



>> Case Study: Rebranding results in a 50% increase in monthly membership acquisitions for non-profit organization

Background

NAEIR is the National Association for the Exchange of Industrial Resources. They are a non-profit organization that collects excess inventory from businesses and redistributes those goods to schools, churches and non-profit organizations across the country.

Challenge

NAEIR originally approached Hult in Spring 2011 for help with their www.naeir.com. Upon further discussion, it was determined that NAEIR needed to pursue a more aggressive and strategic marketing process overall.

Solution

From our initial planning meetings with the leadership of NAEIR, it became apparent that there was a need to clarify what NAEIR is and how it works – for current and prospective donors as well as purchasing members. Hult strategized and facilitated extensive internal and external research, which was key to this effort. The results of which were used to guide the leadership of the organization moving forward.

Of the research, one of the key takeaways was that NAEIR was confusing. Even long-term members had obvious misconceptions. Communication and product offerings needed to be streamlined – and the organization needed to be presented as the best option to donate overstock (on the donor side) and purchase discounted merchandise (on the member side). And while the NAEIR brand had solid brand equity with its audiences, a prime opportunity existed to create a more modern and professional brand image.

Hult strategized and developed a complete rebranding of the organization. A new logo and tagline (Empowering Generosity™) were created to better convey the organization's mission. The new look was applied to the website, catalogs, direct mail, and other communications, which were also streamlined for clarity and ease of use.

Results

NAEIR reported that the rebranding and updated collateral have helped them to increase monthly membership acquisitions by 50%. And, in the first three months, monthly product requests had increased by nearly 15%.



"Without question, the rebranding of the organization has been a major contributor to our overall performance. The professional "look" that we now have, and, of course, the new website, have all helped to turn the organization around."

– Gary Smith, President/CEO of NAEIR

Logo:
Before



After

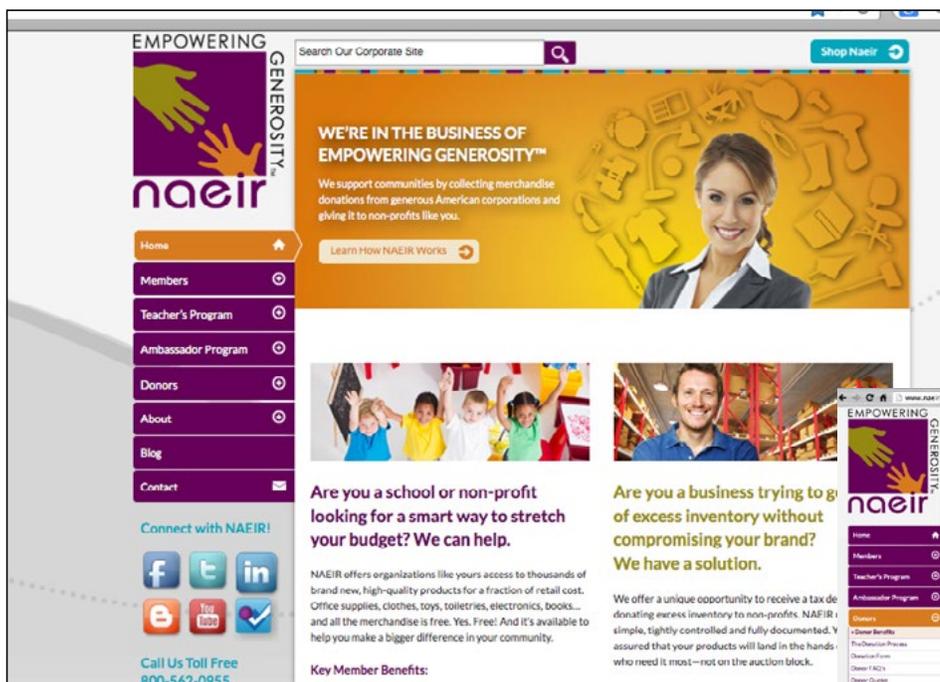


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>> Campaign Creative:

www.naeir.com



Donor Benefits Page



Member Information Packet



NAEIR Brochure



Catalogs/Offerings

