generation of leaders.
- *We believe* **recognizing great work** inspires great work.
- *We believe* **having fun and being social** is a catalyst for engagement.

purpose/mission

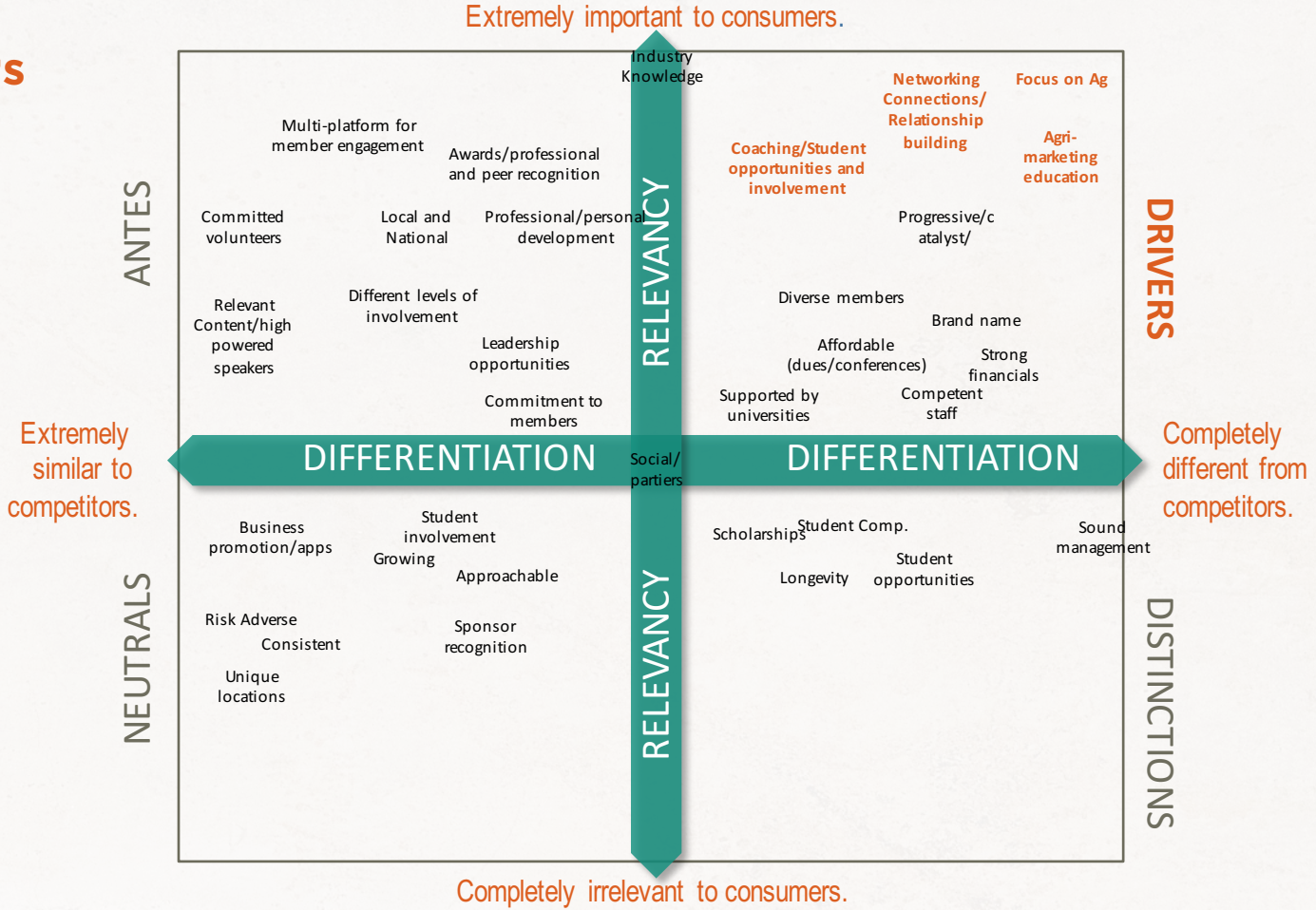
Purpose (Why we do what we do)

Create skilled, passionate, agri-marketers.

