

Unity Brand Identity Map Explanation

The following Unity Brand Identity Map summarizes the results of the branding research with both external and internal audiences. There was tremendous consensus on the results of the research. Below is an explanation of some of the terms you'll find on the Brand Identity Map.

Audience

Target Audience

Based upon research, our target audiences consist of Cultural Creatives and dissatisfied Christians (mainly those already attending a church). Cultural Creatives comprise a group of an estimated 50 million people. They value: authenticity, engaged action, idealism, globalism and ecology, and the importance of women. They also see the world as interwoven. Core Cultural Creatives also value altruism, self-actualization, and spirituality.

Survival and Emotional Response

A person's basic brain is focused on survival and is part of our subconscious mind. This is the part of the brain that triggers an instinctual response. The next level of the brain is a person's emotional brain. People are drawn toward positive emotional experiences and away from negative experiences. Our research found that our audience avoids places where they feel unfulfilled or like they don't fit in, and are drawn to places where they feel accepted, inner peace, and a connection with God.

Cultural Archetype

These sections on the map explain our target audience's positive and negative reactions to the terms Christianity and Church. This is their immediate emotional response to these words. The research showed that people were drawn to the term "spiritual community" much more than "church."

Unity Identity

When we use language that our audience can hear and relate to, we give them an opportunity to engage with us. We can speak their language while also remaining true to who we are. The results of our survey identified ways of expressing our values that resonate most with our audience.

The items in blue on the Unity Brand Identity Map are terms and phrases that you can use when you talk or write about Unity and your spiritual community. Select phrases that reflect your spiritual community and use them in all of your written and spoken communication. You may also wish to put this map by your phone to remind you of these phrases.

Unity Brand Identity Map – Based on Market Research

Target Audience

- Cultural Creatives
- Dissatisfied Christians
- Women aged 36-55

Survival Response

- Don't fit in, different beliefs
- Lack of fulfillment—seeking answers and a spiritual home

Emotional Response

- Inner peace and peace of mind
- Acceptance in a community of like-minded people
- A stronger connection to God

Cultural Archetype - Church

- Fear-based, hypocritical, boring (negative)
- Family, love, Sunday school, music (positive)

Cultural Archetype - Christianity

- Fear-based, judgmental, guilt, hell (negative)
- Jesus is savior, Golden Rule, love (positive)

Organization Brand Name

Unity

Positioning Statement

Unity offers practical, spiritual teachings that empower abundant and meaningful living.

Category Descriptor

A Positive Path for Spiritual Living

Organizational Values

- Inclusive and open-minded
- Encourage personal initiative & growth
- Spiritual, holistic, intuitive

Feature/Selection Factor #1

Provide practical teachings to help people live healthy, prosperous and meaningful lives

Feature/Selection Factor #2

Provide a positive alternative to negative religious experiences

Intangible Emotional Appeal

- Empowered
- Peace of mind
- Accepted
- Loved
- Grateful
- Inspired
- Connected

Tangible Benefits

- We believe that prayer works.
- We help people discover & live their spiritual purpose and potential.
- We help people have a stronger connection to God every day.
- Our spiritual centers have inspiring ministers and are involved in spiritual social action (and social activities!).

Tangible Benefits

- We provide a philosophy that is spiritual, not religious; and love-based, not fear-based.
- We honor all paths to God.
- We believe in making a positive difference in the world.
- We believe in being a positive example and role model.