



Global Brand Messaging

WVUS Quick Reference Guide

For use by all in the U.S. office

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OF
STRENGTHEN



Get ready. You're about to change how you communicate World Vision's impact.

Globally, we frequently find that people don't know who we are, what we do, or our significant impact. We must strengthen our global brand in order to increase donor awareness of and trust in our work.

Our Global Brand Messaging:

- Explains what we do, why we do it, and our impact.
- Allows us to speak with one voice globally; this is based on the principle “as common as possible, different only when proven necessary” in order to strengthen awareness of and trust in our brand.
- Emphasizes the impact of our faith on our work and our “why” in a way that resonates with potential donors.
- Differentiates us from our peers.
- Provides a 20+% average increase in appeal to our audience (compared to existing support office messaging) in six of our biggest markets. That's projected to translate into a 20% average lift across the globe!

Why we need **Global Brand Messaging**



Our **brand health** has been stagnant. We need to strengthen our brand to be more attractive to potential donors.

Our brand is not sufficiently differentiated from our nongovernmental organization peers. We need to give donors a clear reason to choose us and to explain what we do and why we do it to increase brand familiarity.

Brand drift across the Partnership can lead to the point where we appear to be representing different organizations. We need to create consistency.

We are stronger together. This messaging will allow us to harness both the power and the efficiencies of speaking with one voice globally.

How did we get here?

The insights and innovation captured in these guidelines are the result of a multi-year study, conducted in partnership with the industry-leading global research companies Nielsen and Newristics and six support offices (WVUS, WV Canada, WV South Korea, WV Taiwan, WV Australia, and WVUK). Donors across six markets built the concepts using artificial intelligence–driven technology, based on heuristics (data-driven science that motivates people to give).

This resulted in 25 million different messaging combinations, with one single message that leads to increased likelihood to donate across every single market.

We used industry-leading approaches to gain a new, clear understanding of our audience and to develop core messaging that distinctively explains what we do, why we do it, and our impact (in a way that motivates people to give to World Vision).

- It will take all of us to enhance telling the world what we do and why we do it. Check out the full [Global Brand Messaging Toolkit](#) for background about how we got here, including what documents were used to create it and the extensive market research.

New Global Brand Messaging

Our focus is on helping the most vulnerable children overcome poverty and experience fullness of life. We help children of all backgrounds, even in the most dangerous places, inspired by our Christian faith.

- World Vision has over 70 years of experience working with communities, donors, partners, and governments to create opportunities for better futures for vulnerable children ... even in the toughest places.
- We serve alongside the poor and oppressed as a demonstration of God's unconditional love for all people. World Vision serves every child we can, of any faith or none.
- We empower communities and guide them to set their own goals and equip them so that progress made is sustained, and continued, long after we've left.
- When disaster strikes, we are on the ground, quickly providing immediate support—and we stay to help children, families, and communities rebuild for the future.
- World Vision's approach to ending violence against children protects them today and empowers them for tomorrow. We do this by equipping them, their communities, and local partners with the tools to address the root causes of violence against children.

Through World Vision's work, every 60 seconds a family gets water, a hungry child is fed, and a family gets the tools to overcome poverty.

- These statements have been tested around raising donor intent and should be applied in marketing copy. The global brand messaging statements do not replace the WVUS general descriptor, Christian motivation, inclusion, or combined identity statements. For full descriptions and usage instructions for the WVUS identity statements, please [visit here](#).

Additional messages

These additional messaging statements can be used to further enhance World Vision's positioning in the U.S.

- Our presence in nearly 100 countries enables us to quickly provide immediate support in all types of disasters and humanitarian crises—and we are committed to long-term support, staying to help children, families, and communities recover and rebuild.
- We tackle poverty at its roots. Our integrated approach includes water, healthcare, education, child protection, and income generation, so every child can grow into who God created them to be.



RESEARCH HIGHLIGHT:

Through research, the notions of “expertise” and “reach” performed well in the U.S. market.

Breakdown of the **messaging** and **key phrases**

Positioning statement

A positioning statement is an expression of how a given product, service, or brand fills a particular consumer need in a way that its competitors don't. Positioning is the process of identifying an appropriate market niche for a product (or service or brand) and getting it established in that area.

Reasons to believe (RTBs)

Reasons to believe are the specific product attributes or features that make the benefit believable.

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Through World Vision's work, every 60 seconds a family gets water, a hungry child is fed, and a family gets the tools to overcome poverty.

Emotional rational benefits (ERBs)

● **Emotional benefits** provide customers with a positive feeling when they purchase or use a particular brand. They add richness and depth to the experience of owning and using the brand.

● **Rational benefits** are quite straightforward; they emphasize the benefits of a brand to compel consumers to engage. They're usually based on reason or logic.

