

## Bounceology

The Science and Art of Bouncing in Business and Life



### Building a Worldwide Brand

#### Clear Channel Worldwide

##### Study

By 2007 Clear Channel had acquired or merged with some 168 companies and divisions in over 63 countries. The company had TV, Radio, Outdoor and SFX Entertainment (Live Nation). CEO Mark Mays announced that all the Clear Channel companies would transition to using one corporate name, "Clear Channel". He announced a new logo would be developed for corporate-wide use. This meant two divisions would change their name completely and two would undergo a logo trademark transition. As SVP of Communications and Marketing for Clear Channel, Diane guided this process with help from a group of creative and smart executives and artists. Diane kept the project on course and was responsible for the worldwide roll out.

##### Recommend

- Create the Clear Channel Worldwide brand - one company, with one name
- Introduce employees to the company's global vision and re-emphasize the original mission statement written by founder Lowry Mays some 30 years earlier updated to today's business environment
- Build employee buy-in, and use the new company brand
- Foster company morale, collaboration and teamwork

##### Activate

Clear Channel artists and graphic designers were gathered to create guidelines for the new brand. Designs were vetted and approved by a committee of executives and artists. Final recommendations were made to Mark and Lowry Mays. The logo was selected, the color was chosen and the new "trademark" was rolled-out throughout the world in all Clear Channel businesses.

##### Results

The Clear Channel "C" mark is seen on thousands of billboards, company office buildings, TV stations, venues and on radio station web sites all over the world.



## Bounce this way...

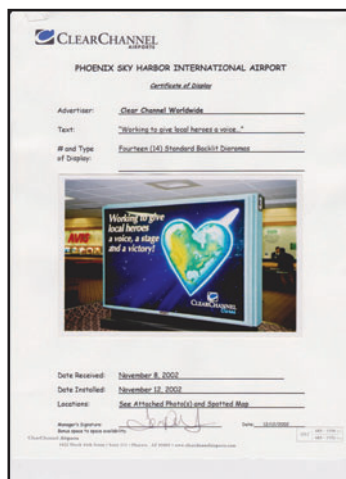
(Useful Ideas)

If you are re-branding a company, there are agencies that will explore and research your image and bring excellent talent to the table. Hire them! At Clear Channel we had many of those talented folks in house who advised advertisers every day. They were excellent team players for this project and many contributed to the end result. This list, however, speaks to the collaboration necessary to bring everyone in your company or organization together to make an important decision towards re-branding. This list of steps might be useful.

- 1 Spend time with senior leadership to determine what they are looking for before you work with an agency or design team
- 2 Flush out a concise creative brief to guide the project
- 3 Build a task force including participants from all divisions to guide the process
- 4 Vote as a team but determine which person will make the final decision
- 5 Collaborate in advance how the new brand will be rolled out internally, externally
- 6 Set branding rules, guidelines and police accordingly
- 7 Budget for the roll out and set a timeline
- 8 Set a drop dead date for any old materials to be trashed and new materials to be use
- 9 Celebrate the roll out -- make it a big deal
- 10 Bring the task force back together for a post roll out discussion and to adjust the plan if needed

## Bounce SHOW and TELL...

(Examples of this work)



MYCCRC Corporate 1-854 | 0:07 Enter Search Here

Home | Corp Services | Entertainment | International | Outdoor | Radio | Television | Site Map

Home > Corp Services > Logo Materials

Acquisitions  
Asset Map  
CCRC Team  
Code of Ethics  
Creed  
Investor Info  
Local Advisory Board  
Local Sport  
Logo Materials  
Mays Message  
Staying Connected

## Clear Channel Logos

... one COMPANY. one NAME. one VISION!



In an effort to execute consistent branding and to use the company name properly, please use either divisional names (Clear Channel Outdoor, Clear Channel Radio, Clear Channel Entertainment, Clear Channel TV) and for the corporate offices, simply use Clear Channel (DO NOT use Worldwide or Communications). If you have any questions, contact [LisaBullington@clearchannel.com](mailto:LisaBullington@clearchannel.com)

Here are the necessary downloads for you to use the new CC logo. Be sure to read the logo specifications. If you have any questions, e-mail [Diane Warren](mailto:Diane Warren).

Logo Specifications	Stop here first. Don't use these logos until you've read the logo specifications.
Clear Channel Brand Standards	This document contains the Clear Channel brand standards for all divisions.
FOHIS sit file	CC Corporate has bought these two fonts. (Adobe Garamond and Futura) They should be used when producing any marketing collateral materials. NOTE: This is a Mac file.
Logo Image Files:	All forms of the new logo in file formats for each division. These can be used for all of your logo needs. If you can't find what you need, e-mail us at
PC	

CLEARCHANNEL Mark P. Mays  
Chief Executive Officer

January 13, 2009

Diane Warren

Dear Diane,

Thank you for your thoughtfulness! The toffee was a welcomed surprise and enjoyed by Patti and the kids as well.

May you enjoy a very prosperous New Year!

Warmest regards,



Mark P. Mays

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