

CHALLENGE YOURSELF. CHANGE YOUR WORLD.



THE SITUATION

One Brand, Many Masters

Outward Bound is a world-renowned non-profit organization rooted in the teachings of Kurt Hahn. Through paths of self-discovery, unparalleled learning experiences, and through an overall approach that ignites exploration of personal limitations, Outward Bound empowers participants to play an active role in making the world a better place for all. Over the years, lines of business and program extensions have created a fragmented brand. The Outward Bound master brand needed to revisit its overall market positioning and identity, so the organization enlisted SME to apply their branding expertise.

THE CHALLENGE

Many Great Adventures

Although the essence of Outward Bound has always revolved around the platform of "life adventures" and "journeys where one uncovers the will to overcome physical and mental obstacles", the organization encompasses so much more. Outward Bound maintains an array of platforms which all deliver on this promise of transforming people's lives. In addition to wilderness adventures, Outward Bound

also develops school curriculum, offers courses for professionals, creates expeditions for veterans - and more. Therefore, SME's challenge was to develop a brand strategy that effectively speaks to a wide range of audiences - from kids, parents, professionals, and donors, to the many targets of Outward Bound initiatives.



THE POSITIONING

Embracing the Philosophy

SME developed a positioning for Outward Bound that reflects the overarching philosophy of the organization. In essence, the positioning statement is borne out of the brand's core elements: Discovery, Adventure/Challenge and Community. By initializing these elements SME was able to develop a clear point of differentiation of the Outward Bound brand. Such a positioning allows communications - at every touch point - to reiterate a consistent and concise message, in a language that speaks to its entire consumer base. Additionally, the positioning creates a built-in flexibility while remaining consistent; the brand is poised to accommodate a high level of extendibility.

THE EXPRESSION

Conveying With Creativity

With a strong, clear positioning in hand, SME led the development of a brand credo and supporting tagline that brought the strategy to life:

**Embrace the challenge. Go beyond the expected.
Learn through experience.
Realize the potential... for yourself and a better world.
Challenge yourself. Change your world. Outward Bound.**

This creative interpretation of the positioning creates language for the brand that can be used to talk to an array of external audiences.



THE SERVICES

All About the Brand

In developing a more consistent, concise, and effective brand for Outward Bound, SME employed the following services:

- Brand Strategy
- Brand Communications Platform
- Brand Credo

THE RESULTS

Everyone Benefits

From a thorough SME BrandON™ analysis, a strategy and positioning for Outward Bound was developed. It helps bring the organization's marketing efforts into stronger focus. This brand platform successfully unites the many delivery mechanisms of Outward Bound under one messaging umbrella.

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GO BEYOND THE EXPECTED.
LEARN THROUGH EXPERIENCE.
REALIZE THE POTENTIAL...
FOR YOURSELF AND A BETTER WORLD.
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CHANGE YOUR WORLD.
OUTWARD BOUND.**

