



UPSHIFT
ENGAGING
COMMUNICATION

Cycling Advocates Network

Presentation Document for:

Communications and Brand Appraisal

17 July 2015

the 1990s, the number of people in the UK who are employed in the public sector has increased from 10.5 million to 13.5 million, and the number of people in the public sector who are employed in health care has increased from 2.5 million to 3.5 million (Department of Health 2000).

There are a number of reasons for this increase. One of the main reasons is the increasing demand for health care services. The population of the UK is ageing, and there is a growing number of people with chronic conditions such as heart disease, diabetes, and asthma. This has led to an increase in the number of people who need to be treated in hospitals and other health care settings.

Another reason for the increase is the expansion of the public sector. The government has invested heavily in health care over the past few decades, and this has led to the creation of new jobs in the public sector. For example, the number of people employed in the NHS has increased from 2.5 million in 1990 to 3.5 million in 2000.

There are also a number of other factors that have contributed to the increase in the number of people employed in the public sector. For example, the number of people who are employed in the public sector has increased because of the increasing number of people who are employed in the public sector who are employed in health care. This is because the number of people who are employed in the public sector who are employed in health care has increased from 2.5 million in 1990 to 3.5 million in 2000.

There are a number of challenges that the public sector faces in the future. One of the main challenges is the increasing demand for health care services. The population of the UK is ageing, and there is a growing number of people with chronic conditions such as heart disease, diabetes, and asthma. This has led to an increase in the number of people who need to be treated in hospitals and other health care settings.

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Cycling Advocates Network (CAN) is the voice of Kiwi cyclists. CAN works with government, local authorities, businesses and the community on behalf of cyclists, for a better cycling environment. CAN's vision is: 'Cycling is an everyday activity in Aotearoa/New Zealand'

Established in 1997 the organisation has matured and expanded, attracting a diverse audience including affiliate organisations, individual members and the attention of the general public. During this time communication channels, and user preferences about what information they receive and how they consume it, have changed radically.

UpShift is made up of a team communications professionals that are also passionate cyclists – we commute, recreate and race on our bikes. As such we have a real interest in seeing CAN being as effective as it possibly can be. We thought there was an opportunity to audit the way CAN is communicating and make suggestions on where improvements can be made.

This report documents the process UpShift followed, our findings and recommendations.

We have tried to keep this report concise and action oriented. However, we are happy to chat in more detail any time and offer insight/advice.

The process:

Initially UpShift proposed focusing its efforts on reviewing the CAN website structure and making suggestions on how the architecture and style could be streamlined to improve the user experience. However, it soon became apparent that there was an opportunity to dig a bit deeper into the CAN brand and evaluate if its public facing communications were performing as well as they could, and in the way the audience wanted them to.

The first step was to ask CAN's members and affiliated organisations what they thought. Was CAN as relevant to them as it could be? What could CAN be doing better? What is it great at? We received 131 responses from members, and 10 from organisations – which was a solid result that enabled us to draw some credible conclusions.

Overall the feedback was that CAN was doing a great job. Comments confirmed what we thought; there was room for improvement and an opportunity to become more focused and ensure CAN remains relevant in an increasingly busy space. Overall the survey results were positive.

The next step was to undertake a soft audit of CAN's brand, the voice it used to communicate, and the channels it used to transmit its message.

The communications channels CAN uses were reviewed to ensure they were working to transmit CAN's voice as efficiently and effectively as possible

The website architecture was investigated and broken down into a more audience friendly (and industry standard) structure.

The CAN brand was reviewed and re-imagined based.

The result of this work can be seen on the following pages.

WEBSITE REVIEW

www.can.org.nz is the ‘home’ of CAN online and should remain the focus for CAN’s communications – other platforms wax and wane in popularity but effort put into ensuring the CAN website functions optimally will never be wasted.

Currently the site is quite intimidating to a new user, but benefits from containing a wealth of information. Efforts to make the landing areas more visually welcoming, the structure more intuitive and the look/feel more modern would be very worthwhile. This could be done incrementally using the existing platform (helping keep cost to a minimum).

UpShift’s recommendation is to restructure the website’s architecture and to overlay a more modern design to appeal to a broader, less core, user.

Below is the website layout UpShift proposes would work best for CAN’s audience.

