



The BBBS Brand:

Championing the Wellbeing of all Youth

humanity



humanity

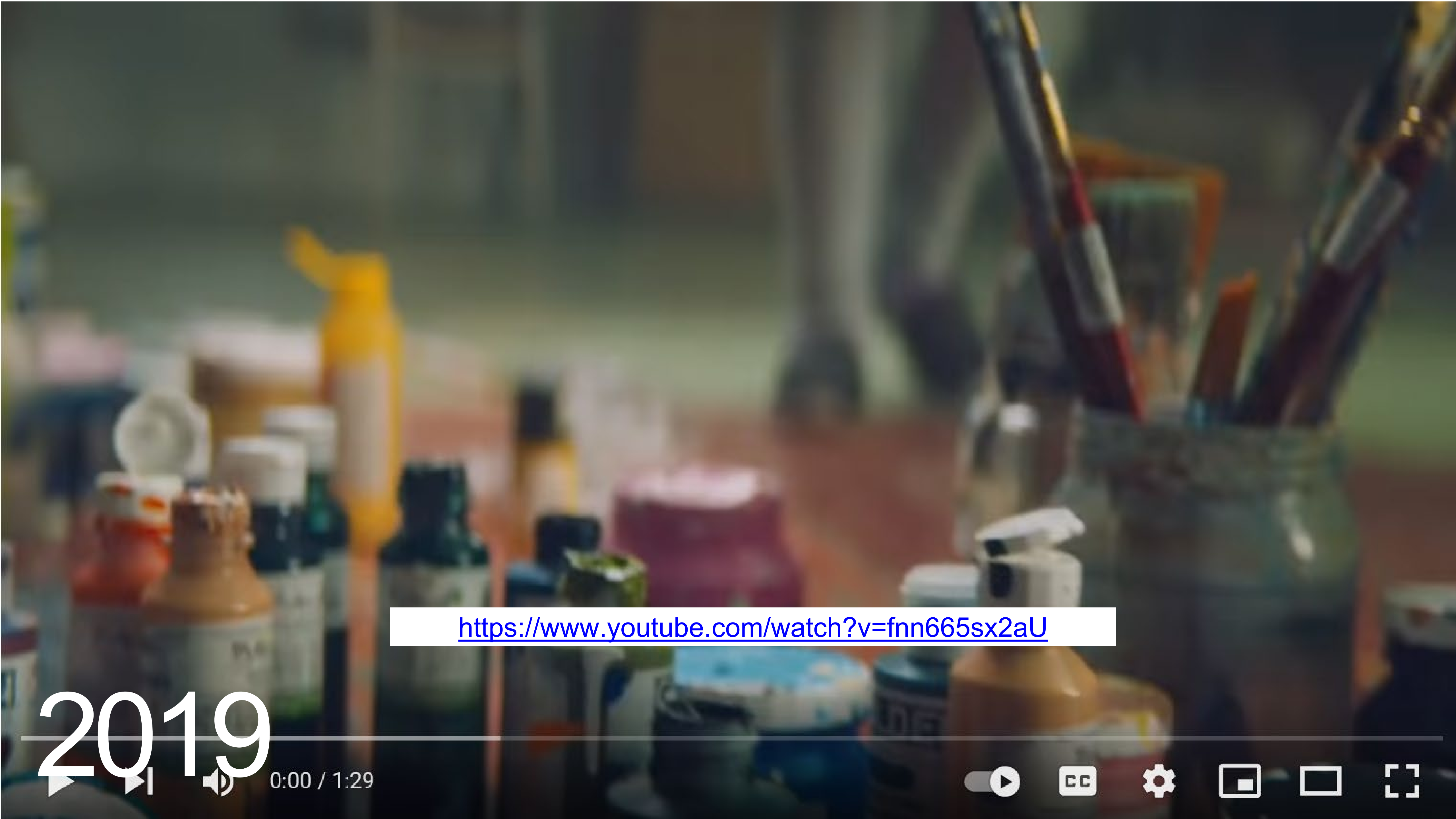
humanity



Making brands more human.

We are an independent, brand transformation agency, specializing in behavioural science-based strategy and creative. With a results-driven approach to brand building, we help our partners play more meaningful human roles in peoples' lives.





