

# Brand Awareness Plan

2020-23



Connexus

# Connexus Brand Awareness Plan

## What we want people to think about Connexus

Our focus is to provide high-quality affordable housing to the counties of Herefordshire and Shropshire through the development of new affordable homes, maintenance and improvement of our existing homes and the development of associated services to enhance the lives of our customers and communities.

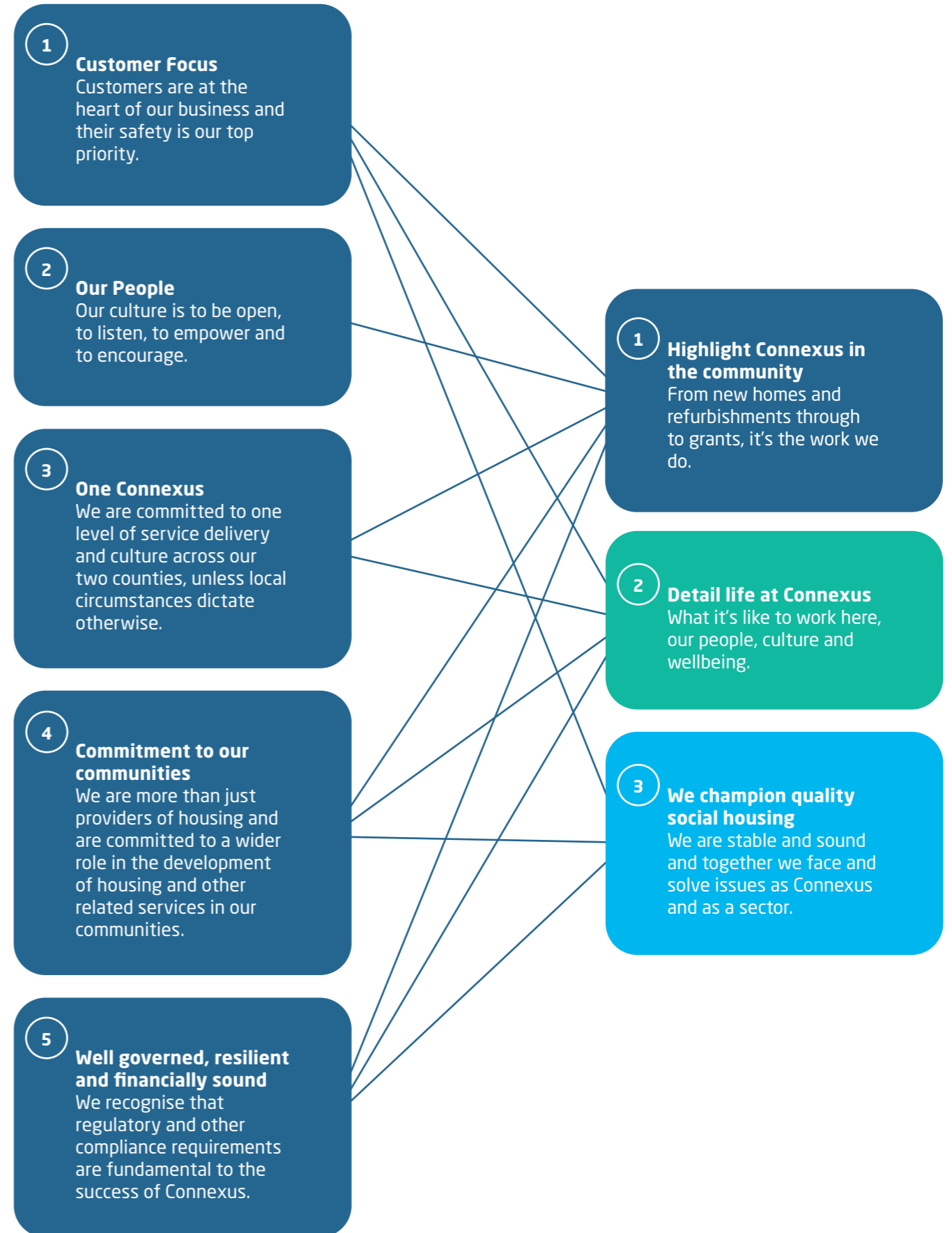
At the very heart of this Brand Awareness Plan is our Corporate Plan. The Corporate Plan's critical to our success.

