



MEMBERSHIP MARKETING: Juvenile Products Manufacturers Association (JPMA)



THE CHALLENGE

JPMA was experiencing fragmentation among its communications going out to members. Due to numerous team members handling JPMA communications, there was no consistent theme or voice. As a result, members were unaware of all the benefits they could potentially receive.



THE SOLUTION

The MarCom Team created a theme to be used in all JPMA membership communications and marketing pieces. These elements have been integrated into print and electronic pieces to create visual branding around JPMA membership.



RESULTS

As a result of this branding effort, all membership marketing pieces distributed by JPMA have a cohesive look and voice. Members can now recognize the JPMA brand and better understand the messages being conveyed. All branded emails, brochures and videos help reinforce the benefits of membership.

Membership Email Template

2013 Membership Brochure

Meet the Team Video Series



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