<https://www.youtube.com/watch?v=fnn665sx2aU>

2019

0:00 / 1:29



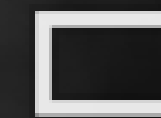


<https://www.youtube.com/watch?v=SDr7hv4gLE4>

2021

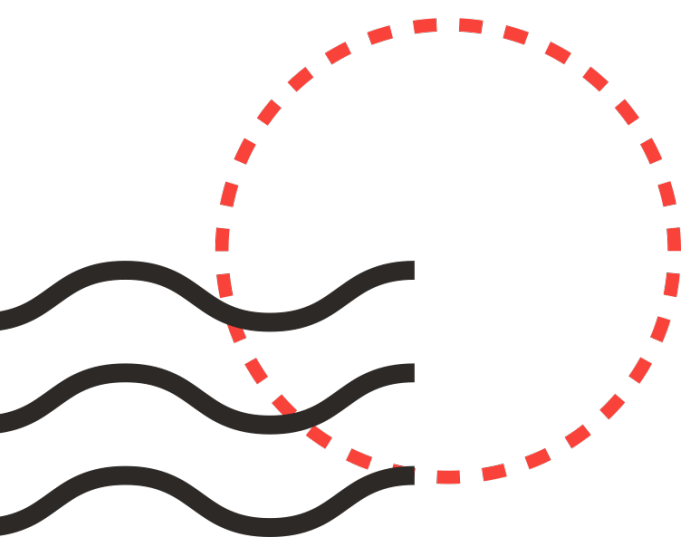


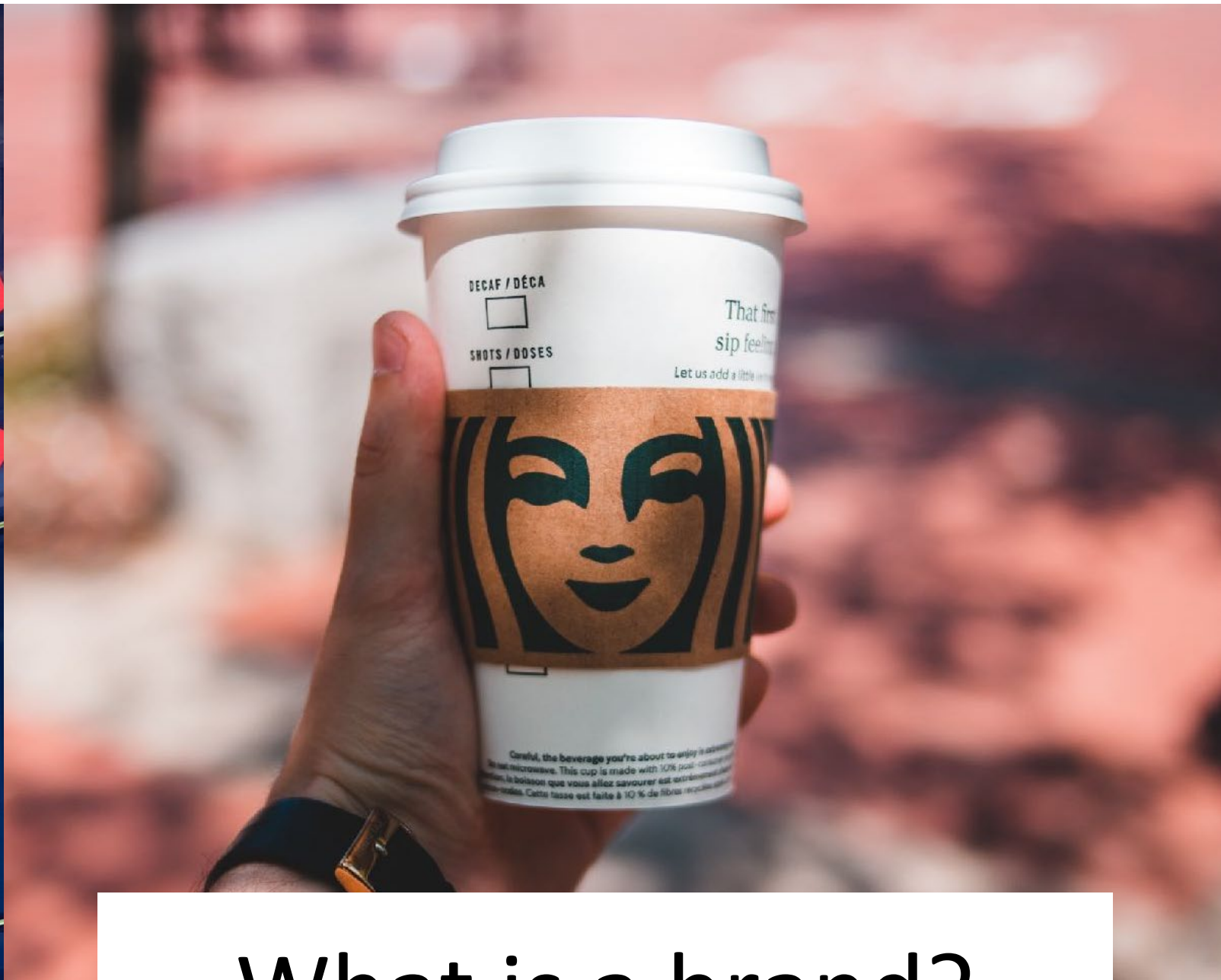
0:02 / 0:30



“A brand is not a logo. A brand is not an identity. A brand is not a product. A brand is a person’s gut feeling about a product, service, or organization.”

