



NASA Brand Strategy

By Elina Demis



Who is NASA?

- ★ National Aeronautics and Space Administration
- ★ Began in 1958 by President Dwight D. Eisenhower in response to Sputnik 1 being launched into orbit
- ★ Leader in the aerospace industry
 - ★ First U.S. astronaut in space
 - ★ Apollo moon landing
 - ★ Perseverance Rover landing on Mars
 - ★ Crew Dragon launch to International Space Station (ISS)

Who is our desired public?

- ★ Company does a lot of things in a lot of different areas
- ★ Have to think about competition
- ★ How can we find new groups of people and bring them in?



Public Segmentation

	Internal	External	Intervening
Active	<ul style="list-style-type: none">• Current NASA employees• Astronauts	<ul style="list-style-type: none">• SpaceX• Boeing• Northrop Grumman• Other manufacturing companies• Engineers who make specific parts	<ul style="list-style-type: none">• Space Reporters/Media• Bloggers
Passive	<ul style="list-style-type: none">• Government officials• Other stakeholders• Former employees	<ul style="list-style-type: none">• Competitors• Agencies in other countries• People interested in space topics	<ul style="list-style-type: none">• Museums, schools, or other places similar that could include topics on aerospace• Student doing research for a specific project
Ignorant	<ul style="list-style-type: none">• Future/new employees• Vendors for machines or events at the company	<ul style="list-style-type: none">• People who don't care about space topics	<ul style="list-style-type: none">• Someone who accidentally stumbles upon an article or topic involving NASA

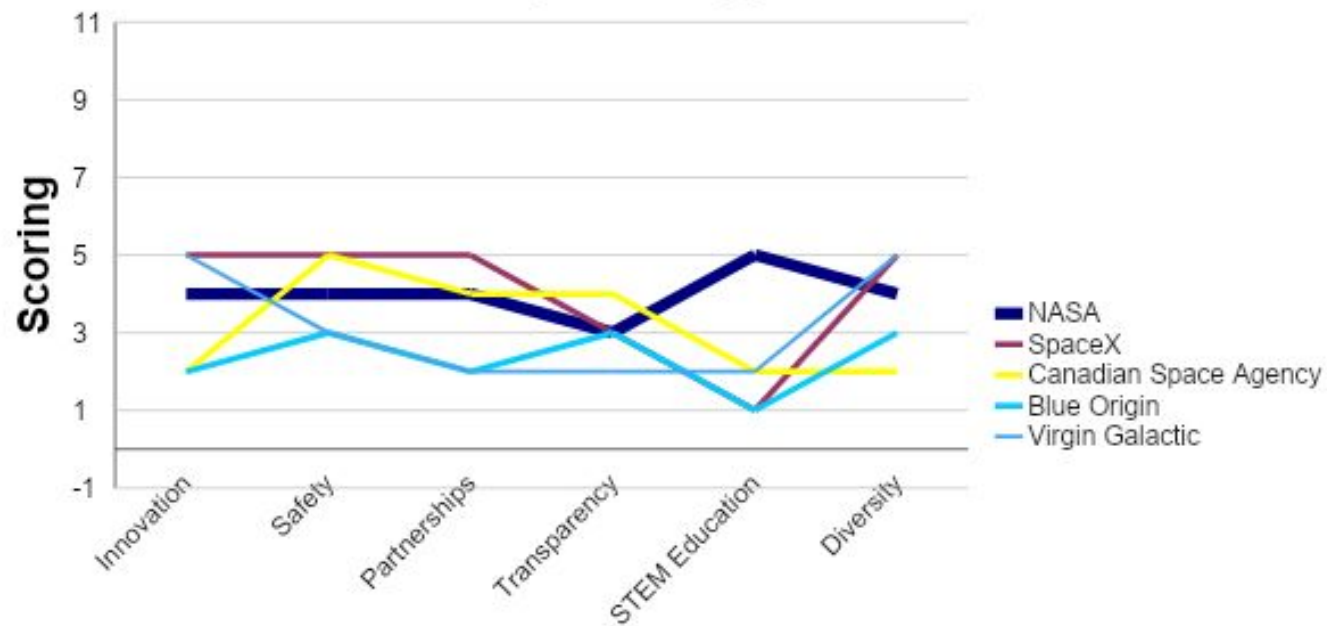
How do we stand out?

- ★ Find something that no one has done before, and where there is no competition
- ★ Figure out the most important areas of our company when viewed by the public

Blue Ocean Strategy

Value Element	NASA	SpaceX	Canadian Space Agency	Blue Origin	Virgin Galactic		Create: Space Tourism
Innovation	4	5	2	2	5	Raise	
Safety	4	5	5	3	3	Reduce	
Partnerships	4	5	4	2	2	Eliminate	
Transparency	3	3	4	3	2		
STEM Education	5	1	2	1	2		
Diversity	4	5	2	3	5		

Industry Strategy Canvas



Factors of Competition

How do we make people care?

