

## **Paddle Worldwide brand development project**

### **1. Services**

Develop and implement effective brand strategy to enhance the reputation, visibility, and market positioning of the International Canoe Federation.

Responsibilities:

#### **1. Research and Analysis:**

- Conduct thorough market research to identify industry trends, competitive landscape, and target audience preferences.
- Analyse the current brand perception and identify areas for improvement.
- Gather insights from stakeholders, including employees, customers, and partners.

#### **2. Brand Positioning and Messaging:**

- Define the ICF's unique value proposition and brand positioning in the market.
- Develop compelling and consistent messaging that aligns with the brand's values and resonates with the target audiences from elite to recreation.
- Craft a brand story that effectively communicates the ICF's mission, vision, and key differentiators to make it the leader across global paddle sport.

#### **3. Visual Identity and Creative Direction:**

- Collaborate with the growth and communications department to develop a visually appealing and cohesive brand identity, including logos, color palettes, typography, and brand guidelines.
- Provide creative direction to ensure that all visual elements reflect the brand's personality and values.
- Develop and create of marketing collateral, digital assets, and other brand materials.

#### **4. Communication and Brand Activation:**

- Develop a comprehensive communication plan to effectively launch and promote the brand strategy.
- Create engaging and impactful content for various channels, including websites, social media, advertising campaigns, and public relations initiatives.
- Coordinate brand activation activities, such as events, sponsorships, and partnerships, to increase brand visibility and reach.

## 5. Performance Measurement and Analysis:

- Establish key performance indicators (KPIs) to track the success and impact of brand initiatives.

Note: This project plan provides a high-level overview of the responsibilities and requirements for a brand consultant, It can be tailored and expanded upon based on the specific needs and objectives of the ICF