**This document (Connexus Brand Awareness Plan) takes objectives from the Connexus Corporate Plan and focuses them down into 3, super concise "brand awareness" objectives.**

**It's these 3 brand awareness objectives that give detail upon how the Brand Manager and Communications and Marketing Team will play their part in meeting the Connexus Corporate Plan.**

Corporate Plan objectives

Brand Awareness objectives



# Our brand objectives, audience and principals

## Brand objectives

1. **Highlight Connexus in the community** - From new homes and refurbishments through to grants, it's the work we do.
2. **Detail Life at Connexus** - What it's like to work here, our people, culture and wellbeing.
3. **We champion quality Social Housing** - We are stable and sound but what issues do we face and solve as a sector.

## Who's our audience?

1. Our customers
2. The communities in which we operate
3. Sector - People working in social housing
4. Sector - People not working in social housing
5. Local and national government
6. Our colleagues
7. Potential colleagues (not necessarily geographically close to HQ)
8. Local and national government

## Overarching principles

We do all of the above while keeping it grounded in our values and brand personality (See Connexus Brand Guidelines).



# Highlight Connexus in the community

1. **The direct support we give in our geography through grants and advice**
2. **The indirect support we give to the community as a whole (local procurement etc.)**
3. **The care and shelter that we provide**

Theme	Elements of theme
1. <b>The direct support we give in our geography through grants and advice</b>	<p>Who and how members of the community benefit from our support/advice and grants:</p> <ul style="list-style-type: none"> <li>The people and the schemes that we help</li> <li>The support that we provide to customers (tenancy sustainment team)</li> </ul>
2. <b>The indirect support we give to the community as a whole (local procurement etc.)</b>	<p>The social impact of our development program. The value it generates for the community as a whole through:</p> <ul style="list-style-type: none"> <li>Procurement (local suppliers)</li> <li>Investing in the community (building in particular locations for example will support the local retail economy)</li> <li>Apprentices (local talent)</li> </ul>
3. <b>The care and shelter that we provide</b>	<p>Details that focus on the benefits to the individual.</p> <ul style="list-style-type: none"> <li>The positive impact to the lives of our customer/s including our support services (Responder, ILC, SDAS and Foyer)</li> <li>The support we provide through our partner work with local Councils and Women's Aid around domestic abuse refuge</li> </ul>

## Lexicon / Key messages

Happy to help - This stuff matters - Together - Building - Connecting communities - Supporting communities - Rural (use cautiously) - Community

## What are the measures?

Regional Press coverage	<ul style="list-style-type: none"> <li>1 national piece of news coverage per financial year</li> </ul>
Local Press coverage (includes sector)	<ul style="list-style-type: none"> <li>Local press coverage covering where Connexus has supported the community each quarter</li> </ul>
Telephone survey data	<ul style="list-style-type: none"> <li>Monitoring through telephone surveys, the question "Are you aware of Connexus"</li> </ul>

## Is it a success? What should our audience think?

Our customers	<ul style="list-style-type: none"> <li>Connexus invests in where I live</li> </ul>
The communities in which we operate	<ul style="list-style-type: none"> <li>Connexus supports and listens to people around here</li> </ul>
Sector - People <b>working in</b> social housing	<ul style="list-style-type: none"> <li>Connexus provide above average support for the communities they operate in, they are a good example of what our sector is here to do</li> </ul>
Sector - People <b>not working</b> in social housing	<ul style="list-style-type: none"> <li>Connexus do positive work in the community</li> </ul>
Local and national government	<ul style="list-style-type: none"> <li>Connexus clearly demonstrate the benefits of housing associations to the community over traditional landlords/developers</li> </ul>
Our colleagues	<ul style="list-style-type: none"> <li>I'm proud that we demonstrate clear social purpose in our communities</li> </ul>
Potential colleagues (not necessarily geographically close to HQ)	<ul style="list-style-type: none"> <li>I want to work with them because of their clear social purpose</li> </ul>



## Section summary

**We want people to think;** "Connexus are not here to profit themselves, they are here to share and support profits to build even better communities".

