

First 5 California - Rebranding Pros/Cons

Attached are some thoughts on pros/cons/considerations for rebranding. Please note that it is commonplace for big brands to review their logos/branding frequently and to look for ways to bring branding up-to-date while retaining core assets. For example, the AT&T logo at the beginning of telecom was really flat and their branding today is has made subtle adjustments making the branding appear more modern and clean.



Whether an organization/brand is going through a refresh or complete rebrand, the biggest implication will be the time and cost needed to update marketing materials. However, if the pros outweigh the cons and should be considered more of an investment in the future of your brand.

Some materials that will need to be updated include websites, social media platforms, signage for tradeshows, business cards and letterhead, email signatures, building/wall/desk signage, and advertising; plus any marketing materials that need to be reprinted, such as flyers, brochures and swag.

With a brand refresh, there is more of a grace period for making these kinds of updates because it is not a completely new look and feel or total departure from where you are now.

When looking at pros and cons specifically:

Pros

- Developing a better understanding of vision and mission among your target audiences
- Influencers, decision-makers and consumers may take the brand more seriously, helping F5CA achieve new goals (i.e. PFL expansion)
- Expand and broaden your target audience
- The brand may appear more modern and avoid appearing dated, antiquated or irrelevant
- F5CA can take the opportunity to establish an ADA compliant brand and color palette

- F5CA can build upon 20 years of work and investment, and choose how to be represented visually for the next 20 years

Cons

- Time of building new brand and then making updates to all marketing materials
- Cost of building new brand and then making updates to all marketing materials
- Coordination with the Association and 58 Counties, although this is more apparent when considering a F5 Network Brand

FISCAL CONSIDERATIONS – Costs Kit for New Parents and Branded Components

Kit Components with F5CA Logo	Quantity	Total Actual Cost	Notes
Parent Guide English	225,000	\$ 724,500.00	Based on usage, six-month supply currently in stock.
Parent Guide Spanish	75,000	\$ 241,500.00	Based on usage, six-month supply currently in stock.
Parent Guide Chinese	14,000	\$ 45,080.00	One-year supply currently in stock.
Parent Guide Korean	3,500	\$ 11,270.00	One-year supply currently in stock.
Parent Guide Vietnamese	4,000	\$ 12,880.00	One-year supply currently in stock.
Reusable Tote bag	313,000	\$ 197,786.88	One-year supply currently in stock. There is a six-month lead time for ordering this item.
Kit Envelope ID label	300,000	\$ 8,692.91	Based on usage, six-month supply currently in stock.
Numbers baby board book	300,000	\$ 435,937.00	One-year supply currently in stock. There is a six-month lead time for ordering this item.
What to Do When Your Child Gets Sick book	313,000	\$ 1,491,038.75	Six-month supply currently in stock for English and Spanish. One-year supply for Asian-languages. There is a six-month lead time for ordering this item.
TOTAL COST PER YEAR		\$ 3,168,685.54	

FISCAL CONSIDERATIONS – First 5 Express Van and Talk. Read. Sing.® Associated Costs

When re-branding, there are many costs beyond logo and tagline development and includes implementation/executional expenses, especially with a large scale statewide effort like First 5 California. All of the different brand touchpoints have to be updated/changed, broadcast usage needs to be renegotiated (every new tag or end card kicks off a new spot usage cost by the talent), elements need to be reproduced/printed, shipped and/or digitally re-trafficked.

Other areas to consider include the time during the transition as F5CA may have a phase when both logos are floating around. There will be a time - and it could be an extended period of time - when F5CA is going to see old and new logos concurrently.

Below is a list of all of active branded elements that will require updating (production and hard costs only) if a new brand/tagline are adopted.