Marty Neumeier, author and speaker on all things brand.





What is a brand?





If they think your dreams are crazy,
show them what crazy dreams can do.

 Just do it.



Believe in something.
Even if it means sacrificing everything.


 Just do it.

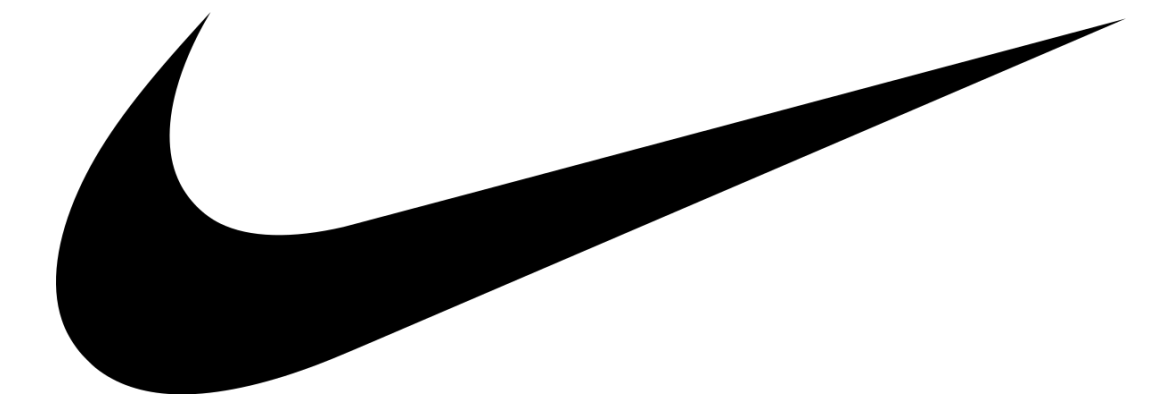


FIND YOUR GREATNESS.



Be the hero you didn't have.

 Just do it



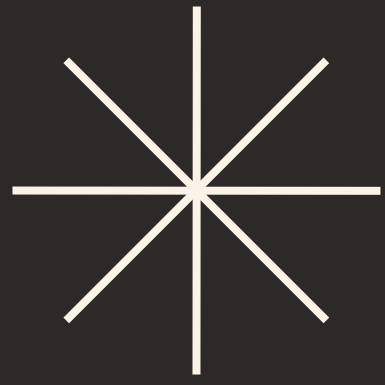
Nike, Inc. is an American [multinational corporation](#) that is engaged in the design, development, manufacturing, and worldwide marketing and sales of footwear, apparel, equipment, accessories, and services.



What is brand transformation?

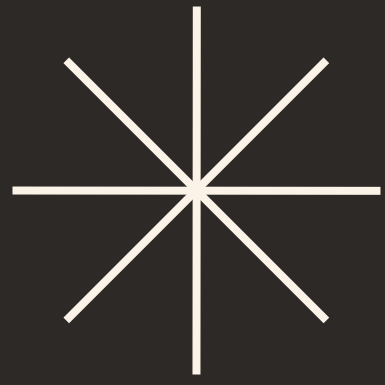
Much more than a logo, a brand transformation goes beyond what you do and defines who you are and what you stand for.

A brand transformation creates new futures. It helps unlock new business value, unites company cultures, and builds brand communities that are designed to last generations.



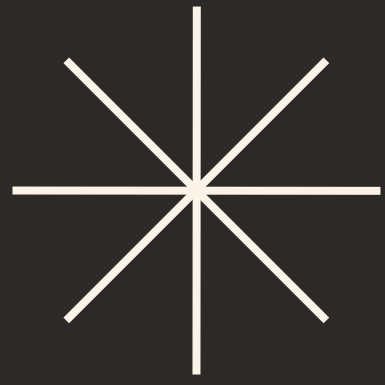
Great brands have purpose.