- ★ Build excitement for new events
- ★ Make announcements fun and interactive

Press Release

NASA Partners with World Wildlife Fund for New Clean Energy Project

“Renew Earth” will begin its first stage on February 21, 2021

WASHINGTON, D.C. — NASA announced today that they will further their climate change initiative by partnering with the World Wildlife Fund (WWF) on a new project called Renew Earth, which will focus on encouraging people to switch to solar power or other forms of clean energy.

The first stage of the project will begin on February 21, 2021 and will get people involved by having them post on social media showing how they get energy from being outside and/or doing one good deed for the Earth with the hashtag #renewbeginswithyou. The other stages have yet to be announced. The companies hope to change people’s mindsets when it comes to sustainable energy.

“We hope to get people involved and empower them to feel as though they can make a difference for the Earth with just one small change,” said Chris Weber, Global Climate and Energy Lead Scientist at WWF. “We believe this partnership with NASA will help bring more awareness and have a positive impact.”

NASA already has a sustainability policy stating that “sustainability involves taking action now to enable a future where the environment and living conditions are protected and enhanced.” The company also has several other climate practices in place, including solar energy, wind energy, and biofuels that power most of their missions.

More information can be found at renewearthproject.com.

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What tone do we want to use?

- ★ Depends on audience
- ★ There are many different types of tone to choose from
- ★ Tone is just as important as other factors
- ★ The wrong tone can ruin a companies reputation

Tone Newsletter

Neutral

Dear NASA Employee,

NASA has just started a new student debt forgiveness program with a select number of recipients. The program begins on March 1, 2021. If you would like to be included, or want to nominate someone you know, go to www.nasastudentdebt.com.

Three winners will be chosen each month and will get up to \$30,000 toward their loan payments. Requirements to enter are:

- Must have worked for the company for at least 1 year
- Must be active and in good standing
- Must not qualify for any other loan forgiveness program

The deadline to enter for this month is March 30, 2021 at 11:59 PST. Winners will be announced on March 31, 2021.

Enthusiastic

Hi <Employee Name>!

Do you hate student loan debt? Well, we can help with that. NASA is now giving you the chance to win money and pay off some of your debt!

Each month, three lucky winners will be picked and receive up to \$30,000! The money will go directly to your student loan payments, so there is no hassle. All you have to do to enter is go to www.nasastudentdebt.com or make a short video, tag us on social media, and include the hashtag #nasastudentgiveback. Check out our social media accounts for full rules. You can enter for yourself or nominate someone you know!

The main requirements are:

- Must have worked for the company for at least 1 year
- Must be active and in good standing
- Must not qualify for any other loan forgiveness program

Be sure to check it out soon because the deadline for this month is March 30, 2021 at 11:59 PST. Winners will be announced the next day so get your name in for this incredible opportunity! You don't want to miss it!

What should our social media presence be?

- ★ Again, depends on audience
- ★ Must look at social media in three different ways

Social Media Plan

WHO	WHERE channel/ environment	WHAT content /sentiment	WHEN date/ frequency	WHY purpose/ performance	OPPORTUNITY 1=challenge 5=opportunity
Company					
NASA	Instagram: Photos Videos	<ul style="list-style-type: none"> • Visually pleasing photos • Fun captions that start with a short, catchy phrase 	<ul style="list-style-type: none"> • Everyday 	<ul style="list-style-type: none"> • Teach people about different cosmic phenomena 	5- Large following and engagement Negative-hard to use links
	Twitter: Photos Videos Text Links Retweeting others	<ul style="list-style-type: none"> • Pictures • Links to read full articles on website • Mentioning other companies they are collaborating with 	<ul style="list-style-type: none"> • Multiple times a day (between 8-25 posts) 	<ul style="list-style-type: none"> • Highlight important articles and events happening in the company 	3- Fewer views but able to drive traffic to website more easily through links

Social Media Plan

WHO	WHERE channel/ environment	WHAT content /sentiment	WHEN date/ frequency	WHY purpose/ performance	OPPORTUNITY 1=challenge 5=opportunity
Consumer (generalized)					
People interested in space topics	Instagram: Photos Videos Information	<ul style="list-style-type: none"> Engage with interesting pictures Want to learn about what is being shown 	<ul style="list-style-type: none"> Daily with #nasa 	<ul style="list-style-type: none"> Learning Commenting/Tagging friends Asking questions 	3- Users will probably like the photo and move on. Less likely to go to website.
	Twitter: Photos Articles to read	<ul style="list-style-type: none"> Interested in the company itself Curious about things going on internally Want to read longer articles about special events 	<ul style="list-style-type: none"> Daily with #nasa, retweets, or through replies on NASA's posts 	<ul style="list-style-type: none"> Retweeting Getting involved Building connections with a company they may be interested in working for 	5- More likely to share content with friends if they find it interesting. Retweeting could get more people viewing.