First 5 Express	QUANTITY	PER UNIT ESTIMATE	TOTAL ESTIMATE
Truck Wrap	1	\$6,500.00	\$6,500.00
Mini Tour Van Decal	1	\$750.00	\$750.00
Dome Tent Fabric	3	\$3,125.00	\$9,375.00
Dome Tent Wall	2	\$800.00	\$1,600.00
EZUp Tent Top	1	\$725.00	\$725.00
EZUp Tent Wall	1	\$500.00	\$500.00
Vertical Banners	6	\$100.00	\$600.00
Express Backdrop	1	\$1,000.00	\$1,000.00
Bird Wings Backdrop	1	\$475.00	\$475.00
Activity Cubes	4	\$500.00	\$2,000.00
Reading Rugs	2	\$350.00	\$700.00
Directional Signage	2	\$60.00	\$120.00
Sing Station Video Monitor Shell	1	\$5,000.00	\$5,000.00
Staff Uniforms	10	\$150.00	\$1,500.00
Tablecloth	4	\$275.00	\$1,100.00
Tote Bags	50000	\$0.95	\$47,500.00
Maracas	15000	\$0.50	\$7,500.00
Coloring Crowns	15000	\$0.35	\$5,250.00
Tattoos	20000	\$0.06	\$1,200.00
Stickers	20000	\$52.00	\$1,040.00
Puppets	10000	\$4.50	\$45,000.00
Plates	5000	\$2.10	\$10,500.00
<i>Tambourines</i>	5000		\$6,220.00
<i>Brainy Bird Books</i>	50,000		\$56,000.00
<i>Cookbooks</i>	21,000		\$38,000.00
<i>Refrigerator Photo Frame Magnet</i>	15,000		\$8,500.00
<i>HBHB Brochures</i>	14,000		\$4,500.00

<i>Potter Goes to the Dentist Books</i>	8,000	\$8,000.00
<i>Potter Goes to Kinder books</i>	8,000	\$8,000.00
		<u>\$149,935.00</u>

Television Spot (HD and SD - Includes: Editor, Recording, VO Talent Buy-Out, Mix)

Smarter Birds - Fly Away - English and Spanish	\$9,000.00
Smarter Birds - Sleep - English and Spanish	\$9,000.00
Smarter Birds - Numeracy - English and Spanish	\$9,000.00
From the Moment They're Born - English and Spanish	\$9,000.00
If we Don't - English and Spanish	\$9,000.00
Bassinette - English and Spanish	\$9,000.00
Grandma - English and Spanish	\$9,000.00
Give the Phone A Rest	\$9,000.00
Talk - English and Spanish	\$9,000.00
Read - English and Spanish	\$9,000.00
Sing - English and Spanish	\$9,000.00
Digital Broadcast Tracking	\$85,000.00
	<u>\$184,000.00</u>

Radio Spots (Includes: Editor, Recording, VO Talent Buy-Out, Mix)

Imagine - English and Spanish -:30	\$5,500.00
Give the Phone a Rest - English and Spanish :30	\$5,500.00
Smarter Birds - English and Spanish -:60	\$5,500.00
Smarter Birds - English and Spanish -:30	\$5,500.00
Smarter Birds - Numeracy - English and Spanish -:30	\$5,500.00
Talk - English and Spanish - :15	\$5,500.00
Read - English and Spanish - :15	\$5,500.00
Sing - English and Spanish - :15	\$5,500.00
Fantastic Speeds - English and Spanish :15	\$5,500.00
iHeart Custom Radio Spots	\$5,500.00
Digital Broadcast Trafficking	\$9,900.00
	<u>\$64,900.00</u>

Digital Ads

160x600 - English and Spanish	\$225.00
300x50 - English and Spanish	\$225.00
300x250 - English and Spanish	\$225.00
300x600 - English and Spanish	\$225.00
320x50 - English and Spanish	\$225.00
728x90 - English and Spanish	\$225.00
970x250 - English and Spanish	\$225.00
Digital Trafficking	\$600.00
	<u>\$2,175.00</u>

**Social
Media**

\$0.00

Outdoor

Salinas and Santa Maria Perm Board Vinyl's

\$7,000.00

Parent Website

Current Site

\$1,000.00

Community Relations

Trafficking Billboards, TV, Radio and Digital to 55+
Government Offices

\$2,400.00

Partnerships

PBS Custom TV Spots (Talk, Read, Sing, Count) - :30s

\$8,000.00

Pandora Kids Station

\$1,500.00

Pandora Digital Ads

\$1,200.00

Spotify Digital Banner

\$150.00

Crossings TV Custom TV Spots (Cantonese, Hmong,
Korean, Mandarin, Russian, Tagalog, Vietnamese)

\$3,000.00

Univision (Custom TV Vignettes, Custom Radio, Custom
Digital, Custom Facebook)

\$6,000.00

La Campesina Custom Radio Spots

\$500.00

Radio Bilingue Custom Radio Spots

\$2,500.00

Lieberman Custom TV and Radio

Unavailable

Sacramento and Stockton Kings Custom

Unavailable

ESPN Custom TV and Radio Spots

Unavailable

\$22,850.00

Collateral

Three Brainy Birds - Usage Guide

\$600.00

\$600.00

ESTIMATED TALK READ SING/FIRST 5 EXPRESS TOTAL \$434,860.00

Printing \$3,168,685.54

TRS/Express Costs \$ 434,860.00

Potential Costs \$3,603,545.64