

Branding Competition – Brand for Growth

To succeed and thrive, social enterprises must communicate well, evidence their worth and compete for business in a busy and innovative marketplace. Investment in a strong and well thought out brand should be core to ongoing sustainability and growth but too often, social enterprises struggle to develop the kind of brand that will set the course of future success.

Brand for Growth is an opportunity to invest in your brand. Funded by the Scottish Government as part of the 3 year Social Enterprise Action Plan 'Building a Sustainable Social Enterprise Sector,' Brand for Growth is a competitive programme aimed at ambitious social enterprises with high impact potential who can bring something to the table themselves. The programme is being delivered by BOLD, part of the Community Enterprise family. Some previous examples can be seen at <https://bold-studio.co.uk/brand-for-growth-2019-20>

Applicants need to set out how a strong and strategic brand would impact on their business and how it would build capacity. **To apply please complete a call for proposals** which can be downloaded here <https://bold-studio.co.uk/brand-for-growth-2019-20> and email completed proposals to maria@communityenterprise.co.uk

Deadline: 9am on the 7th October 2019

Notes

Community Enterprise

Community Enterprise is a 30 year old, completely independent national social enterprise and third sector support agency. We help to develop enterprise, communities and organisations including strategic thinking, market research, business planning, evaluations, organisational reviews, planning and financing.

BOLD

BOLD is a branding, design and digital agency with specialist expertise in social enterprise the voluntary sector. We are a small agency with high standards and a social conscience providing branding strategy, great design and forward thinking websites.

Our activity is focused on achieving our client's objectives. Our team of committed design professionals provides consistently excellent outputs through our proven process models and our guiding mantra: 'Be Creative, Be Focused, Be Bold'. BOLD is a trading division of Community Enterprise - a social enterprise consultancy with over 30 years' experience and an track record for knowledge and innovation.

Social Enterprise Branding Competition

Background to the Programme

Your Brand refers to how you are perceived by people who come into contact with you. Branding is the act of doing what you can to manage their experience and perception.

To succeed and thrive, your Social Enterprise must communicate well, evidence its worth and compete for business in a busy and innovative marketplace. Investment in a strong and well thought out brand is core to your ongoing sustainability or growth. Only by winning business and/or captivating funders and investors can your Social Enterprise succeed in delivering its mission. Too often social enterprises at a turning point struggle to resource investment in the kind of brand development and implementation that will set the course of future success and crystallise their proposition.

Brand for Growth represents an opportunity to invest in your brand. Taking a careful look at how your branding should best be implemented and helping you focus on and strengthen your place in your market and your community. We will deliver a targeted number of in depth quality branding interventions to social enterprises based in Scotland who are restricted by lack of resources but are well placed to exploit a market. This is about developing your brand with you and could include a logo, printed materials, a simple digital presence etc depending on the needs of each participant.

It is funded by the Scottish Government as part of the three year social enterprise Action plan, "Building a Sustainable Social Enterprise Sector in Scotland".

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Testimonial

"This has been a really positive experience for us that came at the perfect time in our development as an organisation. We have rebranded from Dundee Association for Mental Health to Wellbeing Works, and the feedback we have had on the rebrand is fantastic. The people who attend our projects have said it's a better fit for who we are and what we do, and has really helped with our own strategy of making the shift from focussing on mental illness to wellbeing. It's also great to have a brand that is easily recognisable, transferable and is also clean and current. You might have gathered that I am delighted with it!"

CEO, Wellbeing Works

The Competition Proposition

The Process

This is a competitive programme and we are currently seeking proposals. You should be an ambitious social enterprise with a desire for more impact to compete for a place on the programme. You will need to bring something to the table yourself.

You will need to apply setting out how a strong and strategic brand would impact on your business and how it would build your capacity. This is an in-depth collaborative intervention that you will need to commit time to.

For those who are unsuccessful we will endeavour to provide other support ourselves or signposting to more appropriate free social enterprise support.

The Delivery Programme

A bespoke intervention will be designed; largely following the process set out below but this will be tailored to each participant. This will be enough time to make a meaningful difference by fully exploring the brand, working with the organisation to arrive at a suitable set of design assets as well as creating some rollout assets to get set the brand on its new path.



What You Need To do

Please complete the accompanying application form template in Word.
Questions are shown below for convenience, but you can **download the Word template at:**
<https://bold-studio.co.uk/brand-for-growth-2019-20>.

Organisation Name	
Year Established	
Years of trading	
What does your organisation do?	
What is your product or service?	
What is your social impact?	
Annual turnover	
What proportion of your income is trading	
Number of staff	
Legal Status	
If you secured a place on the Brand for Growth programme what financial growth would you project and why?	
What social impact growth would you project and why?	
Why do you particularly feel you should be chosen to be a participant in the programme?	
What do you feel you could contribute to the programme? This can be match funding or in-kind contributions.	

Deadline

9am on the 7th October 2019.

Where to send your proposal

Please email your proposal and any additional information to maria@communityenterprise.co.uk

You are very welcome to seek further information – please contact Doug BOLD's Creative Director at doug@bold-studio.co.uk or 0141 401 0385.

Who will Deliver this Work?

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