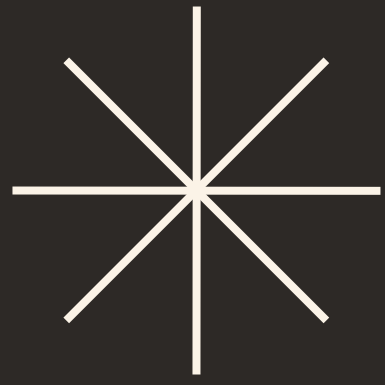
They're more than a product. They're the shared values, mission and vision of the people who make up the organization.





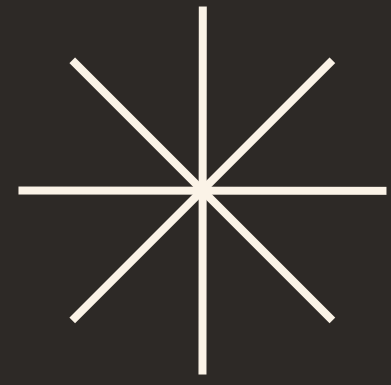
You have to be really clear on what you want the public to know about you.





Who is Big Brothers Big Sisters Canada?
What do you stand for?





Where do we begin to answer
these questions?





<https://www.youtube.com/watch?v=c6QMET7JQfc>



humanity ▶



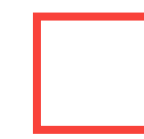
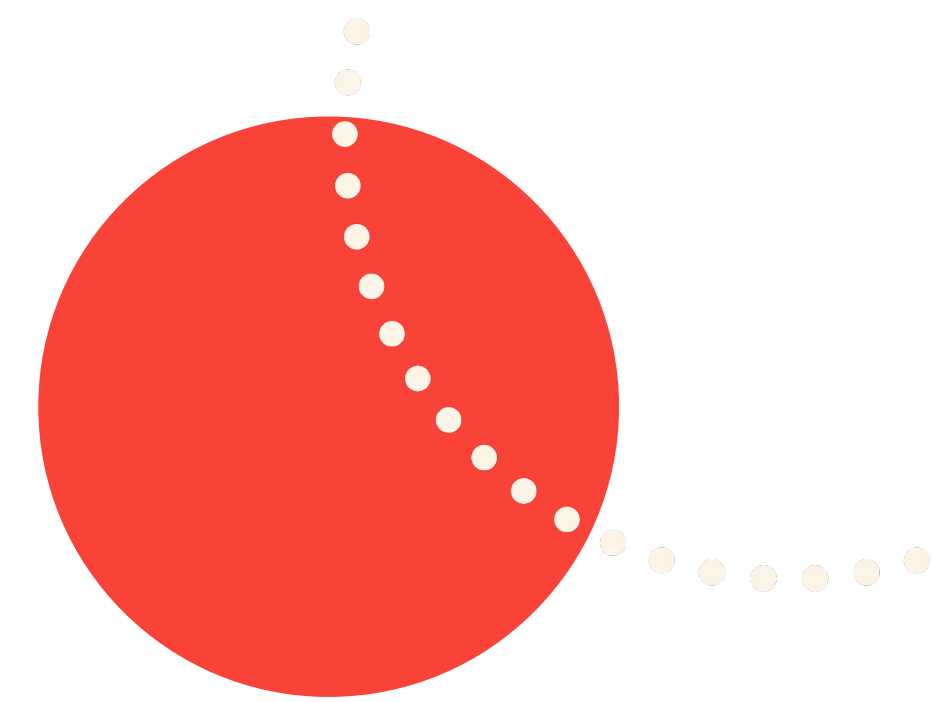
0:00 / 0:22



The pursuit of wellbeing.

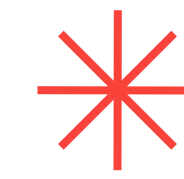
The Four Dimensions of Wellbeing

Using behavioural science to go deeper into the data to understand your brand's community and how you can benefit them and their wellbeing.



Functional Wellbeing

The most conscious way we think about a brand's influence in our lives.



Esteem Wellbeing

How a brand makes us feel about ourselves independent of others.



Social Wellbeing

Brands support this by making us feel connected to something beyond ourselves.



Transformative Wellbeing

When a brand allows us to feel meaning beyond the immediate and the material.



FUNCTIONAL WELLBEING

ESTEEM WELLBEING

A diverse crowd of people is gathered outdoors at dusk. The scene is dimly lit, with a blueish tint. In the background, several palm trees are visible against a darkening sky. The crowd consists of men and women of various ethnicities. Some individuals are looking towards the camera, while others are looking slightly away. A woman in the foreground on the right is wearing sunglasses and a white patterned top. A man in the center is wearing a dark cap. The overall atmosphere appears to be one of a community event or gathering.