Current Content Structure Review

1. Home
2. About Us
 - 2.1 CAN Described – *duplicate link to “2. About Us”*
 - 2.2 Vision & Mission Statement
 - 2.3 CAN's Achievements
 - 2.4 CAN Policies
 - 2.5 Contact – *duplicate link to “6. Contact”*
 - 2.6 Supporters
 - 2.7 Campaigns
3. Events – *goes to calendar which looks empty*
 - 3.1 NZ Cycling Conferences
 - 3.2 2WALKandCYCLE 2014 Conference – *links to external website*
 - 3.3 “CAN Do” Workshops
 - 3.4 CAN Do 2014
 - 3.5 CAN Cycle Friendly Awards
 - 3.6 Cycle Friendly Awards 2014
 - 3.7 CAN Do 2015
4. News
 - 4.1 e.Can Email Bulletin
 - 4.2 Chainlinks Magazine
 - 4.3 Information for the Media
 - 4.4 Media Releases
 - 4.5 Chainlinks Extras
5. Support Us
 - 5.1 Join CAN
 - 5.2 Donate
 - 5.3 Shop
 - 5.4 Assist CAN's Activities
 - 5.5 Situations Vacant
6. Contact
7. Resources
 - 7.1 Website A-Z
 - 7.2 CAN Policies – *duplicate link to “2.4. CAN Policies”*
 - 7.3 Papers and Presentations
 - 7.4 Submissions
 - 7.5 Research Articles
 - 7.6 Technical Articles
 - 7.7 Other Resources
 - 7.8 For Local Groups
 - 7.9 Image Galleries
 - 7.10 Library Catalog
 - 7.11 Cycling Fact & Fiction
 - 7.12 Website tutorial
8. Forums – *inactive*
9. Local Groups

Proposed New Content Structure

1. Enjoy Cycling
 - 1.1 Choosing the Right Bike
 - 1.2 Buying a Bike
 - 1.3 Riding a Bike
 - 1.4 Being Seen
 - 1.5 Where to Ride
 - 1.6 Looking After Your Bike
 - 1.7 Travelling with Your Bike
2. What We Say
 - 2.1 News – listed on homepage
 - 2.2 CAN Campaigns
 - 2.3 Media Releases
 - 2.4 Chainlinks Magazine
3. Meet Up
 - 3.1 Conferences
 - 3.2 Workshops
 - 3.3 Awards
4. Get Involved
 - 4.1 Join CAN
 - 4.2 Local Cycling Groups
 - 4.3 Donate to CAN
 - 4.4 Shop
5. Resources
 - 5.1 Cycling Fact & Fiction
 - 5.2 Making a Submission
 - 5.3 Article Library
6. About CAN
 - 6.1 CAN Supporters
 - 6.2 CAN Policies
 - 6.3 Contact Us

COMMUNICATIONS CHANNELS

The main channels currently used by CAN are:

- Website
- Facebook
- Chainlinks – magazine format PDF
- e.CAN – e-newsletter

Facebook: The CAN Facebook page has taken on new life since the beginning of 2015 and the activity on there is testament to the value of keeping the page regularly updated and the ‘topics’ a mixture of light, informative and engaging.

Facebook should always be viewed as a support channel – it can not be relied upon to get your message across to all interested parties. Many of CAN’s members don’t like or use Facebook. The business model of Facebook is to charge you to reach your audience - and this will continue to eat into the platforms overall usefulness. In general less than 40% of followers will ever see your post on their walls unless you pay facebook to ‘boost’ the post.

Having said that we thoroughly encourage CAN to continue using Facebook. One thing to focus on would be to always try and drive the audience back to the CAN website via links. This will then enable you to engage them at a high level and ideally capture their contact details so you can add them to your mailing list.

Chainlinks: This was a resource valued by survey respondents, though many lamented it’s hard copy demise. The content is excellent – it gives the level of detail required to make it a valid ‘magazine’ type product.

UpShift would recommend:

Move away from PDF format – it is very mobile unfriendly, requires a third party piece of software to open/read, and results in big file sizes which restricts mobile viewing. Consider moving the publication to a platform like ISSUU – this will ensure it is much easier to access, you can monitor reader use (time spent on sections, opens etc). Consider investing in a template design for Chainlinks. This will maximise reader appeal and also save lay-up time for the editor.

e.CAN: e.CAN has similar opportunities as Chainlinks. All of the hard work is done, the content is great and you produce it regularly. However, by publishing it in its current format you are missing out on being able to market it properly, use analytics, possibly falling foul of ISP anti-spam email protocols and making life difficult for yourselves in terms of database management.

We would strongly suggest importing your mailing list into Mailchimp and using that as the platform for e.CAN. Mailchimp is an excellent service that will help e.CAN be more impactful, get to the people who have requested it, let you measure how many open it, what links they click through on and how long they spend reading it. It will also streamline your database management (basically taking care of new subscribers and un-subscribers).

