

MESSAGE FROM THE PRESIDENT

Building the SCMP brand: What do Apple and Nike have in common? They are both among the most successful brands in the world, according to the new [Business Week-Interbrand 2009 Best Global Brands study](#). While we are not a high-end electronics manufacturer or a sports apparel retailer, the principles of good brand building are the same, regardless of the product you're selling to your customer. Our new SCMP designation brand is no exception.

Once PMAC publicly launches the designation, you will begin to see advertising that announces the new brand, our new logo put into use, and a refreshed web presence. The [PMAC Provincial and Territorial Institutes](#) will issue the SCMP certificate when the legal aspects of the change are completed.

The association is committed to communicating the value of the SCMP and establishing market recognition for our brand. To be effective in this effort, we need to think like a business. The SCMP is our product and our customer is the employer. Employers hire our designation-holders, and according to our surveys, pay for education and membership 80% of the time.

To be a successful brand, first and foremost, you need a product that meets the needs of your customer. We believe we have this in our accreditation program, which develops professionals with unique and distinctive competencies in our field of strategic supply chain management. You also need a clearly defined positioning to differentiate your brand in the marketplace. Our nearly 3,000 SCMPs will represent strategic, global and integrated thinking that will provide their organizations with a competitive advantage.

Brand building requires a significant and sustained financial investment. As previously stated, we will dedicate nearly \$1 million over the next two years to promote awareness of the SCMP. Our integrated marketing campaign will be multi-channel, incorporating print, online and face-to-face outreach. It will also be multi-stakeholder as we communicate with members, employers, students, academic institutions and the media.

Importantly, our activities will need to be multi-level as well. That means the PMAC National and Institute bodies will co-operate on clear and common objectives for our brand development and work on a co-ordinated basis as we apply our marketing tactics and tools. For example, national brand advertising will need to be supplemented at the regional level.

While our efforts to establish our SCMP brand will be led by our PMAC communications team and advertising agency, branding is not just a marketing function. Bev Tudhope, Chief Executive Officer of Interbrand's Canadian office in Toronto was quoted earlier this month in *The Globe and Mail* saying that "...brand is fundamentally linked to your business strategy, and it informs all the functional areas of your business, because brand is just another way of looking at your business through the lens of your customer."

A brand is an aggregate of the experience you have at all touch points. What is the employer experience with our SCMPs in the workplace every day? Are our candidates satisfied with their learning in our accreditation program? What kind of response can customers expect when they phone one of our PMAC offices?

These collective experiences define our brand – and affect the health and viability of our association. We want our customers to hire more SCMPs and support their staff in becoming accredited. We want them to prefer our designation over others. We want them to sing the praises of our members.

All members have a vital role to play as brand ambassadors. Not only in terms of your performance on the job. But in how you present yourself to your peers. And what you say about your profession. Especially in the emerging environment of social media, you have new found power.

Brands are more important than ever, not just to consumers, but in the business world as well. We are confident that our new SCMP designation has a very strong brand proposition. The next step is for us all to join together to drive awareness of our new brand and deliver an exceptional and fulfilling brand experience.

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Yours truly,

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