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365 Project Branding with Champions Q2-2023

Prepared for BAE Systems, Inc.

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Table of Contents

[Overview 2](#_Toc1422882118)

[Summary of the Project Branding Research with Champions Community 3](#_Toc1611861069)

[Action Plan: 3](#_Toc2078409257)

[Concept Images 4](#_Toc714549136)

[Concept Taglines 5](#_Toc1979338953)

# Overview

This brief outlines the findings from a two-week research project focused on branding the Microsoft 365 transition conducted with members of the Champions Community. The primary aim was to understand the group's perception regarding how the project should be branded and the essential values and concepts to embody. Key findings indicate a strong push towards modernization, collaboration, productivity, and learning themes. The participants also suggested the idea of a handshake to represent collaboration and progress. The following steps include;

* using these insights to develop brand concepts
* creating branding prototypes
* gathering feedback
* refining the final brand mark

These steps are designed to ensure that the developed brand resonates with the broader community and accurately reflects the identified core values, ensuring a smooth transition to Microsoft 365.

## Summary of the Project Branding Research with Champions Community

The objective of this two-week research project was to understand the perception of the Champions Community on how the Microsoft 365 project should be branded and the core values and concepts that should be associated with it.

Participants provided valuable insights, including:

* The importance of promoting a culture of learning and skill improvement with the new tools and functions offered by Microsoft 365.
* A push towards modernization, collaboration, and productivity was identified as a core value.
* The need for a brand that reflects a balance between innovation, learning pathways, and performance.

During the first week, members discussed their initial thoughts and feelings about the upgrade to Microsoft 365. There was a sense of anticipation about the benefits of the new features, but some members also expressed concerns about the learning curve.

When discussing the visual elements of branding, one member highlighted the usual practice of following BAE's Branding Guidelines. One suggestion was to depict the transition as a handshake, a sign of collaboration and progress.

Moving into the second week, participants brainstormed potential branding ideas. The concept of a handshake resonated with some members, and the idea of creating physical manifestations of the branding, such as pins and stickers, was also put forward.

Throughout the research, the Operation Change Management (OCM) team was proactive in stimulating discussion, summarizing key points, and ensuring respectful conversation. The insights gathered from this research will now be used to guide the branding process, and the members' contributions were greatly appreciated. The project demonstrated a collective desire to move towards a more efficient, collaborative, and modern workspace with the transition to Microsoft 365.

## Action Plan:

1. **Develop Multiple Concepts:** Create a sample portfolio of concepts for the project team, comms team and champions group to vote on.
2. **Brand Development Meeting**: Schedule a meeting with the project and branding teams to discuss these insights and establish a shared understanding of the core values to be represented in the brand.
3. **Gather Feedback**: Share these concepts and prototypes with the Champions Community for their feedback and suggestions.
4. **Refine and Finalize Branding**: Make necessary refinements based on the feedback and finalize the brand concept.
5. **Launch the Brand**: Implement the brand into communications, sites and project related materials.

Lessons learned with methodology

While this research project has yielded valuable insights into the branding of our Microsoft 365 transition, it has also brought to light certain challenges concerning participant engagement. It was noted that the use of a Microsoft Teams channel within the broader Champions Community resulted in discussions that occasionally deviated from the primary research focus. The asynchronous nature of the conversation allowed for flexibility but also created opportunities for off-topic exchanges.

This experience has highlighted the need to secure firm commitments to participate in future research activities. Ensuring this engagement will better focus the discourse and improve the quality of feedback obtained. These learnings, combined with the insights gained about the project's branding, will enhance the implementation of similar initiatives in the future.

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| Concept Images | Concept Taglines |
|  | * The next generation of secure collaboration * Embark365: Navigate the Future of Secure Collaboration * Elevate 365: Modernize and Secure Your Collaboration Journey * 365 United: The Future of Secure and Productive Collaboration Awaits * Collaborate 365: Empowering the Next Generation of Secure Productivity * 365 Synergy: Modern Tools for Secure Collaboration Excellence * Secure the Future: Modernize with Embark365 for Enhanced Collaboration * 365 Empowered: Unleash Productivity with Secure Collaboration Tools * NextGen 365: The Secure Path to Modern Collaboration Success * Unite & Conquer with 365: Secure Collaboration for the Modern Era * 365 Evolution: Transforming Collaboration with Security and Efficiency through Embark365 |
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