

The development of a unifying brand to promote physical activity in Western Australia

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Introduction

The Premier's Physical Activity Taskforce (the taskforce) in Western Australia was formed in 2001 to increase the proportion of the population who undertake sufficient physical activity for a health benefit by 5% (from 58% to 63%) by 2011.¹ Membership of the taskforce includes representatives from the Departments of Education and Training, Health, Planning and Infrastructure, Sport and Recreation, the WA Local Government Association, a leading academic, and a community representative. Similar structures are in place in several Australian States.

The taskforce required that a unifying brand be developed for use with the physical activity campaigns of the Western Australian Government. This would demonstrate their common purpose and support for the aims of the taskforce. The unifying brand was to have longevity of around 10 years and be able to be used alongside logos and brands currently in use and those

developed in the future. The brand would aim to give a range of related programs and products a common link in the minds of the target audiences. There were three existing brands promoting physical activity in WA: *Find 30, It's not a big exercise* (see Figure 1) (Health Department); *Walk there today* (see Figure 2) (Department for Planning and Infrastructure); and *Cycle Instead* (see Figure 3) (Department for Planning and Infrastructure).

While unifying brands are developed and used with success in the commercial arena,² little literature exists describing their development for use in social marketing, although their use by governments and other organisations is increasing.³

It was decided to generate a range of brand options and test them with the public. In order to gauge the reaction of adults to the new brand options and to minimise the development of a brand that was misunderstood, intercept interviews were

Abstract

Issue addressed: The Western Australian Premier's Physical Activity Taskforce required the development of an overarching brand name to tie together the various programs and campaigns that promote physical activity in Western Australia. It had to convey a sense of 'activity' and be used in conjunction with the logos and brands used by a range of different government departments and other organisations. This article details the process employed to develop and test this brand.

Methods: Five options were selected from 125 brands generated by four advertising agencies. These were reproduced on cards, in colour, both alone and alongside logos from current campaigns promoting physical activity. The brands were shown to 250 people in a street intercept interview. A structured questionnaire was used to assess respondents' interpretations of each of the brands, and how well each fitted with three existing campaign logos.

Results: Reactions to each of the five brands were varied, with three being misunderstood more often than they were correctly interpreted. A decision was made to combine the two remaining options. This brand was then executed in eight different graphical styles and the preferred option voted for by members of taskforce communications subgroup.

Conclusions: The research demonstrates that the brand *Be Active WA* is likely to be understood by the majority of Western Australian adults and that it has good fit with existing campaign logos.

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So what?

Although brand and logo development are common activities in health promotion, there are few published accounts of objective formative evaluation processes used to establish such brands.

conducted with a convenience sample of Western Australian adults over the age of 18 years.

Method

Four creative agencies were provided with a written and verbal brief on the requirements and application of the brand and shown examples of existing campaign logos. The brand was required to convey a notion of human movement, have minimal alternate interpretations and complement existing physical activity logos. The agencies initially generated more than 125 options for consideration, for example; *Add 30 add life; Live strong. Live long. Stay healthy and . . . ; Get moving and . . . ; Healthy State WA; Get into Life; Exercise for Life; Get up and go.* Further to feedback from the communications working group of the taskforce, five options were selected for field testing; *Be Active* (which had been used by the National Heart Foundation for a number of years), *It's Your Move*, *Make a Move*, *Active WA*, and *Go West*.

Each of the five brands to be field tested was placed on a separate showcard on its own and on another showcard with the three

logos of the existing campaigns. Intercept interviews were conducted in the central shopping malls of Perth and Fremantle on 13 and 14 September 2003. All 250 participants were adults (18 years plus) and quotas were applied to obtain a 50/50 male/female split and to ensure that a range of age groups was represented.

Each of the five potential new brands was shown to 42 people. As a comparison and control group, a sample of 40 participants were asked the same questions but only in relation to the existing logos. This was to ensure there was no bias or negative opinion relating to the existing logos themselves.

The questionnaire procedure was as follows. Respondents were first presented with the overall brand alone and asked: "What do these words mean?" They were then presented with the overall brand in conjunction with all three existing logos and asked: "What do you think is the main message of all of these slogans combined?" Finally, for each of the existing logos, respondents were asked to state "How well the overall brand fit" with that slogan (using a four-point scale from 'not at all' to 'very good fit').

Results

The open-ended responses were content analysed and classified as 'correct' or 'a misunderstanding'. A correct response was one containing the suggestion of human movement, physical activity or exercise. A misunderstanding was recorded where respondents related the logos to anything else such as moving house, moving chess pieces or "didn't know". For three of the five overall brands (*It's your move; Make a move; Go West*), misunderstandings were greater in number than correct interpretations. *Be Active* and *Active WA* had generally correct interpretations and the highest ratings of fit with each of the existing slogans. There were mixed 'fit' results for the other test brands, although *Go West* generally rated 'not a good fit' or 'not at all'. Typical responses to each of the five brands are shown in Table 1.

Conclusions

There were common misunderstandings associated with *It's Your Move*, *Make a Move* and *Go West*. While each of these had connotations of movement, they related more to interpretations of 'move house' or 'next move in a chess or card game' rather than physical activity.

Both *Be Active* and *Active WA* were well understood, and, where misunderstandings did occur, these were not as far off the mark as in the three other brands tested. They also rated well for their fit with the existing logos.

A further option was considered by combining these two to form *Be Active WA*. Comments on the three options were sought from the communications working group. *Active WA* and *Be*

Figure 1



Figure 2



Figure 3



Figure 4



Active WA were considered to be better than *Be Active* alone, with a preference for *Be Active WA* because of its inherent call to action and extension of the existing Heart Foundation *Be Active* brand.

The *Be Active WA* brand was then given to an advertising agency to develop artwork. Eight design options were provided. These designs were then sent to members of the communications working group and health promotion officers within the Heart Foundation, who were each asked to vote for their preferred options. Considerations such as colour contrasts, ability to be reduced and overall appeal were to be taken into account.

Recommendation

A two-colour, plain text version of *Be Active WA* was the preferred design and was recommended as the new logo for the taskforce (see Figure 4).

With its bouncing-ball effect, this design has an emphasis on the word 'active'. Furthermore, owing to its use of State colours (gold and black), it relates to all of Western Australia. It was considered to have a greater applicability and longevity than other more artistic or fashionable options that were submitted, and, although only two colours, reproduces well in monochrome, on copiers and faxes etc.

The new brand and logo were approved by the Premier of Western Australia, Dr Geoff Gallop, on 27 February 2004.

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Table 1: Typical responses to the five brands tested.

Brand logos	Correct responses	Misunderstandings
Be Active	Be active and exercise, proactive Do more exercise, be more active Exercise. Be on the move.	Be alert, aware, switched on astute, it is a mental process thing. Intellectual study. Be active, brain wise, study or education. Don't be a couch potato.
It's Your Move	Get cracking and do something go, go, go. Moving can keep you fit and healthy.	Trains, public transport or new suburb, to do with moving. It's a removalists' logo, don't know. Chess game. Not really
Make a Move	Just get up and move, walking. Movement. Action.	Moving house, a holiday or career change. A removalist. I've seen it before but can't say where.
Active WA	Get more active. About exercise, jogging, walking, be fitter, being more active. Be active, more physically active, be fit and healthy	The Active Foundation when you are active Something to do with disabled people or maybe exercising.
Go West	I think this means to go and get exercise.	Football chant promoting something in WA. Looks like a tourist advertisement. Encouraging West Australians to go. I have no idea really Go to Western Australia. Head to Perth.

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