

DOB – Deep Organizational Branding

The National Heart

DOB is a unique branding and advocacy venture derived from an innovative perception.

For the first time, the venture enables **deep** comprehensive branding inside and outside of the state, a long term and all encompassing activity that combines internal empowerment with all groups of population, focusing on education, with the external circle of foreign affairs, tourism, world image in general, and more.

The venture has developed a circular model that operates in all areas while linking them together, based on the understanding that acting in one field alone cannot create an inclusive impact on the internal and external positioning.

The venture should be known to all citizens, introduced at all stages of life and naturally exposing them to the branding activity as part of a process and not as an "advertising" activity.

The model develops a "**super brand**" for enhancing one's **identity and identification with** values as they are relevant to various sectors. On the one hand, it places an emphasis on all of the values embodied by the heart – universal values of human dignity, equality, striving toward peace and liberty. In developing and adapting the model to particular areas, we address the relevant elements of national heritage, history, patriotism and the relationship between a state and its subjects worldwide. The advantage of the "National Heart" brand lies in the fact that it is open to multidimensional consideration, both in terms of age groups and in terms of the ability to relate to changing issues.

The basic circles of activity are the state, region, settlement and institution, going on to the individual level.

"The Model" is unique in its branding activity since it does not utilize the establishment only, but integrates all cycles in the activity – the financial sector, volunteers, educational operators, local authorities and more. All of this, based on every person's ability to "connect" to the heart and open up his/her "national heart".



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It is also unique in that, along with the development of a "theoretical" branding model, it actually created an activity and registered branding products, activities, lesson plans and more, which provide a real tool for working in any community that is targeted.

The "National Heart" symbol, which was developed as the "project flagship" presents a national flag bursting from the heart. The symbol was produced on a pin, as an artistic emblem in gold and/or silver. The offered pin is packaged with pictures of landscape and texts related to the human "mosaic", while addressing **national and universally human issues**. In addition, the package includes the relevant national anthem. The "National Heart" design can serve as a guideline for addressing the content matter.

"The National Heart" can serve to enrich activities toward obtaining citizenship and there is a special significance to receiving the pin together with the citizenship, as well as within the framework of heritage studies, ceremony preparation, youth delegations, immigrants, adult education activities, summer camps, donors, volunteer organizations, tourists and more.

The project offers activities in the field of education, culture, image, employee activities and public events, and it is suited to a variety of age groups and target audiences.

Any institution can join the "National Heart" and use the "National Heart" brand for its own purposes. The "Heart" can also be adapted to dignitaries and as a personal memory for fallen loved ones. "The National Heart" is appropriate for areas of settlement, local authorities, businesses and companies, security, evacuation welfare and community institutions as well as various tourist and international organizations.

The heart is distributed in the attached package, in order to integrate the content and graphics relating the value statement and history of the institution.

"The National Heart" is offered as a symbol of identification – to tourists and citizens of the world.



We also offer experiential activities for youth and adults, as well as special tour packages.

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"The National Heart" serves as the basis for original productions (ranging from a CD to movies, presentations and programs), while consolidating studies of the past, investigation of the future and enhancing the importance of values toward the future.

"The National Heart", in its activities in various sectors and different fields, enhances the feeling of patriotism, belonging, pride and the basic values we wish to improve, while at the same time improving the image of the state, linking it to other groups and serving to increase tourism, encourage investments and more – it is an important tool for properly marketing any state.

The DOB model can be used as a tool for branding states, international organizations, regional committees, cities and businesses.



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