Mission (How we do what we do)

By fostering connections to passionate people, valuable information, relevant tools and progressive ideas in agri-marketing.

antes/drivers



pillars (How we support the mission – our key differentiators)

Focus on **Agriculture**

+ Professional and personal development
+ Leadership opportunities
+ Awards/professional and peer recognition
+ Latest technology and trends in the agriculture industry
+ High-powered speakers

Agri-marketing education that increases skills

+ Diverse members involved in all aspects of agri-marketing
+ Extensive experience in the industry
+ Hands-on student opportunities and involvement
+ Communicate latest technology and trends in ag, marketing and agri-marketing
+ High-powered speakers

Connections that advance careers

+ Access to the best and the brightest in agriculture
+ Employment opportunities
+ Life long friendships
+ Access to tools, information, technology and trends in agri-marketing

Student involvement that secures the future

+ Tapping into fresh ideas
+ Fostering passion for agri-marketing
+ Building the next generation of leaders
+ Communicate and demonstrate, latest technology and trends in agri-marketing

NAMA:: Brand Dimension

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NAMA: Brand Dimension

audience insight & mindset

brighton

audience

Primary

- **Marketers**
  - Brands
  - Agencies
- **Publishers/Media Companies**
- **Students**

Influencers

- **Business Leadership**
- **Faculty**

Tertiary

- **Sponsors**
- **Exhibitors**

insight map – marketers/publishers/media companies

Think	Feel	Say	Do	See	Hear
• Will I have a job? • Are media changes relevant to me? • Am I behind? • What does the future hold? • How much should I spend in marketing? • When should I switch audience focus? • Am I making an impact? • We need to think differently • Consolidation creates opportunity	• Apprehension • Fear of being left behind • Nervous/anxious • I want something to believe in • There are opportunities to acquire other businesses to grow	• Need to take a "global" first approach • There is a lack of talent • It's hard to retain talent	• Increase spending on consumer education • Measure EVERY action for ROI • Evaluate all tools at their disposal • Hire to fit culture • Use specific outside vendors	• Consolidation of companies • Change in media platforms • Audience consumption changing • Volatile markets • Global impact on their business • Government regulations • Consumer perception • VC money????	• "Cut your budget" • "Invest through the down turn" • "We have good solutions" • "We don't trust you"

insight map – students

Think	Feel	Say	Do	See	Hear
• May think ag is unsophisticated/ slow • I want to be part of a startup • What is my path? • I want a hipster title, not sales	• Pressure to have a job offer before 12/25 • Civic minded • Confident (maybe over confident) • Frustrated over pace of change • Bored in early job	• I want to be V.P. • Establishment doesn't understand me • I want to be part of something bigger	• Internships • Alternative communication style	• Tremendous opportunity for employment in agriculture	• "The economy is bad" • "Agriculture is a great opportunity"

audience insights

Primary *(Marketers—Brands, Agencies, Publishers, Media Companies, Students)*

The agri-marketing industry is constantly progressing. ***New technologies and trends are introduced at a rapid pace*** *and it is difficult to* ***keep current to remain relevant****. I need a resource for* ***building a network of agri-marketing professionals to help me stay ahead of the curve and advance my career.*** *While I am making my connections, it is* ***important for me to engage in personal development opportunities, as well as have fun interacting socially.***

Focus

Marketers: Connections to other agri-marketing professionals.

Publishers/Media Companies: Connections to agriculture brands.

Students: Connections to agriculture careers.

key audience insight & mindset

In agri-marketing, there is a large pool of smart, talented, experienced and progressive people who have deep and diversified skills. **Tapping into the community of passionate agri-marketers will help agri-marketing professionals and students build essential networks to advance their careers, as well as, develop personal skills to make them vital in their specific disciplines.**

(personal drivers)	*(tangible benefits of the brand)*	*(implied benefits of the brand)*
Emotional Mindset	***Rational Mindset***	***Value Mindset***
Leadership	Connections	Lasting Relationships
Pride	Knowledge	Reliable Insight
Respect/Recognition	Skill Development	Relevancy
Appreciation	Awards	ROI
		Reputation

brand positioning & promise

We are **leaders** in agri-marketing, connecting **brands, agencies, publishers, media companies, students, business leadership, faculty, sponsors and exhibitors** through interactive and engaging experiences that **increase knowledge, recognize achievement and build relationships,** to **ensure personal and industry growth.**

Agri-marketing networks that advance careers.

NAMA: Brand Dimension

personality & essence

brand character/personality

Ronald Reagan
Passionate
Focused
Courageous
Engaged
Innovative
Resourceful

Steve Jobs
Innovative
Trustworthy
Focused
Open/Accessible
Anticipative
Proven
Passionate
Original

Franklin Roosevelt
Innovative
Trustworthy
Focused
Open/Accessible

George Bailey
Committed
Engaged
Innovative
Leaderly
Passionate
Progressive
Enthusiastic
Knowledgeable

Howard Buffet
Adaptive
Challenging Committed
Empathetic
Engaged
Honorable
Skillful
Tolerant
Progressive
Tough

Justin Timberlake
Creative
Innovative
Knowledgable
Leaderly
Sociable
Purposeful
Resourceful
Admirable
Capable
Challenging
Charismatic
Educated
Enthusiastic
Focused
Passionate
Organized
Purposeful
Fun-Loving

James Bond
Active
Fun-loving
Humorous
Sociable
Adaptable
Anticipative
Flexible
Captivating
Extraordinary
Innovative
Original
Perceptive
Big Thinking
Confident
Effective
Honest
Intelligent
Resourceful
Responsive
Strong
Modern

Guy Kawasaki
Innovative
Charismatic
Approachable
Entrepreneurial

brand character/personality

NAMA is a ***Connector*** brand.