Social Media Plan

WHO	WHERE channel/ environment	WHAT content /sentiment	WHEN date/ frequency	WHY purpose/ performance	OPPORTUNITY 1=challenge 5=opportunity
Competitor: Canadian Space Agency	Instagram: Pictures Videos	<ul style="list-style-type: none"> • Post pictures of space but also pictures of the Earth from the ISS and some things about competitors' achievements • Tone is a bit more formal and to the point 	<ul style="list-style-type: none"> • Everyday 	<ul style="list-style-type: none"> • Tell people about things going on in the industry • Teach people about space phenomena • Keep people informed about research and other things happening on Earth 	5- Huge opportunity to make posts more interesting to raise engagement. They use the same photos on both platforms, so changing that could enhance the experience. Captions can be more fun as well.
	Twitter: Photos Videos Retweets Links	<ul style="list-style-type: none"> • Post a mix of content about space topics but also about natural events happening on Earth • Quote tweet and retweet a lot more than posting self-made content 	<ul style="list-style-type: none"> • Sometimes multiple times a day, other times only once or twice 	<ul style="list-style-type: none"> • Keep people informed • Tell about major events in the industry or that people should be aware of 	2- Most likely will be challenging to get engagement. Great to have links to other content but a bit dry otherwise. Would be better if they used more interesting pictures and stories.

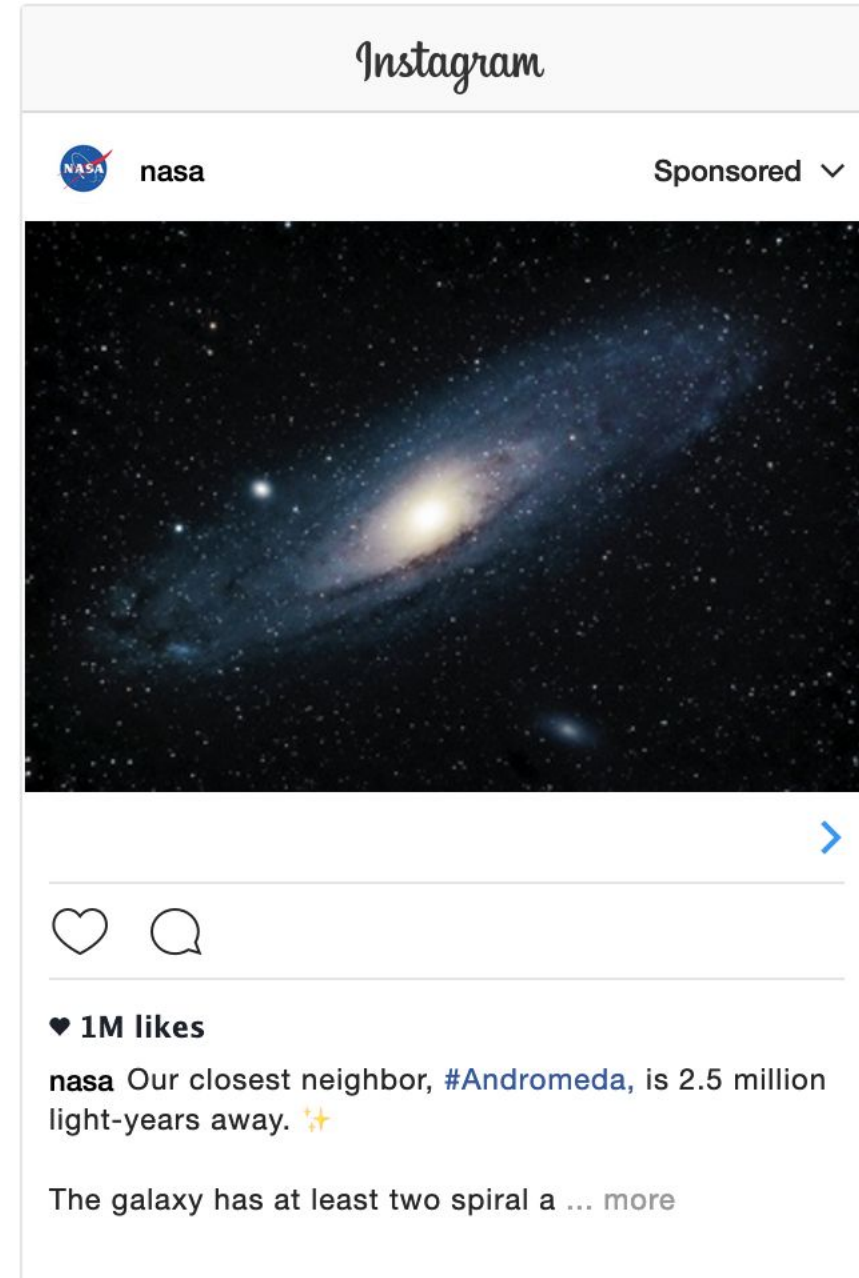
Social Media Posts

Full Caption

Our closest neighbor, #Andromeda, is 2.5 million light years away. ✨

The galaxy has at least two spiral arms, and a ring of dust that scientists think may be from a smaller galaxy that merged with a larger neighboring galaxy to become one.

Our own #Milky Way galaxy is on a collision course with our neighbor. But, luckily, that event won't happen for another 4 billion years.



Social Media Posts



Launching into the future...

★ Public

★ Tone

★ Social Media



Thank You!