SOCIAL WELLBEING

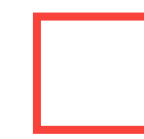
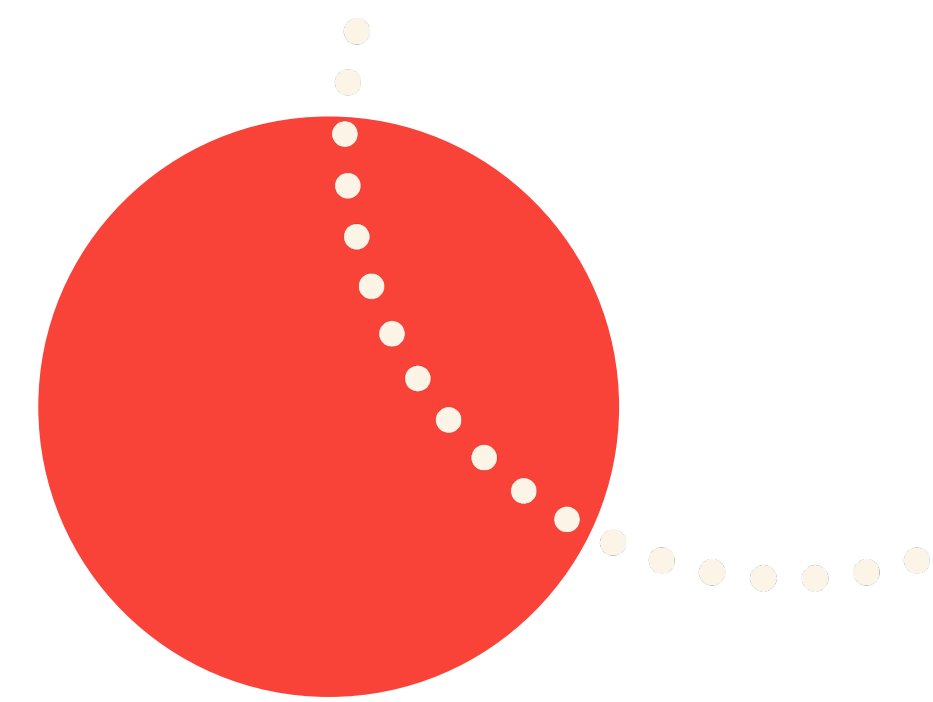
A person with their back to the camera, wearing a light-colored t-shirt and grey pants, is walking through a narrow aisle in a market. The aisle is lined with various colorful and patterned textiles, including long, shaggy rugs in shades of orange, red, and yellow, and more intricate, patterned rugs in dark brown and blue. The person is looking towards a dark opening at the end of the aisle. The overall atmosphere is one of a traditional, bustling market.

TRANSFORMATIVE WELLBEING

**Big Brothers Big Sisters
and the pursuit of wellbeing.**

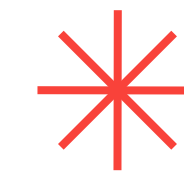
The Four Dimensions of Wellbeing

Using behavioural science to go deeper into the data to understand your brand's community and how you can benefit them and their wellbeing.



Functional Wellbeing

The most conscious way we think about a brand's influence in our lives.



Esteem Wellbeing

How a brand makes us feel about ourselves independent of others.



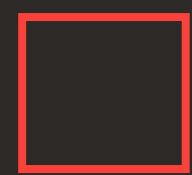
Social Wellbeing

Brands support this by making us feel connected to something beyond ourselves.



Transformative Wellbeing

When a brand allows us to feel meaning beyond the immediate and the material.



Functional Wellbeing

The most conscious way we think about a brand's influence in our lives.

Big Brothers Big Sisters matches youth in need with adult mentors.



Esteem Wellbeing

How a brand makes us feel about ourselves independent of others.

- Think Bigs, Littles, and the guardian.
- Think about staff and volunteers.
- How do you make people feel about themselves?
- What's the number one thing people gain from BBBS?
- How do you change people?



Social Wellbeing

Brands support this by making us feel connected to something beyond ourselves.

- Think Bigs, Littles, and the guardian.
- Think about staff and volunteers.
- What do you connect people to?
- What experiences do Littles have for the first time with their Big?
- How do you determine who is the right match – what does that do to someone's Social Wellbeing?



Transformative Wellbeing

When a brand allows us to feel meaning beyond the immediate and the material.

- Think Bigs, Littles, and the guardian.
- Think about staff and volunteers.
- How does BBBS change the way people view their world?
- How does BBBS allow people to interact differently with their world?
- What's the lifelong impact of a BBBS relationship?

Now, let's challenge how
we view the brand.