

Marketing Plan Proposal

Brand Refresh



WOMEN IN FINANCIAL MARKETS

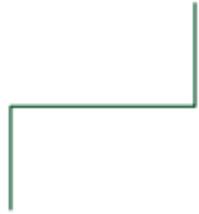
HORIZONTAL

**WOMEN IN
FINANCIAL
MARKETS**

STACKED

Name Acronym: **WIFM**

O LEANS FORWARD



WOMEN IN FINANCIAL MARKETS

MODERN HIGH-CONTRAST
SERIF THAT PAIRS
WARM CURVES WITH
SHARP BRACKETS

WOMEN IN FINANCIAL MARKETS™

HORIZONTAL



STACKED



ICON

New Brand Color Palette



Intentionally mixing traditional and modern to co-exist in impactful ways. Honoring seniority alongside those to come. A timeless palette grounds and unifies the elements.

serif & sans-serif pairing

neutral with green accents

Join Our Mission

Our mission is to connect, elevate and advance female professionals in the financial industry through education, mentorship, and access to a global network of influential women.

We deliver expert-led programming and curated events that provide opportunities to broaden industry knowledge, enhance leadership skills, and further careers.

Women in Financial Markets is inspired and committed to driving change and cultivating a more equitable and inclusive environment for women.

Our vision is to create a world where women have equal access to a global network of influential leaders in the financial markets, where they can connect, learn, and advance in their careers.

Let's Take Action Together

Rebrand: Pre-Launch Development

Website Updates

- Under 'About Us' – create a page called 'Our Rebrand' explaining and showcasing the new name, logo, visuals and messaging
 - ✓ This section will serve as a hub for newly created content. This enables us to drive people to one URL via our marketing programs.
- New logo will include “*Formerly Women in Derivatives*” underneath

Social Media

- Prepare rebranded graphics and updated messaging for social media handles.
 - ✓ Create new background and prepare to upload new logo
 - ✓ Update 'About' Section to include explanation of the rebrand
- Identify social media targeting
 - ✓ Location, industry, role type, seniority

'Our Voices' Content Series

- Create content series (videos, Q&As, articles) leveraging select board members, a Rising Star, a Trailblazer, 1-2 CEO WIND sponsors, a male ally, a high school student scholarship recipient, a UK/ EU rep to talk about one of three pillars:
 - ✓ **Our story** – our history and evolution – explanation of the rebrand (why now and what it means).
 - ✓ **Our Influence** – concrete examples of how *Women in Financial Markets* has affected real impact on its members, award recipients and sponsor firms. Individuals telling their own personal story / perspective.
 - ✓ **Our Tomorrow** – addressing how we plan to achieve our vision of creating a world where women have equal access to a global network of influential leaders in the financial markets, connect, learn and foster career advancement.

Press Release

- Draft press release and identify key publications / reporters to target.
 - ✓ PR agency pro bono support (Bari's agency of record)

Rebrand Launch & Gala Promotion

Week 1 June 19	Week 2 -3 June 26 – July 7	Week 4-5 July 10 – July 21	Week 6-7 July 24 – Aug 4	Week 8-9 Aug 7 – Aug 18	Week 10-11 Aug 21 – Sept 1	Week 12-13 Sept 4 – Sept 15	Week 14-15 Sept 18 – Sept 29	Week 16-17 Oct 2 – Oct 13
Issue press release & media outreach	Video 1	Video 2	Video 3	Video 4	Video 5	Video 6	Video 7	Video 8
Email to membership base and sponsors	Q&A 1	Q&A 2	Q&A 3	Q&A 4	Q&A 5	Q&A 6	Q&A 7	Gala Video (s) & Photos
Announce on social media	2-4 social media posts	2-4 social media posts	2-4 social media posts	2-4 social media posts	2-4 social media posts	2-4 social media posts	2-4 social media posts	2-4 social media posts
Website changes go live	Highlight two aspect of brand refresh: name & logo 2 posts	Announce gala details – macro ‘get them excited’ 2 posts	Highlight two aspects of brand refresh: colors & vision/mission 2 posts	Highlight one aspect of gala – special speakers & awards 2 posts	Highlight two aspect of brand refresh: name & logo 2 posts	Highlight one aspect of gala – sponsors 2 posts	Highlight two aspects of brand refresh: vision/mission 2 posts	Announce gala details – macro ‘get them excited’
Kick off social campaign with 2 posts first week		Email to membership base about gala					Email to members reminder of gala	
Identify ~30 social media ambassadors to share content with personal messages		Newsletter (recap of events and asset previously promoted)		Newsletter(recap of events and asset previously promoted)		Newsletter(recap of events and asset previously promoted)		Newsletter (recap of gala)

Note: Rebrand and gala should be mentioned at all events, as appropriate. Messaging to be provided.

Promotional Channels

- Website
- Social Media
- Email
- Newsletter
- Strategically Placed Ads (for consideration)
- Live and Virtual Events