



“The Television Brand” Academy of Television Arts & Sciences Brand Platform

Table of Contents

Section 1: Brand Description.....	2
- Brand History and Timeline	
- Brand Positioning Statement	
- Brand Elevator Pitch	
Section 2: Brand Synopsis.....	4
Section 3: Brand Constituents.....	5
- Members	
- Networks, Advertisers, the General Public	
- Strategic Allies, Affiliates and Partners	
- Taste Makers	
- Product Development/New media/Aftermarket	
- Educators and Students	
Section 4: The BrandPrint.....	7
- Brand Vision	
- Brand Mission	
- Brand Promise	
- Brand Tag Line	
- Brand Symbol	
- Brand Values	
- Core Brand Attributes	
- Emotional Benefits of the Core Brand Attributes	
- Brand Identity Attributes	
- Brand Persona	
Section 5: The Brand: What it is...and isn't.....	14
Section 6: Brand Architecture, Guardians & Touchpoints.....	15
- Brand Architecture	
- Guardians/Touchpoints of Core Brand Attributes	



ACADEMY OF TELEVISION
ARTS & SCIENCES

“The Television Brand”

Academy of Television Arts & Sciences Brand Platform

Description: The Brand Platform that follows describes the brand and brand architecture of the Academy of Television Arts & Sciences. A Brand Platform is often called the voice of the business plan. It is an easy-to-use reference manual for anyone responsible for interpreting, articulating and promoting the unique character of the brand’s proprietary and competitive advantage. The Television Academy Brand Platform is flexible. It is expected to grow and change over time as the brand realigns itself or expands beyond its current offering. However, the essential character of the brand should only shift in the event of an overall change in the strategic direction of the organization.

Section 1: Brand Description

Brand History and Timeline

Available under separate cover. Copies can be obtained from the Academy of Television of Arts & Sciences Marketing Department.

Brand Positioning Statement

Description: A two-part statement that simply and clearly defines the purpose of your organization or product, as well as its unique and competitive advantage.

The Academy of Television Arts & Sciences is a professional peer organization that is most recognized as the voting body for the Primetime Emmy® Awards.

Unlike professional guilds whose sole focus is on the development and furtherance of individual disciplines, the Television Academy is a cross-section of industry peer groups who celebrate TV history, promote the television industry’s growth, and honor outstanding professional performance.



ACADEMY OF TELEVISION
ARTS & SCIENCES

Brand Elevator Pitch

Definition: The Elevator Pitch is intended to “jumpstart” a conversation. It is a concise and casual statement that sums up in everyday language the big idea that defines your offering. The elevator pitch presumes that a total stranger asks what line of business you are in while you are briefly “held captive” in an elevator among others who will hear your answer. It equips you with a simple, matter-of-fact and utterly digestible description of your organization.

The Academy of Television Arts & Sciences is the television industry’s foremost trade association, promoting TV history, professional excellence and the overall advancement of the industry. Our membership is composed of a broad cross-section of the television industry’s various disciplines. You’d most likely recognize us as the voting body for the Primetime Emmy® Awards.



ACADEMY OF TELEVISION
ARTS & SCIENCES

Section 2: Brand Synopsis

Description: A brand synopsis is a concise description of the brand's purpose, vision and big idea.

The Academy of Television Arts & Science refers to itself as "The Television Brand." The spirit of The Television Brand is perhaps captured best by the following Television Academy member quote:

"I love television and I love being in this industry. The Academy is the only organization I know that exists for the love of TV."

The Television Academy captures this sentiment in a tagline that positions The Television Brand as the sum total of television itself:

"The Television Academy *is* Television."

At a glance, this tagline sounds rather simplistic, but its implications are really quite significant. By identifying itself as the eponymous entity that makes TV all that it is, the Academy of Television Arts & Sciences positions itself as both iconic and contemporary as the very medium it takes credit for creating. The Television Academy *is* Television: the good and bad, past and future, always here and always changing.

The Television Brand also couches TV as a medium whose very existence is owed to the vision and hard work of industry professionals. To Television Academy members, television is as much a part of us as we are part of it. Again, "The Television Academy *is* Television."

