



Department of Regulatory Agencies (2007-2008)

Background

In 2007, at the behest of a new governor and under the leadership of a new director, Colorado's Department of Regulatory Agencies (DORA) developed a new strategic plan shifting the department's focus to *consumer protection*. Previously, the agency had directed the bulk of its efforts at fostering a business-friendly regulatory environment. In managing the shift in emphasis, DORA found itself needing to educate its internal constituents and the greater public.

Enter BrandED Consultants Group

In the interests of expediting implementation of its plan, DORA enlisted the help of BrandED, whose first step was to conduct opinion research to determine the following:

- 1) DORA's effectiveness in communicating its mission across all points of contact
- 2) whether internal and external audience opinions aligned with DORA's image and reputation
- 3) whether internal and external audience opinions aligned with DORA's communications tools

BrandED's findings led to development of a brand platform that now guides and directs all internal and external communications. For example, DORA leadership makes use of the brand platform when seeking funding from the Colorado General Assembly. The platform also helped ensure funding for a statewide communications plan to increase brand awareness among Colorado's 4 million citizens.

To reinforce the brand platform, BrandED developed a new logo (*shown above*), service mark and communications standards guide. These provide DORA with a verbal and visual identity that allows the agency to communicate consistently across all touch points. In addition, BrandED coached DORA's brand team on how best to deliver the brand strategy to the organization's 11 divisions and to its external stakeholders, Colorado's citizens. The partnership between BrandED and DORA culminated with BrandED developing an assessment program to measure brand effectiveness.

Results

The agency has effectively positioned itself as the go-to place for consumer protection in the State of Colorado and established two new satellite offices in Pueblo and Grand Junction.