

SAC Relationship Marketing and Brand Ambassadorship
committee meeting Nov. 21, 2013

Natalie Hampton shared some of the branding initiative across NC Coop Ext
more impact across country if unified brand
those who know us usually only know one aspect
get our clients to tell our story - client focused messages
NC wanted NC clients, pictures and stories
wanted to represent all programs, age, ethnicities, (7)
will see soon - developing flyers - picture of client - place for contact info
start getting message out - put flyers out in county places
can be used to advertise specific program - (exa. - 4-H)
a new set of banners
the logo will stay - room for text but will stay with the unified look
will also develop a template to use for county report to the people
and a brochure for Extension - place for county info

Working with A&T

time frame ? end of next year - will let centennial logo go through year

question - Does the style matter of how we say the county name - Wake Co Center of
NC Coop Ext. - does not have to be NC first

Suggestion that we as ALS/SAC members promote to our clusters the use of the new
flyers or even the use of the name/logo/

Question of use of social media -

Get to know the newspaper editor - give them the articles ready for print and most will
grab at the chance

Look for avenues to get the word out - example - place a blurb, logo picture or info in
the fair catalogs, programs, youth center, senior center, etc