



## Launch Develops Strategy to Revitalize TMPA's Marketing Strategy and Member Outreach

### ABOUT TMPA

Since 1950 TMPA has protected the rights and interests of Texas law enforcement officers by providing the best legal assistance in the country, effective lobbying at state and local levels, affordable training and exemplary member support. As the largest law enforcement association in Texas, TMPA is proud to represent more than 19,000 members.

*“The Launch Marketing team is comprised of consummate professionals who ensured the success of our campaign by bringing marketing knowledge and leadership to the table. I was impressed by the breadth and depth of their expertise from the onset of our engagement.”*

-Kevin Lawrence, Executive Director, TMPA

### The Opportunity: TMPA Wanted New Approach to Build Progressive Image

TMPA is steeped in tradition and history, but it was time to take their marketing to the next level to reflect the growth and progression of the organization. As part of this initiative they sought to better promote the benefits of being a member, provide greater value to existing members and build awareness at legislative levels. With this in mind they engaged Launch Marketing to drive these efforts and create a comprehensive marketing strategy and plan of action.

### The Solution: Marketing and Brand Strategy Development, Member Survey and Competitive Analysis

Launch Marketing determined that the 60-year-old organization needed a strategic re-branding which would include overhauling their messaging and approach to marketing. To achieve this goal, Launch proposed a comprehensive solution which included market research, competitive analysis, development of a marketing strategy and complete re-branding throughout the organization.

Launch Marketing began by conducting a member survey designed to solicit feedback that could be



**Launch created a brand image and integrated plan that showcased TMPA's commitment to adding value for members**



## **PROPOSED COMPREHENSIVE RE-BRANDING STRATEGY**

- *performed member surveys*
- *conducted competitive analysis*
- *created marketing strategy and actionable plan*

used to evaluate decisions such as changing TMPA's name, prioritizing services that members valued the most and understanding content that members would like to see. Together with TMPA, Launch crafted the survey questions as well as an incentive to drive participation, which ultimately resulted in a 22% response rate.

Launch also performed an analysis of similar and competitive organizations to determine key differentiators that could be leveraged to position TMPA as the best option available to prospective and existing members. This data, along with feedback from the member survey, was used to create updated messaging in keeping with the progressive organization's value and substantial offerings. From there, Launch created a marketing strategy for the organization, which translated into an actionable integrated marketing plan for the year. Components of the plan included member outreach and promotion of the organization to support ongoing efforts for their political lobbying and awareness of TMPA throughout Texas. It also included a complete re-branding of the organization's image which incorporated a comprehensive collateral system and new website.

Using the website as a catalyst to create a new image for TMPA, Launch created a brand strategy which focused on communicating TMPA's commitment to trust, loyalty, honor and dedication to its members. The colors of black and white and a thin blue line were used as key components throughout to create a visual resonance for members and to reinforce TMPA's newly created messaging. Further, TMPA's logo, collateral and paper system were updated to the new branding and positioning of the organization. TMPA's e-newsletter, bi-monthly magazine and new member packet were also re-designed to accommodate the new look and feel.

While the website served as the impetus for creating a new brand image for TMPA, it also afforded an opportunity for Launch to provide strategic guidance on website strategy and technology in support of TMPA's goal to bring their technology up to date so that it could meet the needs of the growing organization.

## **The Results: Polished Brand Image and Impactful Marketing Efforts**

Today TMPA has a brand image that is both reflective of their organization and progressive at the same time. They have an actionable marketing plan in place which continues outreach to prospective and existing members while also promoting the organization across the state. As an ongoing effort, they continue to expand how they communicate the organization's value by refining their marketing plan and messaging.



Launch remains engaged with TMPA by working to extend outreach through various campaign strategies and providing ongoing marketing strategy and expertise. Kevin Lawrence, TMPA's Executive Director, shares, "We continue to leverage Launch Marketing further than our original agreement as we recognize the scope of their expertise. The spectrum of deliverables has spanned from strategic planning to facilitating agreement from our Board of Directors at TMPA. Launch Marketing is responsive and they deliver."

## CREATED LASTING SUCCESS

- *continued outreach to members for ongoing prioritization*
- *reshaped how TMPA communicated with members*
- *engaged with TMPA on further outreach campaigns*

