



What If? Elevating the HX through Inspirational BX

In “[An Awakening](#)” we introduced you to a new design paradigm, a type of design that evolves the current foundations of human-centered design and elevates it to humanity-centered design through human experience (HX). This chart shares the current thinking about brand best practices while identifying how to elevate your brand experience through an inspirational BX lens. We call this the brand experience – where organizations AND people thrive.

Marketing

Objective: Attract an audience

Strategy	Description/Best Practices	HX Perspective/Key Considerations
Brand Identity	<p>Creating an impactful visual identity to represent your brand gives you a unique opportunity to differentiate your brand from your competitors. Maintaining brand consistency is critical.</p> <p>Elements of a visual identity include: logo, color palette, font treatments, photography style, high-level messaging, and other overarching visual elements).</p>	How can brand identity enhance social awareness and inspire generous giving (i.e., Tom’s Shoes, Warby Parker, etc.)?
Communications/Brand Ambassadors	<p>Sharing information with employees clearly and regularly contributes to their understanding of your brand and emphasizes the importance of messaging and visual consistency.</p> <p>With employees fully engaged, organizations can expect a positive impact both internally and externally.</p>	How can HX/humanity-centered storytelling showcase and promote inspiration and recognition for all stakeholders?

Marketing Continued

Strategy	Description/Best Practices	HX Perspective/Key Considerations
Content	<p>Content is any information that is available for retrieval by a user, including web pages, images, photos, videos, music, audio, white papers, and downloads as well as training, educational and reference materials, and posts, tweets, and comments.</p> <p>Content fuels search marketing, social marketing, and outbound marketing.</p>	<p>How can stakeholder content be showcased, promoted, sourced, repurposed, etc.?</p> <p>How can causes/social issues content be showcased, promoted, sourced, repurposed, etc?</p>
Events	<p>Educational and social events support relationship-building efforts and help grow a network.</p>	<p>How can HX/humanity-centered events bring access and engagement to looming challenges/crises, and allow networks and dream-fulfillment to occur?</p>
Strategic Relationships: Industry Groups, Associations, Alliances, and Influencers	<p>Membership and participation in social, charitable, and other associations are a means to increasing networks, connecting with like-minded individuals, and developing a reputation as experts.</p>	<p>How can HX/humanity-centered affiliations — organizations and individuals — be showcased, promoted, sourced, etc.?</p>
Website	<p>The purpose of a website is to share information, connect with clients, and turn visitors into prospects. Websites may also serve as a marketplace, act as advertising, and foster an exchange of information.</p> <p>Standard website elements include: Homepage, About, Contact, and various Calls to Action.</p>	<p>How can websites be a resource to help people develop personally and professionally and improve their resumes and prep for interviews, and engage industry or professional data/research/benchmarks?</p>

Public Relations

Objective: Increase brand awareness and create a positive reputation

Strategy	Description/Best Practices	HX Perspective/Key Considerations
Journalist and Media Pitches	<p>Typically, a pitch is an email, phone call or DM to a journalist, media representative or influencer to get them to cover your news.</p> <p>Best practice would be to tailor the pitch to the media rep's specific area of interest with intention and specificity.</p>	<p>How can HX/humanity-centered storytelling showcase and promote inspiration and recognition for all stakeholders?</p>
Media Contact Lists	<p>All PR programs will develop and maintain a list of relevant media contacts, journalists, bloggers, and other news outlets.</p>	<p>How-to guides for engaging media.</p>
Messaging and Response	<p>News is generated and shared in a variety of ways and sometimes not at the initiative of the company featured in the news. At these times, the media will request a comment or response from said company as an opportunity to present their "side" and control messaging.</p>	<p>How-to guides for engaging media to share platforms and showcase, promote, and source opportunities.</p> <p>How can HX/humanity-centered storytelling showcase and promote inspiration and recognition for all stakeholders?</p>
Paid Media	<p>Paid media includes sponsored content and advertisements to be featured in the media in exchange for money.</p>	<p>How can investments in paid media include HX/humanity-centered investments that produce greater good for all stakeholders?</p>

Public Relations Continued

Strategy	Description/Best Practices	HX Perspective/Key Considerations
Press Releases	A company typically announces news via a press release, which adopts a standard one-page or less format describing what happened and why an audience would care.	How can HX/humanity-centered storytelling showcase and promote inspiration and recognition for all stakeholders?
Quoted/Being a Resource	The media need expert opinions and unique and diverse perspectives to comment in articles, news, and reports. Typically journalists will maintain lists of those that can act as resources for stories and articles. Individuals often seek to be considered a resource for the media.	<p>How-to guides for engaging media to share platforms and showcase, promote, and source opportunities.</p> <p>How can HX/humanity-centered storytelling showcase and promote inspiration and recognition for all stakeholders?</p>

Charitable + Causes

Objective: Impact positive change and cultivate goodwill

Strategy	Description/Best Practices	HX Perspective/Key Considerations
Brand Alignment	Creating a charitable partnership can help advance brand and marketing through work with businesses/organizations that share and align with your values and identity	How can HX/humanity-centered organizations benefit from purposeful impact and partnering?
Employee Attraction, Retention, and Morale	Purpose-driven work and value-based organizations are becoming key tenets of choosing an employer in the modern workplace. Charitable partnerships can and are used to demonstrate organizational values to employees as stakeholders.	How can organizations inspire employees to invest time, talent, and resources to elevate HX/humanity-centered causes?
Financial Donations and Contributions	Making direct financial contributions to support the program and mission of a charitable organization in exchange for nothing or some benefits and tax deductions.	How can financial donations and contributions include HX/humanity-centered investments that produce greater good for all stakeholders?
Participation/Engagement in Events, Campaigns, and Calls to Action	Supporting a charitable organization with time, effort, and connections to advance their goals and mission.	How can volunteering/service include HX/humanity-centered investments that produce greater good for all stakeholders?
Purposeful Impact Beyond Fundraising	Becoming a true partner and not only supporting and participating in their mission but incorporating their objectives into your own brand, programs, processes, and protocols.	How can HX/humanity-centered organizations benefit from purposeful impact and partnering?



Experience

Our HX BX perspective is inspired by marketing professionals with significant experience bringing brands to life. If you are interested in exploring how you can elevate your brand, contact HX Allies [Andrea Mac](#), growth strategist at [Prequal](#) or [Jill Heise](#), managing partner at [BluLyne Marketing](#).

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