Finally, as proud as the Television Academy is of everything that it stands for, the brand is neither exclusive nor elitist. Instead, The Television Brand is inclusive, welcoming and magnanimous. By no means however does this expansive and generous spirit imply that the Television Academy has loose eligibility standards. Instead, The Television Brand inspires television professionals to earn eligibility and to proudly participate in the Television Academy's single-minded commitment to leadership, community and excellence.



ACADEMY OF TELEVISION
ARTS & SCIENCES

Section 3: Brand Constituents

Description: Brand Constituents are those who are touched by, interact with or represent the brand and its offering. Brand Constituents also include those whose actions and opinions influence internal and external perceptions of the Television Academy.

Members

Television Academy Members constitute the heart of the organization. They not only have the greatest vested interest in the success of the Television Academy, they are individually and collectively the most public day-to-day face of the brand. They include:

- Active members
- Associate members
- Eligible non-members
- Future eligible members
- Lapsed members
- Diverse members (cultural/ethnic/regional)
- Life members
- Los Angeles Area members
- Academic members
- Emeritus members

Networks, Advertisers and the General Public

From a purely mathematical standpoint, the television industry could not ensure its long-term profitability without a predictable and sustainable population of TV viewers. Closer to home, the Emmy® Awards show would cease to be an attractive entertainment property without measurable or perceived value to network carriers. Therefore, we can safely surmise that Television Academy's annual operating budget is a direct reflection of the industry's faith in the Emmy Awards' ability to attract eyeballs and advertisers.

Strategic Allies, Affiliates and Partners

Strategic allies, affiliates and partners are another barometer of brand relevance and performance. The quality, profile and loyalty of these organizations are a clear indicator of the Television Academy's perception among:

- Network licensees and deal makers
- Emmy Awards showrunners
- Brand/corporate sponsors
- International distributors, buyers and outlets for the Emmy Awards



ACADEMY OF TELEVISION
ARTS & SCIENCES

- Event and program co-hosts
- Other licensees
- National Academy of Television Arts and Sciences (NATAS)
- International Academy of Television Arts and Sciences

Taste Makers, Perception Influencers and Opinion Leaders

The following individuals and entities have the direct and indirect capacity to influence the advancement and perceptions of the television industry — and of the Television Academy itself:

- The Press (trade, entertainment and general interest)
- National, state and local government
- Lobbies, labor unions, special interest groups and non-government organizations
- Entertainment industry trade associations
- Celebrities
- Emmy[®] winners and nominees
- Industry leaders (including distribution, creative, production, finance)
- Advertisers

Product development/New media/Aftermarket

The following market sectors and business categories produce an unending litany of innovations that continuously change the very nature of television content, marketing and delivery. The Television Academy's point of view surrounding their actions and initiatives gives the brand an enormous level of credibility among all Television Academy constituents.

- Technology/R&D
- Aftermarket and international syndication
- Gaming and Interactive

Educators and Students

The Television Academy's direct and visible commitment to education and career development (e.g. the Foundation and Academic Membership) lends an air of credibility and farsightedness to the brand. While not the most visible of constituencies, students and educators are some of the brand's most ardent evangelists.



ACADEMY OF TELEVISION
ARTS & SCIENCES

Section 4: The BrandPrint

Description: The BrandPrint reveals the key “ingredients” of the brand that together define its unique essence. It is the “blueprint” for creating the brand experience and acts as a guideline for executives, marketers and creative interpreters of the brand. The BrandPrint includes:

- Brand Vision
- Brand Mission
- Brand Promise
- Brand Tag Line
- Brand Symbol
- Brand Values
- Core Brand Attributes
- Emotional Benefits of the Core Brand Attributes
- Brand Identity Attributes
- Brand Persona

Brand Vision

Description: This is brand’s reason for being. It is a broad and emotional goal that an organization is always aspiring to.

Example

Disney “To create happiness.”

To be the television industry’s premier organization for promoting professional community, peer recognition, historic knowledge, and forward thinking.

Brand Mission

Description: This is a clear, ambitious and achievable business goal that drives an organization’s day-to-day operation. It is a benchmark for all management and employee decisions.

Examples

Pepsi: “Beat Coke.”

Starbucks: “To be the most recognized brand in the world in 25 years.”

To inspire, promote and reward the best that television has to offer.



ACADEMY OF TELEVISION
ARTS & SCIENCES

Brand Promise

Description: A statement that describes what the brand's constituents can expect from every encounter with the Television Academy.