● **Christian benefits** can be either rational or emotional, and in our case are supported by intentional communication of our Christian identity.

Global Power Claims

These Global Power Claims, which are updated annually, communicate World Vision’s global impact in messaging that motivates donors to give, with integrity to our proven results.

To achieve our goal of helping the world’s most vulnerable children transform their own life stories, we must strengthen our global brand by increasing donor trust in our work. Our Global Brand Health research shows this requires that we communicate our accomplishments and the evidence of our impact in compelling and consistent ways. Doing this will increase trust and remove barriers to giving.

This requires that we consistently communicate our impact with messaging that is “as common as possible, different only when proven necessary.” When we communicate our impact in different ways, whether within or across different markets, we erode trust.

Local claims can be used, in addition to the Global Power Claims, where appropriate to support local contexts. The Global Power Claims should be used as appropriate for your audience.

The “every 60 seconds” claim performed the best alongside the winning messaging points.



Every 60 seconds, a family gets water, a hungry child is fed, and a family gets the tools to overcome poverty.

This Global Power Claim can be used with all three statements together, as shown, or separated into three individual statements.

Over the last five years, 89% of the severely malnourished children we treated made a full recovery.

World Vision is reaching one new person every 10 seconds and three more schools every day with clean water.

In just five years, together we impacted the lives of over 200 million vulnerable children by tackling the root causes of poverty.

Because of our community-focused solutions, for every child you help, four more children benefit, too.

- Card 1:** Icon: Family. Text: EVERY 60 SECONDS. A FAMILY GETS WATER. A HUNGRY CHILD IS FED. A FAMILY GETS THE TOOLS TO OVERCOME POVERTY.
- Card 2:** Icon: Fork and knife. Text: OVER 5 YEARS 89% OF SEVERELY MALNOURISHED KIDS WE TREATED FULLY RECOVERED.
- Card 3:** Icon: Water drop. Text: REACHING 1 NEW PERSON EVERY 10 SECONDS AND 3 MORE SCHOOLS EVERY DAY WITH CLEAN WATER.
- Card 4:** Icon: Heart. Text: TOGETHER WE'VE IMPACTED 200 MILLION VULNERABLE KIDS BY TACKLING POVERTY.
- Card 5:** Icon: Handshake. Text: COMMUNITY-FOCUSED SOLUTIONS MEAN 4 MORE KIDS BENEFIT FOR EVERY 1 YOU HELP.

Our Christian messaging

Every external communication produced by WVUS must clearly reflect our Christian identity, underscoring our commitment to be bold yet humble witnesses to Christ. It is the true “why” for what inspires us to do our work and is in accordance with the [Our Promise strategy](#), in which we commit to living out our Christian faith.

Based on our testing and insights, we have identified three points.

01

Extend the invite:

ABUNDANT GRACE

(for all who are suffering)

.....
Inclusion messaging that highlights World Vision serving all people regardless of religion, race, ethnicity, or gender (sometimes expressed as “all faiths or none”)

02

Provide identifiable connections:

LIFE IN ALL ITS FULLNESS

.....
Words such as “prayer” and “hope” add depth for Christians and are also appealing to the general market—for example, “life in all its fullness” is both a strong sentiment and a key reference to Scripture (John 10:10)

03

Present our faith in action:

LOVE ONE ANOTHER

.....
Messaging that highlights the practical actions World Vision takes which are inspired by our Christian faith (“Everyone will know you are my disciples, if you love one another,” John 13:35)

➔ Download the new [WVUS Christian Witness Messaging Framework](#) and use it to inform all communications.

GLOBAL MESSAGING TOOLKIT

All the new creative execution files are available and ready to use. You can also view the full original versions.

[DOWNLOAD](#)

GLOBAL POWER CLAIMS

Use the Global Power Claims wherever possible in your marketing, fundraising, and communications efforts to increase trust in our brand, show impact, and remove barriers to giving.

[DOWNLOAD](#)

GLOBAL BRAND COMMON CORE

Our brand guidelines are foundational to our work. Be sure you are familiar with and applying them in all creative executions.

[DOWNLOAD](#)

WVUS BRAND SITE

Explore the full expression of the WVUS brand at worldvisionbrand.org (*password: ShineYourLight*). Learn how to use it, live it, and love it!

[VISIT](#)

VERBAL IDENTITY GUIDELINES

Our verbal identity guidelines will help you consistently communicate in World Vision's unique voice.

WVI's "Our Verbal Identity" is a full overview.

[DOWNLOAD](#)

The WVUS Activation Guide provides practical implementation tools.

[DOWNLOAD](#)

NIELSEN HEURISTICS RESEARCH

Download the Nielsen Heuristics white paper to learn more on the Nielsen research and methodology.

[DOWNLOAD](#)

➤ Please contact brand@worldvision.org for your brand-related inquiries.