

MARKETING COORDINATOR ANNUAL REPORT 2019-2020



Regional Brand Refresh

This past year we undertook a refresh of the regional branding, incorporating the new Sweet Adelines International 'Life on a High Note' colour palette to our signature burgundy and adding our own regional flair and flexible brand elements. We have retained a previous Region 35 tagline 'A cappella with attitude' and have been working to update branding on existing and new materials during the year.



Event Marketing

Marketing material was prepared for our regional education events – Leadership In Action, One Day Challenges, The Power Within and the (later cancelled due to COVID-19) planned 2020 events.

Publications

A big thank you to our talented *Addaline* design and editing team of *Brianna Perry and Sandy Gunn*. They produce our beautiful regional magazine, keeping us connected, informed and entertained through our shared stories and photos. This year they did a fantastic job updating the look and feel of the *Addaline* with our new regional branding. This past year we introduced a new biannual publication *Team Talk* to communicate important information from the Regional Management Team. Brianna Perry and Sandy Gunn have also supported the RMT in producing this.

FIESTAcappella / Virtual Convention 2020

Marketing Plans for our *FIESTAcappella* convention were underway, but with the cancellation of the convention due to COVID-19, instead we celebrated unconventionally on social media. Throughout the weekend we celebrated service and contribution to our organisation with virtual award presentations for our Merit Awards, Spirit Award, Education Scholarship and 25, 30 and 35 year membership milestones, along with other memories throughout the weekend. While we may not have been together in person, we have been together in spirit, so thank you to everyone for liking, commenting and sharing your own memories during our virtual convention weekend.

Celebrating 35 Years

This year marks the official 35th Anniversary of Sweet Adelines New Zealand. We are working on a special edition of the *Addaline*, and will be looking at virtually celebrating this as a region throughout the year.



Join the Team

We are looking for passionate marketers to join our team, in the roles of Social Media and Media Specialists. Please get in touch if you are interested in these roles or contributing other skills to our Marketing Team. marketing@sweetadelines.co.nz.

Jo Maxwell
Marketing Coordinator