



Easter Seals Nova Scotia BRANDING REVISION 2009

Easter Seals Nova Scotia
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In the 78 year history of our organization we have gone through many changes – changes in programs and services; changes in facilities and changes in name. The single most consistent element of our identity has been our role as the Easter Seals organization in Nova Scotia. In recent years we have been known as both Easter Seals Nova Scotia and the Abilities Foundation of Nova Scotia, honouring the very positive identity and relationships associated with each name.

We recognize our brand is a collection of experiences and associations connected with our service. Our brand should define who we are and what we represent in a clear manner. Earlier this year, our board of directors agreed that it was time to review our brand position and determine if our current use of two brand names was the most effective and efficient way to define our brand. A committee was appointed with the mandate to review and put forward recommendations on the future of our brand.

After careful review by the committee, it was recommended that we move to the single brand of Easter Seals Nova Scotia.

This decision was made based on four key reasons:

- **Clarity**- it is important to avoid confusion for donors and other supporters with regard to who we are and the clientele we serve. In spite of our best efforts there remains confusion regarding our dual identity.
- **Efficiency**- it was determined that there are clear cost savings connected to marketing one brand as opposed to two.
- **Opportunity**- the national brand of Easter Seals provides us with the opportunity, on both the regional and national basis, to participate in added fund development revenue opportunities.
- **Recognition**- the added recognition of the Easter Seals brand assists in the task of building support for program and fund development initiatives.

On May 4th 2009 this recommendation was presented to the board of directors and received full approval. At that time a full transitional plan was presented. This plan is to ensure a seamless and smooth transition.