

CLIENT SUCCESS STORY

BRAND REINVENTION TO IMPROVE QUALITY CUSTOMER MEMBERSHIP

INDUSTRY

Nationally Recognized
Arts Association

LOCATION

North America

**CHALLENGE**

An industry-leading arts association was tasked with maintaining membership during the COVID-19 pandemic. As a long-standing organization, they needed to communicate their shift from in-person services to online, share their DEI initiatives and advertise new benefits of membership. With over twenty-five board members with contrasting viewpoints, the organization struggled to agree on a direction that honored the collective and provided results.

**SOLUTION**

Madison facilitated board meetings to identify common themes among decision-makers, prioritize the organization's goals for their brand reinvention, and create updated messaging and design recommendations, specifically for their marketing and website. The voices of all decision-makers were heard and Madison provided a unifying vision geared toward their top priority: increasing membership volume and quality.

**IMPACT**

After a six-week process with Madison, the association agreed unanimously on her proposed messaging and brand direction, when they had previously been stalled for over two years. After integrating their new branding and messaging, the association saw a 19% increase in membership in the first year. Leaders reported that new members were in greater alignment to the organization's mission, vision and goals.

A Modern Message for an Historic Organization

In 2021, this leading arts association was busy assisting members whose livelihoods were threatened when performing arts centers shut down during the COVID-19 pandemic. As an organization with a long-standing history, it needed to prove that it could adapt to a virtual environment and assist members in navigating a changing industry landscape. With a large body of decision-makers, some felt the organization needed to stay true to its history, while others believed a modern message and design was required to ensure future funding, recruit new members and maintain membership health.

With unprecedented demand for community and up-to-date industry information, the organization needed to make decisions fast, so their message and their membership quality wouldn't be lost. In an industry where reputation and relationships are currency, it also needed to ensure that their values-driven practices and standards were well-advertised and attracting an aligned body of members.

This association sought a solution that could market their modernity while leveraging their historic reputation.



"Madison was integral in bringing the diverse visions of our board members together. We were stalled for two years before Madison came into the picture."

- BOARD MEMBER

"We thought we just needed a new logo and a refresh to our website. After one conversation with Madison, it was evident that we needed a clear and united brand message first. The logo and website were a breeze because of the clarity Madison helped us create."

- VICE PRESIDENT OF COMMUNICATIONS

An Out-of-the-Box Approach for Out-of-the-Box Clients



Big Picture Brand Unification

No matter how many voices and influences your brand needs to account for, Madison facilitates a discovery process that identifies the common themes and goals to create unified vision and direction.



Driven by Stories

Data and features are important. But they can sound interchangeable with other providers. We use story-driven messaging to share your unique differentiators and foster customer relationships.



No More Bro Marketing

Marketing fueled by your deep understanding of your customers needs and shared values separates you from the paint-points-centered, jargon-filled white noise of competitors.



Leveraging Your Uniqueness

We don't just rely on differences in features and functionalities to help you stand out from competitors. We articulate your unique industry POV, values, mission and company story to help you stand out.

Clarifying Vision & Sparking Momentum

As the organization leaned in to the brand discovery sessions with Madison, they clarified how they want to attract new members and better serve the members already within the organization. They identified their main differentiators: providing education on ethical industry practices, facilitating healthy professional relationships, and uplifting marginalized voices. With this clarity, the organization revamped their community offerings and their marketing message.

With a clear brand story, it became easy to design and agree upon a new logo, build a website that communicates their unique value proposition, and develop a marketing strategy that excites well-matched potential clients.

With Madison as their partner in developing a cohesive brand package, updated website and compelling marketing plan, the association culled unaligned members while attracting new, well-matched customers, increasing their membership numbers overall. With their new branding, the organization will continue to meet customer demands with quality offerings whilst furthering its reputation as an industry leader and one of the premier arts associations in North America.

For over eight years, Madison Sorrentino has been helping business owners use the power of stories and genuine human connection to meet business goals and attract aligned customers. With every client, her goal is to provide a customized solution based on her proven brand development framework to help you easily stand out in your industry.

Whether you offer services, products or technologies, we look forward to helping you bring the human touch to selling to and serving your customers.

