



U.S. Government Circle of Brands Research Project

Brand Analysis

Marketing the U.S. Government's development commitment to Uganda presents a complex, highly-matrixed communications challenge involving seven U.S. agencies. Each agency is responsible for their own distinct set of branding rules and branding delivery via their implementing partners; however, the broader impact of the U.S. Government is being lost. In addition, we face the challenge of marketplace distinction from the other international players in Uganda. While USAID, Peace Corps, the U.S. Department of State, and the U.S. Department of Defense are generally recognized as part of the U.S. Government, CDC, NIH and MUWRP/Walter Reed face more distinct branding challenges and are often perceived as part of the U.N.

In essence, we face a branding problem similar to what is faced by large consumer goods companies in the United States. Procter & Gamble and SC Johnson are "houses of brands." SC Johnson has tackled this problem by adding their corporate logo and tagline ("A Family Company") to all of their products, giving heavier weight to the product brand, but also building out the brand recognition for SC Johnson as the parent company.

In order to effectively move our messaging forward, we need to develop an integrated consumer branding campaign that maps the key messages of each of our development focus areas to the correct target audiences and ties all of our agencies into the U.S. circle of brands.





Research Deliverables

Conduct baseline survey to ascertain which U.S. agencies are identified as part of the USG, which are not, how much development assistance is credited to the United States and in what thematic areas are those dollars spent. Baseline survey would take the form of a quantitative survey and qualitative focus groups.

Target Audience:

- Ugandans highly likely to participate in civil society
- Ugandan professionals
- Government of Uganda employees
- University students
- Secondary school students
- Disaggregate data by rural vs urban, district, male, female, age, income, voted in last election, likely to vote in this election, etc.

Our target audience includes Ugandans who are interested in the growth of their country, both economically and politically. These individuals consume media via a variety of outlets (radio, TV, print, online) and actively discuss the news with their friends and coworkers. They may know that the U.S. provides assistance, but are unaware of the breadth and depth of that assistance and they are unaware of the impact that the U.S. has on their daily lives.

Requirements for Branding Research Firm

- Member or subsidiary of global marketing research firm
- Member of The European Society for Opinion and Market Research (ESOMAR)
- Member of Pan African Media Research Organization (PAMRO)
- Member of World Association of Public Opinion and Research (WAPOR)
- Member of the South African Social Research Association (SAMRA)
- Member of Market and Social Research Association (MSRA)
- Must be certified in Uganda to provide research to the National Association of Broadcasters and International Association of Broadcast Monitors
- Established experience at conducting large nation-wide surveys and brand evaluation research for multinational corporations, NGOs and governments.
- Capacity to provide automated data capture and electronic data collection