

“CFA CATS and THEIR HUMANS” PHOTO TAKING TOUR

There’s been much excitement around CFA’s new photo style and the photo shoots we’ve held to obtain them. But there’s more to these awesome photos than just a good time. Here’s some information to keep you in the know.

CFA’s REDBRAND and WEBSITE PROJECT

We kicked off the “CFA Brand Refresh Project” this year with the assistance of a professional branding agency and leadership support from Mark Hannon and Melanie Morgan.



There are three phases to this project:

1) Research and Brand Blueprint Development

The first phase of the project is dedicated to understanding everything about CFA. It includes a deep dive into the good, bad, and the ugly through interviews with stakeholders and customers, research into CFA’s product/services/program offerings, critiquing of the impression CFA leaves after viewing the website and a critical analysis of our competitors (other registries), peers (such as AKC) and other organizations whose focus is on cats (rescue agencies, etc.)

At the end of this phase, a report documenting all findings and a summary of CFA’s strengths, weaknesses, opportunities and threats is presented to the board. The report also identifies subsequent recommendations on ways to enhance our offerings and attract more cat fanciers.

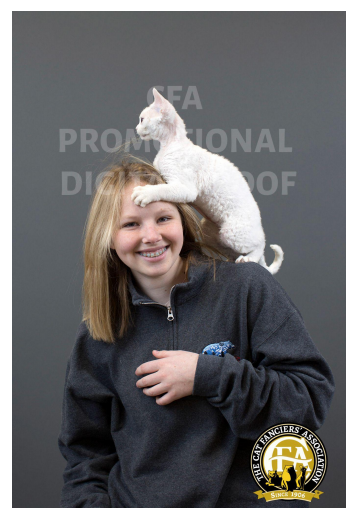


2) Visual Brand Identity, Voice and Messaging Development

The second phase of the project is the fun part. It’s where we take all the findings from the research phase and use them to develop a revitalized catalog of CFA’s visual and verbal/written brand identity assets. This phase includes the defining of our voice (i.e. are we approachable or exclusive), design of the visual elements that represent CFA (logo, imagery) and the re-precisioning of CFA’s messaging (mission statement, post style, etc.)

What does this mean in layman’s terms? Well, for example, during the research phase it was discovered that there is an opportunity to resonate better with cat lovers using human emotion, so we address that by using more emotional imagery and expressive voice in our content.

All assets and directions developed in this phase will be documented in a Brand Guide and will be made available to everyone involved in creating content or ads associated with CFA.



3) The final phase of the Brand Refresh Project is a newly designed and developed CFA website using our newfound voice, messaging and visual system. This will include better navigation, updated imagery, newly written content, a new blog and an overall improved experience to welcome cat lovers of all kinds into our family.



Depending on the outcome of recommendations suggested during phase one, the website could also include some new tools such as more educational resources and new ways to “join” CFA.

The first part of the project is complete and we are launching into phase two of the project; Visual Brand Identity, Voice and Messaging Development.

TEXT CAN SAY SO MUCH BUT PHOTOS SPEAK 1000 WORDS

During the research phase, we discovered that something was missing from the style of imagery we currently used on our website, social media and advertisements. Exquisite pedigree cat photos represent our cats beautifully but what’s missing is representation of the passion, pride and immense love that fanciers’ ooze with. There’s no denying that seeing people loving on and squeezing their cats pull at our heart strings.

In order to come face to face with the love and pride that CFA folks feel for their cats, our crew attended five shows to capture cat fanciers’ and spectators in a mobile studio setting. With over 300 participants at shows in regions 2, 4, 7 and 9, we’ve captured a beautiful collection of expressive emotions that will be used in future CFA promotional activities, social media, advertisements and on the new CFA website. We’ve celebrated cats for over 100 years and now we’re celebrating those behind them; breeders, exhibitors, caregivers and admirers.

If you have not yet had the pleasure to sit in on a shoot, the good news is that there will be a few more opportunities to do so. We are planning to attend at least two shows during the 2022-2023 season and sit with at least 60 individuals each in regions not yet covered. The photos and videos captured at these events will also be part of CFA’s new digital media repository of high quality imagery of individuals with their cats, groups of fancier friends, and spectators and exhibitors in action and will serve as imagery for the refreshed CFA voice.

If you are a show manager in any regions not yet covered and have a show scheduled where you expect a large number of entries, please reach out to me so we can discuss a potential photo/video shoot with you.

Thank you to everyone involved in supporting CFA’s Brand Refresh project, imagery and ideas. It’s a mew day in CFA!

