


# Brand DNA: Vision. Mission. Values.

We Give  
Peace of Mind  
to Everyone  
We Touch

Keeping  
our  
Promises

**Do** good. **Be** good. **Make** good.

 National Life  
Group

# How we bring our brand to life

Our  
Culture

Our  
CAUSE

Our Servant  
Leadership  
Values

*How we show up:* Collaborative. Friendly.  
Connected. Inviting. Optimistic. Responsible.  
Respectful. Confident, yet grounded. Honest. Love  
what we do. Good. Trusted. Independent.  
Aspirational. Reliable. Easy to understand.

# Who experiences our brand today

Employees

Agents

Policy  
Holders

Consumers

# How is Brand 3.0 different than what we're doing today?

DEAR WORLD

We dial up our brand outreach to consumers and policy holders.

CAUSE becomes central to how we bring our brand to life...it is a way of being.

We shift our thinking to social and digital first.

RESPECT ALL

FOR INTERNAL USE ONLY – NOT FOR USE WITH THE PUBLIC

# What does success look like?

A relentless focus on the brand experience for all audiences.

Increased awareness and ultimately engagement with all audiences.

Growing an authentic team of brand evangelists that creates a movement internally and externally.

Eye on the future state: evolutionary focus on the marketing organization of the future

# AVP, Brand Evangelist

Brand Evangelist lives and breathes the vision, mission, values and brand, and builds a team that passionately brings them to life across the organization – internally and externally.

Champions the Culture & the CAUSE that is the foundation of the brand

Galvanizes brand fans and creates more evangelists

Creates and shares storylines and messages that inspire

Manages the integrity and evolution of the brand

Aligns initiatives and strategies that build the brand and culture

Taps into market trends (Cus-Seg)



# Brand Evangelist @ National Life



**Communication and culture connector.** *Connects the dots from marketing to corporate communication, employee communication and agencies and partners.*

**Builds the brand and culture** *by taking the rallying cry of our CAUSE to all audiences – our CAUSE coalition builder.*

**Thought leader.** Creates and delivers thought leadership platform(s) that build our brand internally and externally.

# Priorities for 1<sup>st</sup> Q

- 1** Build first evolution of brand-centric team by year-end.
- 2** Hire digital agency by mid-January to create and measure targeted campaigns that build brand engagement and set for the stage for lead generation.
- 3** Develop a plan to amplify CAUSE for all audiences.
- 4** Create an integrated framework for an overarching social media strategy.