# Detail Life at Connexus

1. **Our colleagues and their achievements - What our people are doing**
2. **Proudly demonstrating the perks of Connexus and our culture**
3. **Our values - We are passionate, respectful, involving, determined and effective**

Theme	Elements of theme
<b>1. Our colleagues and their achievements - What our people are doing</b>	<p>We shout about what our people do well:</p> <ul style="list-style-type: none"> <li>• Conference/event attendance of Board, EMT and SMT needs to be highlighted</li> <li>• Opinion pieces from Board, EMT and SMT included on our website news pages</li> <li>• Acknowledgments of colleague achievements like qualifications or years of service</li> </ul>
<b>2. Proudly demonstrating the perks of Connexus</b>	<p>Why you would want to work here:</p> <ul style="list-style-type: none"> <li>• Content around the perks specified by the Recruitment Team</li> <li>• Using national events to piggyback Connexus perks</li> </ul>
<b>3. Our values - We are passionate, respectful, involving, determined and effective</b>	<p>The work we do is guided by our values and we need to highlight these areas, especially</p> <ul style="list-style-type: none"> <li>• We are involving - We see diversity as a positive.</li> <li>• We are effective - Share "little wins" from our teams that demonstrate effectiveness</li> <li>• Incentivise individuals to share little wins with the Comms and Marketing team which can then be shared publicly</li> </ul>

## Lexicon / Key messages

**Skilled - Knowledgeable - Experts - LifeAtConnexus - Wellbeing - Empowered - Difference is our strength - Passionate - Respectful - Involving - Determined - Effective**

## What are the measures?

Connexus in the sector	<ul style="list-style-type: none"> <li>• 1 opinion piece from EMT / SMT added to the website each quarter and shared on social</li> </ul>
Social media and website	<ul style="list-style-type: none"> <li>• Connexus LinkedIn channel to have 50% more followers each financial year</li> <li>• For Facebook content to be backed by quality content and creative to ensure a reach of 1,000 or greater per post</li> </ul>
A measurable increase in the amount of colleague generated content	<ul style="list-style-type: none"> <li>• For the Comms and Marketing Team to have received 3+ shares of "Little Wins" each month</li> </ul>

## Is it a success? What should our audience think?

Our customers	<ul style="list-style-type: none"> <li>• They are a knowledgeable and competent workforce</li> </ul>
The communities in which we operate	<ul style="list-style-type: none"> <li>• They are a professional and competent company that employs and offers opportunities to local people through Connexus Careers and Connexus Apprenticeships</li> </ul>
Sector - People <b>working in</b> social housing	<ul style="list-style-type: none"> <li>• Connexus goes the extra mile to invest in colleagues, and twinned with their culture Connexus have a competent dynamic workforce</li> </ul>
Sector - People <b>not working in</b> social housing	<ul style="list-style-type: none"> <li>• Connexus is a relevant and dynamic employer</li> </ul>
Local and national government	<ul style="list-style-type: none"> <li>• Connexus demonstrate a relevant, progressive and accountable employment culture</li> </ul>
Our colleagues	<ul style="list-style-type: none"> <li>• Working here is good for me and my community</li> </ul>
Potential colleagues (not necessarily geographically close to HQ)	<ul style="list-style-type: none"> <li>• Connexus offers good perks and social purpose</li> </ul>



### Section summary

**We want people to think;** "Connexus are relevant, they really understand colleague needs and as a result, have a knowledgeable workforce."