We would also suggest you put a ‘subscribe to our mailing list’ button prominently on your website and promote signup periodically via Facebook.

A template can be designed very easily for CAN that will help streamline things for the editor of e.CAN and better support CAN’s branding.

Cycling Advocates Network

Brand Strategy & Identity Presentation

CAN Brand Appraisal

BRAND POSITION

UpShift carried out a branding and communications audit for the Cycling Advocates Network (CAN). The result was that for the most part CAN is on track. Whilst its current brand strategy is aligned with its members and supporters, UpShift has identified areas where some improvements can be made.

AIMS, VISION AND MISSION

Brand Strategy

AIMS

- Promote the benefits of cycling
- Improve safety for cyclists
- Encourage the creation of a good cycling environment
- Promote cycle tourism
- Advocate for integrated cycle planning
- Increase the number of cyclists on our roads

BRAND VISION

CURRENT

Cycling is an everyday activity
in Aotearoa/New Zealand

SUGGESTED

Cycling is a safe everyday activity
in Aotearoa/New Zealand

BRAND MISSION

CURRENT

CAN will be a national voice for cyclists in promoting cycling as an enjoyable, healthy, low-cost and environment-friendly activity, and as a key part of an integrated, sustainable transport system.

BRAND IDENTITY

BRAND IDENTITY

The CAN brand identity is where most improvements can be made:

- Tweak the name and use the full name more prominently
- Use the strapline more often
- Refresh the CAN logotype by modernising the design, its supporting imagery and collateral

BRAND NAME

The word '**advocate**' has great meaning but feels pedestrian and old fashioned.

'**Action**' is a lot more positive and is used by a number of CAN affiliates.

CURRENT

Cycling Advocates Network

More people on bikes, more often

SUGGESTED

Cycling Action Network

More people on bikes, more often

NEW BRAND IDENTITY CONCEPT

LOGOTYPE



Colour Version



Black & White Version



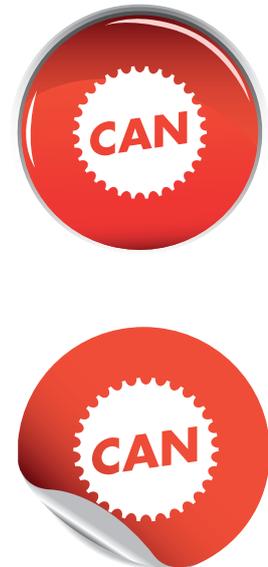
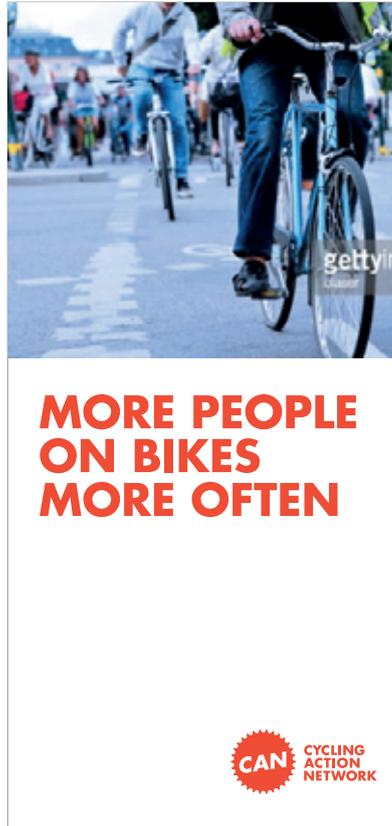
Reverse Version



Affiliated groups and support organisation medals



EXAMPLE COLLATERAL





**MORE PEOPLE
ON BIKES
MORE OFTEN**



EXAMPLE COLLATERAL



gettyimages®
olaser

**MORE PEOPLE
ON BIKES
MORE OFTEN**

CAN CYCLING
ACTION
NETWORK

Once the CAN Committee has had time to consider the content of this report, we suggest having a conference call to talk through any questions you may have and discuss any elements/suggestions that warrant further investigation/action.

UpShift has produced this work for CAN and as such has no ownership over any aspects. The CAN Committee is free to implement some or all of the suggestions, or not.

UpShift would enjoy continuing this journey with CAN. We would like to see CAN communicating more effectively and efficiently in the future and we also think that a soft re-branding would help give CAN new energy to engage with a wider audience, whilst continuing to support and inspire its existing members.

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