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## CHANGING ITS STRIPES

New shows, new attitude, and a new logo are all key in Animal Planet rebranding

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## MoD unveils rebranding push

BY MARC LONGPRE

**NEW YORK:** The March of Dimes (MoD) has kicked off 2008 by launching a branding campaign to remind the public just what the organization does.

Last week, the baby-health-focused nonprofit announced the effort by unveiling its new logo and completing a satellite and radio media tour.

Last year, the organization hired Barkley Public Relations to lend support on the planned effort. Research had suggested that while the MoD enjoyed strong name recognition, a large portion of the population didn't understand what it was that the group actually did, said Doug Staples, SVP of strategic marketing and communications.



The new logo is an essential part of the organization's rebranding initiative

"One of the things we found is that moms are overwhelmed by all the resources out there," he added. "We really think we are and can be a one-stop shop for that information."

In addition to the new logo, the group will also rename its annual "Walk America" to "March for Babies" to better illustrate the cause behind the event.

Barkley also helped the organization put together a new home

page for its Web site, which will roll out in the coming weeks, according to Mike Swenson, president of Barkley. An advertising campaign is also slated to launch in print, broadcast, and outdoor locations.

Staples said communications will focus on issues and explaining who the MoD is serving.

"We want people to know we're working for babies and moms," he said. ■