



## Lessons in Marketing

### Vision is Key to Developing Your Brand

By Kelly Koepke



When Creative Albuquerque set out to develop a new advertising and marketing campaign last fall, the non-profit turned to volunteers in the creative fields. Bringing together designers, digital media specialists and others to brainstorm concepts and looks required a deep and true understanding of the organization and where it's headed, in order to create a new visual presence.

"This was a great opportunity for the organization to articulate its mission and purpose," says Regina Chavez, executive director of Creative Albuquerque. "We had to refine our purpose to its essence in order for the volunteers to help us brainstorm."

The group came up with two new taglines: "Your Passion. Our Mission." and "We love what you love," to represent the intersection of what is meaningful to the organization's constituency and the organization's purpose – growing the creative economy to ensure a more dynamic and prosperous city. A series of phrases that express different aspects of the creative industries accompany the taglines. For example, "Rock. Rap. Bach. Pop." represents music for all tastes and genres.



Creative Albuquerque also worked with a graphic designer and artist on a new logo for its signature fundraising event, the Creative Bravos Awards, one program element that remained from the Arts Alliance, Creative Albuquerque's former moniker. The Creative Bravos logo needed a fresher look to accompany the new Creative Albuquerque identity. Developing two new logos in as many years was not without its trials, either.

"The challenge with the new Creative Albuquerque logo came from not knowing what the organization was or would be – the organization was still transitioning. Developing a new Bravos logo was much easier because Bravos already had an identity we could draw from."

Chavez's advice for working with creatives from outside the organization – whether marketing consultants, graphic designers or web developers – centers on knowing the organization's mission and key message points. "Knowing who and what you are is hard enough, you also have to know who and what you want to be – your vision. Only then can anyone articulate these things with a slogan, tagline or image. It's too easy to jump to colors and fonts first. The same principle applies to individual brands and people, too. Know what you are, then find the words and images that convey this." 🎨

23rd Annual Marketer of the Year Awards



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### UPCOMING EVENTS

**Thursday, February 16**  
**Lunch & Learn: Trademark & Copyrighting Law: What you can and cannot do as a marketer**  
 Presenter: Gina Constant, Rodey Law Firm  
 11:30 am - 1 pm, Crowne Plaza Hotel

**Thursday, March 1**  
**JavaTalk: "Who's Got Clout?" Why it's important in our new media world**  
 Presenter: Tom Garrity, Garrity Public Relations  
 7:30-8:45 am, Goodwill Industries

**Thursday, March 15**  
**Lunch & Learn: New Product Ideation How to Generate, Develop and Communicate New Ideas**  
 Presenter: Jerry Thomas, Decision Analyst  
 11:30 am - 1 pm, Crowne Plaza Hotel

**Thursday, April 19**  
**23rd Annual Marketer of the Year Awards Banquet**  
 6:30 - 10 pm, Crowne Plaza Hotel

For more information, please visit <http://nmama.org/>.



# NON-PROFIT SPOTLIGHT

## DREAM Fund Lends Marketing Colleagues a Helping Hand

By Rena Distasio



The unfortunate reality of today's economy is that many people are just one accident, illness, or other life-changing event away from financial hardship. Those who work in creative fields as freelancers or for small companies that do not offer comprehensive benefits packages can be especially vulnerable.

*"It's important for New Mexico to have a chapter because there are many individuals in our local industry who work in very small companies or as contractors. A catastrophic situation can be difficult for them to overcome." –Bart Cleveland, DREAM Albuquerque Chapter President*

That's where the DREAM Fund comes in. Established in 1991 by Shirley Ward, a principle in a Dallas ad agency, to help a friend and colleague stricken with cancer, the DREAM Fund (Dedicating Resources to Employees in Advertising and Media) provides financial and emotional relief to industry individuals facing medical or life crises.

Today the non-profit foundation supports chapters in five states—New Mexico, Texas, Oklahoma, Louisiana and Arkansas—with each chapter responsible for identifying needs within

their community, spreading the word through in-market PR, and raising and distributing funds.

"From small acts of kindness to serious, life-threatening situations, we're there as a safety net," says Ted Gurley, a Univision Radio and Television executive who also serves as vice president of chapter development for DREAM Fund's Dallas-based national board. That net has included everything from providing household and garden chores for chemotherapy patients to purchasing wheelchair-equipped vans, negotiating lower bill payments to covering monthly mortgage and utility expenses.

"Freelancers as well as salaried employees and their immediate families qualify for assistance," Gurley continues, "and everything is done on a strictly confidential basis." Application is through the website's secure online form ([dreamfund.org](http://dreamfund.org)) or by calling the local chapter.

Here in New Mexico, the DREAM Fund has been up and running for about six months, with Bart Cleveland, creative director at Albuquerque's McKee Wallwork Cleveland, serving as the chapter's president.

Right now, says Cleveland, the chapter's most pressing needs are involvement by the local community to help create awareness. Specifically, local industry

organizations can invite welcome DREAM Fund representation at their events and offer opportunities to raise funds during those events. For example, the DREAM Fund partnered with NMAMA to set up an information table near the registration for a recent Lunch & Learn event.

For more information or to help out, contact Bart Cleveland at [bcleveland@mwcm.com](mailto:bcleveland@mwcm.com).

## ABOUT NMAMA

*The New Mexico Chapter of AMA provides a forum for the educational and professional development of its members. For more information please visit [www.nmama.org](http://www.nmama.org) or send an email to [info@nmama.org](mailto:info@nmama.org).*

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## CALL FOR ENTRIES



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Though you don't have to be a member of NMAMA, all marketing campaigns must have originated in New Mexico between January 1 and December 31, 2011 and can be submitted in five different categories.

To enter, visit [www.nmama.org](http://www.nmama.org) for details and submission forms.