Connector is based on building a robust network of agri-marketing professionals and leaders that brands, agencies, publishers, media and students can tap into for agri-marketing insight, development and advancement.

Primary Attributes	*Secondary Attributes*
Passionate	Insightful
Engaging	Fostering
Knowledgeable	Adaptable
Progressive	Fun

brand essence

The brand's mode of expression — beyond the visual to include its tone, its vibe, its look and its feel. This statement inspires the visuals that support the personality.

Networked Empowerment

NAMA:: Brand Dimension

KEY AUDIENCE INSIGHT (The core of what the audience needs to succeed)

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AUDIENCE MINDSET (What motivates the audiences' decisions)

Emotional Mindset (personal drivers)

Leadership
Pride
Respect/Recognition
Appreciation

Rational Mindset (tangible benefits)

Connection
Knowledge
Skill Development
Awards

Value Mindset (implied benefits)

Lasting Relationships
Reliable Insight
Relevancy
ROI
Reputation

BRAND POSITIONING (How we uniquely provide success to our audience)

We are **leaders** in agri-marketing, connecting **brands, agencies, publishers, media companies, students, business leadership, faculty, sponsors and exhibitors** through interactive and engaging experiences that **increase knowledge, recognize achievement and build relationships,** to **ensure personal and industry growth.**

BRAND CHARACTER & PERSONALITY (The attributes we possess for delivering success)

Passionate, Engaging, Knowledgeable, Progressive, Insightful, Fostering, Adaptable, Fun

BRAND PROMISE (How we are committed to providing success to our audience)

NAMA is a *CONNECTOR* brand.

Agri-marketing networks that advance careers.

BRAND ESSENCE (How we summarize the brand)

Networked Empowerment

brand story

Agriculture. It's the **largest** industry in the world and it drives global growth. So, **YOU** need to be at the top of your game. That's why we **connect** you with a comprehensive network of agri-marketers. Experienced people who **know the industry,** inside and out. Bright people with **fresh, innovative thinking.** People who are just as passionate about sharing a laugh, as they are about sharing their expertise. People who want to **pay their industry knowledge forward** because they remember the ones who helped *them* succeed.

All, so **YOU** will succeed.

brand story

You'll have **access** to **powerful tools** and **progressive industry trends.** We'll put you in front of smart and influential speakers. We'll get you the **hands-on experiences** and **employment opportunities** that help you excel as an agri-marketer. In an organization that's built on **people who genuinely love what they do—**who want you to **love what YOU do,** and **become exceptional** wherever you do it. And we'll recognize **your excellence** along the way.

We're about working **side by side** to challenge each other. In order to move **YOU** forward *personally* and *professionally*—**in Agriculture.**

NAMA—Agri-marketing networks that advance careers.

mood board

BRAND ESSENCE:
Networked Empowerment

PURPOSE (Why we do what we do)
Create skilled, passionate, agri-marketers.

BRAND PERSONALITY

CONNECTOR

- PASSIONATE
- ENGAGING
- KNOWLEDGEABLE
- PROGRESSIVE
- INSIGHTFUL
- FOSTERING
- ADAPTABLE
- FUN

NAMA®

Agri-marketing networks that advance careers

COLOR PALETTE

It is essential that the colors used in the signature and across other collateral are always reproduced accurately and consistently. Please use the following color formulas as a guide to achieve a consistent color palette across all communications.

PRIMARY		SECONDARY	
	PMS 575 CMYK 0-00-00-00 RGB 00-00-00		PMS 2617 CMYK 0-00-00-00 RGB 00-00-00
	PMS 7495 CMYK 0-00-00-00 RGB 00-00-00		PMS 137 CMYK 0-00-00-00 RGB 00-00-00
			PMS 159 CMYK 0-00-00-00 RGB 00-00-00
			PMS 200 CMYK 0-00-00-00 RGB 00-00-00
			PMS 2945 CMYK 0-00-00-00 RGB 00-00-00

FONTS

The Gotham and ITC Officina Sans families are the primary typefaces for NAMA® Bold, clear and modern, these fonts are instantly recognizable and equally versatile across all media.

Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstu-
vwxyz0123456789

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstu-
vwxyz0123456789

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ITC Officina Sans Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ITC Officina Sans Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ITC Officina Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ITC Officina Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

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