

Unitarian Universalist Association: Branding

Objective Determine the most appealing positioning

Data Source Focus groups across the United States

Question *“What about Unitarian Universalism is most interesting to you?”*

ThoughtSCAN[®]

VERBATIMS

Thinkers

Respected

Famous

ThoughtScan Frequency

58

56

34

ThoughtTalk *“It’s the church for relevant **thinkers**.”*
*“Many **famous** Americans were members.”*
*“It attracts **respected thinkers**.”*

Results

W&W’s research uncovered the element which makes Unitarian Universalism most appealing to current and potential members; the encouragement of thinking, inquisitiveness and open-mindedness toward one’s religion.” The UU Historical Society put together a 30 page background on famous historical public figures which was incorporated into many weekly sermons. Starch surveying indicated the UU was the only major U.S. religion to increase market share during this time period when the new sermons were implemented.

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