

## Revitalizing an Association Brand:

### Increasing Membership and Revenues from New Sources



## National Association of Foreign Trade Zones

### client

The National Association of Foreign Trade Zones is an association connecting global businesses with local communities. Their members include public entities, public and private companies and individuals.

### objectives

NAFTZ's new president wanted to revitalize the brand and make it more relevant to the needs of members in the increasing global trade community

### process

DMR used its proprietary brand building methodology – ACE™ together with a thorough review of current operational procedures, membership offerings and government affairs practices.

### results

The results provided a set of action recommendations in seven categories from marketing, e-commerce, education, to advocacy.

These findings drove the elimination of some offerings and the addition of others. It was a “sorting out” of what worked and what didn't. In addition, the results identified the need for a new website with changes in content, visuals, tone and e-commerce needs. A new tagline and logo echoing the brand identity were also introduced. Implications for new member education networking communication and advocacy were also identified.

---

*“DMR achieved more than we expected, and in record time. The results led to increases in membership revenues of 50% and event revenue climbed by 37%. “*

Will Berry  
President  
NAFTZ