# We champion quality Social Housing

1. We fight as one to champion both our and the sector's important issues
2. We have a dynamic, well-resourced team who are able to attend local events/give comment if their knowledge gives measurable business value

Theme	Elements of theme
1. We fight as one to champion both our and the sector's important issues	<ul style="list-style-type: none"> <li>The Brand Manager is actively involved in the local Midlands Comms Network</li> <li>Our Campaign Planner include themes set by the National Housing Federation</li> <li>We will publish, share and invite local Council and notable members of the community to all of our development schemes openings. All of these will be covered by a quality photograph and video along with an angle that is pitched more favourably to news outlets</li> <li>We highlight areas of our business publicly that highlight the quality aspect of social housing and us as a strong stable organisation in being able to deliver this</li> </ul>
2. We have a dynamic, well-resourced team who are able to attend local events/give comment if their knowledge gives measurable business value	<p>We have a clear purpose:</p> <ul style="list-style-type: none"> <li>To promote life at Connexus</li> <li>To engage with the local community where Connexus is planning / working on a development.</li> <li>Our expert opinion/comment gives value to our sector and our brand (think BBC Local Radio)</li> </ul> <p>Our attendance/comment needs to always be covered by a Campaign Plan.</p>

## What are the measures?

Midlands Comms Network	<ul style="list-style-type: none"> <li>The Brand Manager actively contributes to each now (online) meeting</li> </ul>
Connexus out and about	<ul style="list-style-type: none"> <li>The events that we create and invite others to are newsworthy and attract coverage in news outlets</li> </ul>
We are together with the sector	<ul style="list-style-type: none"> <li>Our Campaign Planner includes a national campaign each month</li> </ul>
Connexus as "quality"	<ul style="list-style-type: none"> <li>PR pieces and posts on channels that highlight the quality aspects of our business (e.g. safety merits)</li> </ul>
Connexus as experts	<ul style="list-style-type: none"> <li>Our expert comment/opinion allows the team to share this engagement on a communication channels</li> </ul>

## Is it a success? What should our audience think?

Our customers	<ul style="list-style-type: none"> <li>I'm proud to have a dependable quality landlord and feel safe knowing that they are competent and a leader in the sector</li> </ul>
The communities in which we operate	<ul style="list-style-type: none"> <li>Social Housing is an excellent thing, not a problem</li> </ul>
Sector - People <b>working in</b> social housing	<ul style="list-style-type: none"> <li>Connexus are a quality landlord that have a good understanding of our sector and champion the good that it does</li> </ul>
Sector - People <b>not working in</b> social housing	<ul style="list-style-type: none"> <li>Connexus provides social housing. Social housing is a good thing</li> </ul>
Local and national government	<ul style="list-style-type: none"> <li>Connexus clearly demonstrates housing association success</li> </ul>
Our colleagues	<ul style="list-style-type: none"> <li>We are a leading in our sector, a place that others follow</li> </ul>
Potential colleagues (not necessarily geographically close to HQ)	<ul style="list-style-type: none"> <li>Being a rural housing association isn't a barrier to delivering great work</li> </ul>

## Lexicon / Key messages

Knowledgeable - Experts - Future - Opportunity - Fair - Balanced - Careers not jobs - Together - Inclusive



### Section summary

**We want people to think;** "Social housing is a great thing, Connexus has a significant voice in the sector that helps both the sector and society".

# Our tools and measures

## Our tools

- Social media
- Local and national press
- Sector press
- New and existing partners (i.e. Hereford and Ludlow College, the Grain Loft)
- Stunts to generate coverage (i.e. Sponsored silence day to highlight domestic abuse)
- Our website
- Our newsletter
- Call hold messages
- Events
- Board members /SMT/EMT opinion piece articles
- National campaigns that we can be part of
- Our colleagues can spread our messages
- MailChimp email database

## Measures

- Monthly digital stats
- Monthly media coverage
- Telephone brand awareness surveys

We're here  
to help

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