



A renewed strategic plan, brand identity and communication tools for future growth and success

Case Study: India HIV/AIDS Alliance

Alliance India supports community action to prevent HIV infection, meet the challenges of AIDS, and build healthier communities.



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Junxion Strategy's collaborative engagement with Alliance India has helped increase our momentum and expand our reach in India and around the world. Their impact will be felt for years to come.

AMES ROBERTSON

EXECUTIVE DIRECTOR, ALLIANCE INDIA

The Business Challenge

Originally established as a country office of the International HIV/AIDS Alliance and now fully an Indian NGO under the leadership of Executive Director James Robertson and his staff, India HIV/AIDS Alliance has grown significantly – dramatically expanding its programmes and associated impacts.

To support its continued success and propel its work, the organisation needed to articulate a renewed strategic plan, brand identity and various communication tools.

Alliance India is now guided by a renewed and relevant strategic plan, providing employees and stakeholders with a clear and focused path forward for future growth and success.

How We Helped

Junxion began working with Alliance India in mid-2013 on a comprehensive strategic planning and TrustBrand™ development process.

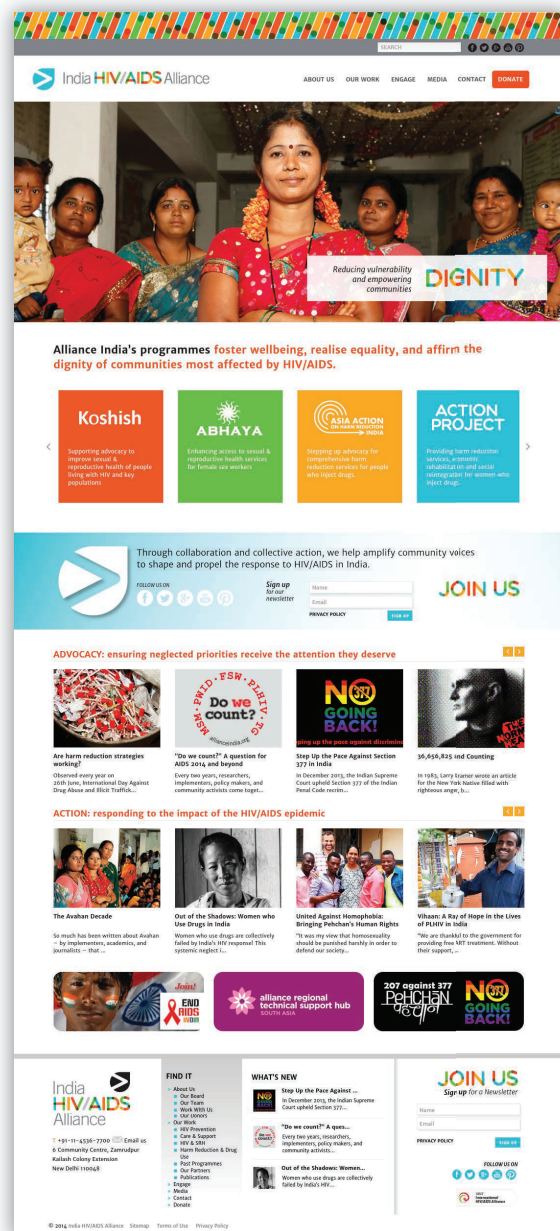
We started with a review of the organisation's existing plans and documents and assessed similar organisations in their sector locally and abroad. This work then culminated in an Insights Presentation in which we shared our working impressions from the Discovery Phase.

We built on the insights uncovered during Discovery by facilitating a strategic planning process to ensure a clear articulation of Alliance India's theory of change, a strategic framework and key implementation priorities. This work then fed into the preparation of a TrustBrand Manifesto, a proprietary Junxion document that outlined a new value proposition, positioning strategy, tagline and narrative.

In the final phase, our attention turned to preparing a graphic identity that clearly distinguishes Alliance India and builds on its core message. We then applied that identity to a range of materials, including communications materials and, most importantly, a new website that more effectively presents the organisation's contribution to amplifying community voices to shape and propel the response to HIV/AIDS in India – from the grassroots to the international stage.

Measuring Success

Alliance India is now guided by a renewed and relevant strategic plan, providing employees and stakeholders with a clear and focused path forward for future growth and success. The organisation has received strong accolades from stakeholders, including funders and implementing partners, for the powerful, new brand. With clear navigation, strong graphics and more interactive content, the website better presents Alliance India's programmes, publications and thought leadership — ensuring that Alliance India is best equipped to fulfill its mission.



Are you ready to define your social purpose and embed it in your strategy? Reach out to [Mike Rowlands](#) in Vancouver, [Shayla Meyer](#) in Toronto, or [Adam Garfunkel](#) in the UK to start a conversation.