



mosaic marketing

Observers. Planners. Connectors.

Case Study

realRESOURCES
real people / real passion / real life

BACKGROUND

Background

- International non-profit ministry created in 1994 by a youth minister
- Today serves over 35,000 participants in over 69 different communities
- 8 other ministries have been added over the years
- Strategic Planning process conducted 2009-2010 (Uncovered need to create “umbrella” brand)

Background

- “Institutional” analysis already performed
- Needed inspiration to help drive and develop the new name and brand personality
- Conducted Metaphor Elicitation Collage Exercise with 15 key constituents
- Focus: To identify common denominators across all ministries

Creative Setting



Abstract Designs



Individual Sharing



Group Sharing



FINDINGS

Findings

Diverse People
Eyes
Hands

Real,
Authentic
Relationships

Moving
Reaching
Experiencing

Jesus

Before



After

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Endorsement

“Transitioning into the Fall of 2010, our executive team at YouthWorks! wrapped up a strategic plan and began to shift focus to execution. At the top of the list was a desire to rename and rebrand our umbrella corporation in a manner that would enable us to more effectively share our collective story. Susan with Mosaic came alongside of our marketing and executive team to help facilitate us through the process. She brought a creative and thoughtful framework that helped our team to better understand the elements of customer experience that are common across all of our offerings. This exercise became the foundation of our branding process while giving our whole organization a stake in the outcome. I’m so thankful for the careful listening and strong facilitation that Susan offered up as she guided us to a new brand that will provide enhanced clarity and momentum for our employees and customers alike!”

Jeffrey Carver

VP Strategic Initiative,

Real Resources (formerly YouthWorks!)