Western Association of Chamber Executives

Brand Innovation Award

Purpose:
To recognize a Chamber of Commerce that has successfully refreshed the identity of its organization, a major program, or another significant element of its work through a branding or rebranding process.

The award honors branding efforts that are visually effective, strategically grounded, responsive to member and stakeholder input, and successfully implemented across multiple communication platforms or organizational touchpoints.

Eligibility:

- Applicant must be a Chamber of Commerce in good standing as a member of W.A.C.E.
- The campaign must have been developed and executed within the past 2 years (January 1, 2025 - December 31, 2026)
- Applications may detail the rebranding of
    - An entire Chamber organization
    - A Chamber foundation or other affiliated organization
    - A major program, event, initiative, or campaign
    - A membership, sponsorship, workforce, advocacy, or community development program
    - Another significant and clearly defined element of the Chamber's work
- Minor design updates, routine website refreshes, or isolated changes to a logo or color palette would not generally qualify unless they are part of a broader strategic rebranding effort.

Application Elements

Applicants should provide the following components in their submission. All information should include supporting documentation where applicable.

Component	Description
Contact & Background Info	Name of Chamber, location, contact person; size (membership count, staff size), budget for rebrand
Rebrand Overview	Scope of the rebrand, date the rebrand was completed or publicly launched, primary audiences the rebrand was intended to reach, Chamber staff, consultants, volunteers, or partners involved.
Purpose and Strategic Rationale	Explain why the rebrand was undertaken. Address the challenge, opportunity, or organizational change that prompted the rebrand; the goals established for the project; how the new identity supports the Chamber's mission, strategy, positioning, or desired audience; and what the Chamber hoped to communicate differently or more effectively.
Member & Stakeholder Input	Describe how members or other stakeholders were involved in the process. Address the research, surveys, interviews, focus groups, or listening sessions conducted; participation by board members, Chamber staff, community partners, sponsors, or other stakeholders; how the feedback received influenced the final brand; and how competing opinions or stakeholder concerns were addressed.
Brand Development	Describe the creative and strategic development process. Address the central concept or story behind the new brand; major elements of the new identity, such as the name, logo, tagline, color palette, typography, imagery, or messaging; how the rebrand differentiates the Chamber or program; and any significant challenges encountered during the development. Include before-and-after examples when possible.
Implementation & Use	Provide at least three examples demonstrating where and how the new brand was implemented. Examples may include website, social media, membership or sponsorship materials, signage, events, advertising, publications, email communications, promotional materials, office or physical space, staff or volunteer apparel, and community presentations. Explain how consistency was maintained across different applications.
Launch & Communication	Describe how the rebrand was introduced to members, stakeholders, and the broader community. Elements to address may include internal communication and preparation, public launch activities, media or

Component	Description
	community outreach, member education or engagement. Describe the transition plan to move from the previous brand to the new identity.
Results & Impact	Describe the results of the rebrand. Areas to address may include member or stakeholder feedback, website traffic or digital engagement, media attention, increased program participation, membership, sponsorship, or revenue results; improved community recognition or understanding, evidence that the rebrand strengthened organizational alignment or pride, and other qualitative or quantitative indicators of success. Distinguish between documented results and anticipated longer-term benefits.
Budget & Resources	Provide the total cost of the rebrand and briefly explain how funds were used. Describe how the budget was funded (e.g. internal funds, sponsorships, etc.). *Note: Judging will evaluate the effectiveness and value of the project relative to the Chamber's size and available resources, rather than rewarding projects solely because they had larger budgets*.
Lessons Learned	Briefly describe what the Chamber learned through the rebranding process, what you would do differently and what advise you would offer other Chambers considering a similar project.

Judging Criteria

Submissions will be evaluated by a panel of communications and marketing professionals (or W.A.C.E. members with relevant expertise). The panel will use the following weighted criteria:

Criterion	Weight	What Judges Will Look For
Strategic Purpose & Goals	20%	Was the need for the rebrand clearly established? Did the project have meaningful and clearly defined goals? How well does the rebrand support the Chamber's mission, strategy, audience,and desired market position? Did the rebrand address significant organizational or communication needs? What was the

Criterion	Weight	What Judges Will Look For
		extent and nature of member and stakeholder engagement?
Brand Concept & Creative Quality	30%	Strength, clarity, and originality of the brand concepts; professional quality of the visual identity and messaging; effectiveness of the new brand's communication of the intended identity or value proposition; degree to which the rebrand is distinctive, relevant, memorable, and appropriate for its audiences; and the degree to improvement demonstrated by the before-and-after examples
Implementation & Consistency	20%	Quality of the brand's use across at least three applications; consistency of visual presentation and messaging; thoroughness of the transition from the previous brand; how effectively the Chamber integrated the brand into its communications, programs, events, and operations.
Launch & Communication	30%	How effectively was the brand introduced internally and externally; how the Chamber helped members & stakeholders understand the reasons for the change; creativity and effectiveness of the launch; how well the Chamber managed the transition to the new identity.