

Defining an Identity: New Sources of Revenues and New Members Too

client

The European-American Business Council (EABC) is a leading bi-lateral business association active on transatlantic trade, tax, investment, and policy issues. Its 80+ members are European and American corporations and represent some of the world's largest companies.

objectives

EABC was one of several similar associations. EABC sought a clear, compelling, and **revitalized identity that would boost revenues and provide unique and valuable benefits** to both European and American companies.

process

DMR conducted an extensive analysis for EABC, including:

- Review and analysis of EABC and competitors' membership, program offerings, benefit focus, membership fees, organization structure, marketing communications, and member acquisition processes.
- In-depth interviews with EABC leadership and staff.
- Executive one-on-one, in-depth, tape-recorded interviews with current, former, and competitive association members using DMR's proprietary brand building methodology – ACE™.



results

The results defined a **new and revitalized identity** for EABC. They provided the foundation for a dramatic change in EABC positioning, placing more emphasis on the truly bi-lateral (EU and US) interest of member companies. This positioning directed a **major shift in the focus of program offerings** and served as the foundation for a distinctive organizational voice with **no increase in the overall marketing budget**.

The effort also yielded a major discovery: new and sought after member benefits that provided EABC with an **additional source of significant revenues**.

“The results led to a 17% increase in membership revenues in one year and a 35% increase in member satisfaction and retention...DMR gave us an immediate and meaningful edge over our competitor...told us where to focus...increased our revenues and customer base. What DMR does is give you the eyes to view yourself as your customers do. If you are to be a vital and functional organization, this is something you cannot do without.”

Willard M. Berry
President and CEO
EABC

DMR
Decision Making Research

Results...Boardroom Ready™