To passionately promote the advancement— and preserve the legacy of— all that is television for the benefit of the television industry and the viewing public.

Brand Tag Line

Description: A creative saying or slogan that is an external expression of the brand promise

Examples

Apple: Think Different

FedEx: The World on Time

Nike: Just do it!

"The Television Academy *is* television."

Note: A detailed description of the Television Academy Brand tagline can be found in "Section 2: Brand Synopsis"

Brand Symbol: The Emmy® statuette

Description: An icon or mark that graphically encapsulates the idea and spirit of a brand.

The Primetime Emmy statuette measures 15-1/4 inches tall and weighs seven pounds. It was originally designed in 1948 by engineer Louis McManus who used his wife as a model for the woman representing "the muse of art uplifting the electron of science." The statue was named "Emmy" at the suggestion of pioneer television engineer and former Television Academy president Harry C. Lubcke as a feminized version of "Immy," the nickname for the image orthicon camera tube, which was instrumental in the technical development of television.



ACADEMY OF TELEVISION
ARTS & SCIENCES

Brand Values

Description: Brand values are internally- and externally-focused statements that describe the brand's fundamental ideals and core operating principals.

Be Television.

The Academy of Television Arts & Sciences is the people who create TV.

Be a Standard of Excellence.

The Academy of Television Arts & Sciences promotes and rewards outstanding professional performance. It is the paragon of excellence for the television industry. The Television Academy represents all that is great about TV including its ability to enhance and change lives.

Be a Fair, Representative and Visible Leader.

The Academy of Television Arts & Sciences is the pre-eminent leader and (impartial) authority on issues and trends affecting the television industry.

Be a Community United by Our Passionate Love for TV.

The Academy of Television Arts & Sciences is the focal point for a decentralized community of industry peers. It joins together all facets of the television industry.



ACADEMY OF TELEVISION
ARTS & SCIENCES

Core Brand Attributes: Excellence, Leadership & Community

Description: Core brand attributes are typically three words that encapsulate the unique character of the brand. In combination, these words establish the ultimate acid test for all proposed articulations of the brand.

Excellence

- The Television Academy is the television industry's most respected venue for the recognition and reward of excellence in primetime television.
- The Television Academy is synonymous with the Emmy® Awards, a standard of artistic and technical excellence for which there is no substitute.

Leadership

- The Television Academy inspires the television industry to achieve its greatest potential. The Television Academy directly influences the world's perceptions of the television medium, its power and potential.
- The Television Academy is a source of education, mentorship and skills development.
- The Television Academy archives television history and promotes its cultural importance and educational value.

Community

- The Television Academy is the heart, soul and epicenter of the television industry, proudly unifying a decentralized industry heavily comprising contract professionals.
- The Television Academy is a voluntary association of peers that empowers 13,000+ members to collectively honor and reward outstanding professional performance.
- The Television Academy is a forum for television industry professionals to share knowledge and to simply connect with each other.



ACADEMY OF TELEVISION
ARTS & SCIENCES

Emotional Benefits of the Brand's Core Brand Attributes:

Description: Emotional benefits are those that your brand intends to consistently deliver better than any competitor, and to the complete satisfaction of your constituents.

Pride, Confidence and Belonging

Core Brand Attribute	Corresponding Emotional Benefit	Confirmation that the Core Brand Attribute has been effectively employed to evoke the desired emotional response
Excellence	An Academy that honors excellence instills pride .	"I'm proud to be part of an organization that consistently and accurately recognizes outstanding professional performance."
Leadership	The Academy's strong leadership builds confidence .	"I believe the Television Academy is the strongest and clearest voice of the TV industry."
Community	An Academy that prioritizes community creates belonging .	"As a member of the Television Academy, I am truly among my peers."



Brand Identity Attributes

Description: Unlike the Core Attributes (listed on page 10) which form the fundamental basis for all brand expressions, Brand Identity Attributes are adjectives that further help those responsible for creatively articulating the written, graphical, interactive and physical expressions of the brand. Identity attributes are a toolbox for expressing the intangible yet unmistakable character of the brand's persona. Here, they are organized under the Television Academy's Core Brand Values.

Be excellent.

Be a leader.

Be a community.

Be television.

