



Dear Colleagues:

On January 15, a cross-divisional group of emerging leaders met at the Philadelphia History Museum for a Branding Brainstorm Session to provide feedback on implementation of the new Find Your Path brand, including promotional strategies and ways to “live the brand.” Questions and responses from the 36 staff participants are below:

Activity #1: PPR Anthem Video

If you weren't from Philadelphia, what would you say this video says about PPR and the role it plays in city life?

Top 5 responses reported out to the group:

- Diversity in PPR and City
- Welcoming
- PPR has a lot to offer
- Highlights dedication to community
- Balance of parks (outdoor space) and recreation sites

Activity #2: Storytelling

Share a department-related story or experience that represents how we help Philadelphians “Find Their Path.”

Common elements and themes within stories included:

- Enthusiasm and professional passion among PPR staff
- Consistency and positive impact on communities
- “Pay It Forward” philosophy
- Transformational relationships and collaboration
- Stewardship of the land and people: from babies to seniors
- History of PPR
- The importance of trade professions within PPR
- Positive interaction with government

Activity #3: Implementation of “Find Your Path” in current programming and externally

How do we assimilate our new brand into our current programs and services? How can we effectively broadcast / share the “Find Your Path” brand with the general public?

Top ideas addressing current programming:

- Staff Uniform/Swag: Nametag, “Find Your Path” T-shirt, polo shirts, etc.
- Presence of Logo/Brand: Replace all signs/materials, use ONLY new logo/brand, mission statement
- Create kit for all PPR Employees: Template for memos, fax sheets, email signature, etc.
- Programs: “Find Your Path to...” drama, arts, sports, etc., “Pathport”
- Recognition of Staff: “Find Your Path” Award



Top ideas addressing external launch of brand/logo:

- Partnerships: Visit Philly, professional sports teams, Art Museum, Advisory Councils, etc.
- Media/Advertising: Public transportation, PHL Airport, tourism board, PPR commercial
- Social Media Presence: PPR website, Facebook, Tumblr, Instagram, mobile app, #findyourpath
- Contests to Engage Public: Visual Arts, photos, storytelling

Activity #4: Implementation of “Find Your Path” Internally

How can we embed the essence and values of “Find Your Path” within the department’s daily internal activities?

Top ideas reported from groups:

- Staff Training: Handbooks, general information sessions, shadow opportunities, etc.
- Customer Service Training: Goals, policies, expectations
- Address Internal Conflict: Conflict resolution, cross functional programs and projects, re-personalization of the department
- Opportunities for Growth: Recognition and appreciation, awards, job growth, leadership

Activity #5: Establishing Field-Generated Metrics of Success

If you were in charge of the Branding Campaign, how would you determine whether our brand was effective? How should we assess our success?

No responses were generated at the session for this prompt due to time limitations, however participants were asked to provide feedback via email to: moria.miller@phila.gov

Parking Lot Concerns

- Attendees commented on the need for internet access at every PPR facility (necessary for effective communication and implementation of the new brand).
- varied turf conditions at different playgrounds and sites
- general logo feedback (“generic look”, “similar to Police badge”).

The Branding Team will be soliciting feedback from all employees of Philadelphia Parks & Recreation by including the same questions posed during the January 15 Brainstorm Session in the next Internal edition of the PPR newsletter. We hope to hear from you in the coming weeks.



Next Steps

1. Video record stories shared at Brainstorm Session for use in the branding campaign. Set schedule and opportunities to further build PPR Story Bank.
2. Order banners, T-shirts and other collateral necessary for launch and beyond.
3. Develop appropriate language for utilization in early actions steps of the Brand Communication Plan (e.g., email signatures, voice mail messages, signage, etc.) and Road Show.
4. Create "Brand in a Box" for staff distribution that will include a toolkit of form templates, the brand manifesto and a copy of the style guide. These materials are also essential to both the internal and external Road Show.
5. Plan Road Show presentation and schedule for staff, partners and funders to share the vision, mission and goals of PPR, as well as the new look of the department
6. Establish an Internal Culture Team to identify which suggestions are key, as well as realistic, for internal launch.
7. Plan launch event for late March/early April.