

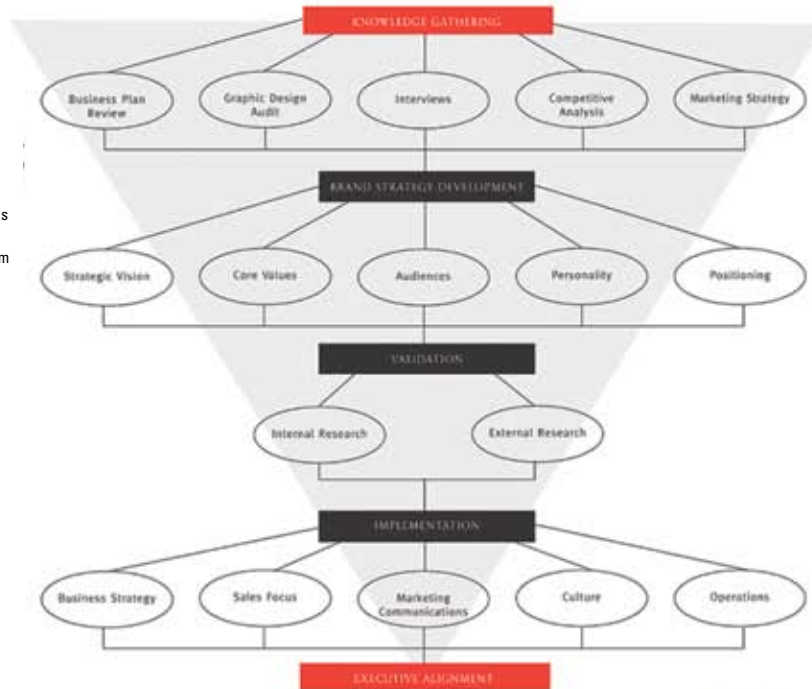
Approach:

In need of a strategic messaging platform to communicate to a very diverse set of audiences, World Vision turned to GIRVIN for strategic counsel. Founded in 1950, World Vision is an international Christian humanitarian organization serving the world's poorest children and families in close to 100 countries by tackling the root causes of poverty. GIRVIN strategists worked with the Division Director of Branding and Communications along with a cross-disciplinary advisory team at World Vision to create a hierarchy of messages with specific consideration and content for the four most important groups of external stakeholders.



| Story

BRAND STRATEGY PROCESS
 Our Process is designed to get you better business results faster. It is also designed to build better consensus among key stakeholders early in our process so strategic ideas will leap from thought to form and become organic to the way your organization operates.



GIRVIN | Strategic Branding & Design

Result:

GIRVIN's work extended into creating a brand architecture for the organization that outlines the structure and decision-making criteria for internal and external brand relationships and related identity issues encompassing all organizational initiatives, partnerships, programs, products, sales promotions and financial development tools.