

# Meals on Wheels Brand Blueprint



Meals on Wheels

What do we want to achieve with communication/initiatives?

## OBJECTIVES

- Cement our brand archetypes to provide us with a clear directive and Brand DNA to inform consistent brand communications across the organisation.
- Amplify Meals on Wheels' point of difference and communicate our story to win hearts and minds.
- Integrate people and business approaches and processes in order to better galvanise brand engagement.
- Live and consistently project our values and Single Organising Idea (SOI).

## Master brand profile

### OUR ARCHETYPES

The five archetypes to come out in our archetype sessions were:

#### The Caregiver

Mission: protect and care for others through compassionate service.

Strategy: make others feel cherished and safe – even empowering them to take care of themselves.

#### The Everyman

Mission: connect with others to create a sense of belonging and community.

Strategy: engaging, accessible, down-to-earth and authentic.

#### The Ruler

Mission: driven to create a prosperous and successful community.

Strategy: demonstrate power, confidence and exclusivity to lead people to an ideal life.

### The Outlaw

Mission: challenge the status quo and defy the establishment through disobedience and nonconformity.

Strategy: go against the grain to stand out and find a better way of doing things.

#### The Magician

Mission: strives to make dreams come true and understand the laws of the universe.

Strategy: help others transform their lives by using their imagination to invent new methods.

What The Ruler, The Outlaw and The Magician REALLY represent is the attitude of everyone who works at MOW and the fact that you will do whatever it takes to make a difference in people's lives.

So what does this mean for MOW's overarching archetype? If we combine The Caregiver and The Everyman together we end up with a hybrid archetype who protects and cares for others to create a sense of belonging and community. We like to call this archetype:

### The Good Neighbour

The Good Neighbour is friendly, trustworthy, down-to-earth and reliable. They have simple values and a great belief in the power of community. For the Good Neighbour, it's about getting the job done – properly – and not being nosy or intrusive but offering help when needed. They appreciate the simple things in life, are humble and will go out of their way to lend a hand. While they appreciate things like innovation and convenience, for them everything comes back to people, home and the fact that happy, safe and well-cared for people make for happy, safe and well-cared for communities.

All of which makes them the perfect archetype for Meals on Wheels. Who else embodies the Good Neighbour archetype? Think Matt Damon, Drew Barrymore, Anne Hathaway and Jacinda Ardern.

### OUR VALUES / KEY BEHAVIOURS

- Community
- Friendly
- Generous
- Empathetic
- Not-For-Profit
- People Helping
- Flexible
- Sociable
- Supporting
- Lifesaver
- Connector
- Humble
- Human
- Compassionate
- Helpful
- QLD
- Caring

### LOGLINE

Meals on Wheels is a compassionate connector of people that delivers care and empathy with every one of their nutritionally balanced meals, making recipients and their families feel safe, supported and a member of the wider community.

*NB: The logline is our 'BBQ statement' describing who we are and what we stand for. It informs our ideas and messages to ensure we stay true to who we are.*

### tone of voice

Tone of voice is how the character of your brand comes through in your words, both written and spoken. It's not about what you say, but rather the way you say it, and the impression it makes on everyone who reads or hears you. So what is Meals on Wheels' tone of voice?

We're like your friendly neighbour – the one who you turn to for advice about your garden and who you trust to watch your house when you're away. We're friendly, kind, encouraging, knowledgeable and honest. We're straight-talking but always polite – although we're not afraid to talk to you about hard truths when needed. We use friendly everyday language and we're not afraid to make the odd joke or two if appropriate. Most of all, you feel like you can talk to us about anything.

### SOI:

Successful brands stand for something in the minds of their people, customers and communities: an idea at the heart of an organisation that's based on the truth of its capability and the extent of its ambition – an idea that sums up and summons its spirit.

### OUR SOI:

Nourishing bodies and hearts grows better communities.

This SOI simply and subtly brings to life the meaning behind your strapline – More than just a meal.