

AARP

Just like the 50-and-older membership it represents, AARP (formerly the American Association of Retired People) approached its own Big Five-Oh in a mood of questioning introspection. Perhaps the most pressing question: How to expand AARP's relevance to its members in light of the Baby Boomers' arrival at retirement age?

Siegel+Gale joined with Omnicom partner companies, public relations heavyweight Fleishman-Hillard and advertising powerhouse GSD&M, to take on this exciting challenge: a brand revitalization program whose goal was nothing less than securing AARP's relevance for the next fifty years.

To best understand AARP and its role, Siegel+Gale embarked on an intensive inside-out discovery process. We conducted top-to-bottom research into the organization with interviews among internal constituents and with its many partners and suppliers. Ever mindful of AARP's origins and continuing role as a mission-driven organization, Siegel+Gale focused on uncovering and articulating the core strengths of the organization, across all of its operating entities, as well as the prevailing attitudes of AARP leaders and employees.

Rejuvenating the AARP brand relied heavily on member research, which was in ample supply. Indeed, research of the habits, beliefs, motivations, likes, dislikes, and needs of its 37-million-strong membership ranks near the top of AARP's organizational skill-set. So Siegel+Gale delved into a massive audit—a sifting—of five years of wide-ranging data that stacked six feet high to understand the shared motivations and needs of AARP members.

What we uncovered was that while AARP's real strengths lay in its understanding of its members, and in the related breadth of capabilities and offerings, most members (indeed most observers) saw the organization as limited to either advocacy or product endorsement. Siegel+Gale established the promise of AARP as the champion for social change that helps people navigate ageless realities. Those ageless realities are the need for financial well-being, for health, to contribute, for community and to play. This idea refocused AARP on what makes them unique, and serves as a platform for increasing familiarity about AARP's capabilities across all of its audiences.

On a parallel track, the Siegel+Gale Design Team undertook an audit of AARP's communication, focusing on the use of the logo, informational architecture and overall graphic design. This exercise illustrated the extent to which the organization represented itself in disparate ways across its offerings and communications efforts in all media.

The resulting redesign of the logo and visual system brought the idea of AARP as a champion to life, introducing a more substantial and dynamic visual approach. We also created an entirely new architecture structure and naming conventions – all aimed at illustrating the connections between the historically disparate elements of the organization.

In the end, revitalizing the AARP was about helping them focus on a strategy that cut across the organization horizontally – pin pointing and illustrating shared strengths – in order to build a stronger, more relevant whole.

AARPSM



- + ABOVE: brand architecture, before. The silo structure of the many AARP offerings.
- + BELOW: brand architecture, after. The task was to bring these disparate, often autonomous entities back within the AARP fold.

Description	Examples
Master Brand Whenever possible you should use the AARP logo entirely on its own.	
Entity The three legally distinct and approved entities, Services, Foundation and Financial, are the only ones allowed to be locked up with the logo.	
Division, states and chapters AARP's divisions, state offices and chapters are described in text, not locked with the logo.	Public Policy Institute Michigan
Offerings Most offerings are described in text and use the master brand for strength and consistency.	Tax Aide Foundation Litigation
Alliances	 Alliance tagline aligned under second A.
Portfolios group related products or services into intuitive categories.	Portfolio name
AARP's brand in product name: MANAGED, CONTRACTUAL OR ENDORSED RELATIONSHIPS	Portfolio name Product name <small>(Owned by manufacturer/brand)</small>
AARP endorsed	 Endorsed by
Cooperative branding lists products offered, but does not lock them with the logo.	Portfolio Name Sub-category Name <ul style="list-style-type: none"> > Product Name > Product Name > Product Name <small>Innovator products underwritten by/ Provider Name Provider Name</small>
Co-branded offers use the AARP logo and a provider/ partner logo, but they are not locked up. These treatments apply to AARP Services' offerings, co-branded offers, programs and events across the enterprise.	 Management Consulting
Sub-brands To merit sub-brand treatment, an organization or entity must meet the following criteria: 1. It must be aimed at an audience that isn't a core audience of AARP. 2. It has to offer something that AARP doesn't offer. 3. It needs an explicit rationale that supports distancing itself from the AARP brand.	[Global Network]
Property brands Certain offerings are use their own seals along with the AARP logo because they cannot legally can't use the AARP mark externally, or they are affinity programs.	

IF REQUIRED LEGALLY OR CONTRACTUALLY, AARP WILL LINK THE OFFERING, OR EVEN ANOTHER BRAND, TO THE AARP LOGO. THE MAJORITY OF THESE ARE AARP SERVICES' OFFERINGS.