Admirable	Authoritative	Accessible	Creative
Aspirational	Confident	Central	Entertaining
Driven	Motivating	Democratic	Essential
Exemplary	Opinioned	Diverse	Glamorous
Iconic	Proactive	Grounding	Informative
Inspiring	Risk-taking	Inclusive	Magical
State of the Art	Smart	Representative	Relevant
Unparalleled	Visionary	Stable	Thrilling



ACADEMY OF TELEVISION
ARTS & SCIENCES

Brand Persona

Description: Brand persona is the human face of a brand, complete with personality traits, quirks and a unique mindset.

The Academy of Television Arts & Sciences is, above all, proud. Its pride comes from a collective sense of personal fulfillment and professional accomplishment felt by an organization for whom Television Academy membership is an achievement, an honor and a responsibility. In an industry where most everyone starts at the bottom, Television Academy eligibility signifies, at a base level, “having made it” in TV; and Television Academy membership is hence considered at its very least, a legitimizing career milestone.

Television is a supremely creative, logistically complex and highly political career choice, and those who have risen through its ranks have typically done so through sheer grit, talent, adaptability, determination, shrewdness and unfailing belief. Almost every Television Academy member you’ll ever meet — at all levels of the organization — is striving toward career longevity as much today as he or she was 5, 10 and 20 years ago. It is these professionals, with an ingrained passion for television and an unerring focus on career advancement, that best personify the ethic of the Television Academy brand. Television is a tireless and hard won vocation. Those who are in the most nascent stages of their careers— as well as those whose careers are winding down— feel a connection to the industry that is deeply personal and self-affirming. Television runs through their veins. It is their lifeblood and no one who has made television their career can envision themselves as anything but a “TV person.”

Indeed, making it in TV is alone considered a big accomplishment among industry peers, but when one of us is either nominated for — or actually wins — an Emmy[®], this is HUGE. An Emmy win is highly visible, much coveted and extremely glamorous. Herein lies the interesting duality in the Television Academy brand psyche. In one respect, The Television Academy is a melting pot, a meeting place, a forum, a ground zero for a highly decentralized industry of hard-working TV professionals, both above and below the line. Yet in quite a different light, the Television Academy, by virtue of its direct association with the Emmy Awards, is perceived both internally and externally as all glamour, prestige and image.

And so the Television Academy has two faces: the hail-fellow-well-met, down-to-earth and accessible face; and the iconic and ethereal face of idealized excellence. The Television Academy’s dual personality is an integral aspect of the brand’s persona, with each face alternately taking the fore with respect to context, media, and occasion.



ACADEMY OF TELEVISION
ARTS & SCIENCES

Section 5: Television Academy: What it is...and isn't

Description: This table offers a sampling of how the brand should and should not be portrayed.

The Television Academy is...

The Television Academy is not...

Welcoming to all members, current & prospective	A "walled garden"
A source of leadership and vision	Antiquated
The voice of the television industry	The voice of a Board of Governors
A standard of excellence	An awards show sponsor
Diverse	Homogenous
Representative	Out of touch
A community	A fraternity
A media brand	A membership club
A celebration of craft	"Emmy [®] -centric"
An organization that evolves	An organization that's stuck
A fresh influx of talent and ideas	A revolving door
A network	A secret society
A resource	A mystery
Impressive	Self-impressed
Vibrant	Stale
A rich "get-from" organization	Only a source of free DVD screeners
A vision organization	A political organization
A peer organization	A clique
Forward looking	Behind the curve
Broad-based	Ungainly
Industry-focused	Internally focused
An organization to aspire to	An organization to retire to



ACADEMY OF TELEVISION
ARTS & SCIENCES

Section 6: Brand Architecture, Guardians & Touchpoints

Academy of Television Arts & Sciences Brand Architecture

The diagram on page 16 shows the hierarchical relationship between the Overarching Brand Platform and the Values that support it. The bottom tier lists Television Academy constituents, events and other offerings that are in a strong position to either promote, represent or support each Value.

Guardians and Touchpoints of the Core Brand Attributes

In the diagram on page 17, we identify Guardians from within the Television Academy who play a vital role in cultivating and representing the highest ideals of each of the Television Academy's three Core Brand Attributes. Below each Guardian are brand Touchpoints that can be effectively employed to express and enhance each Core Brand Attribute.