

TO: Doctor Sudnik, Instructor for Integrated Marketing Communication & Communication Ethics

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SUBJECT: BGC Canada's Rebrand

Founded in 1929, BGC Canada, formerly known as the Boys and Girls Clubs of Canada, emphasized their priority to provide a safe, supportive place where children can build positive relationships, as well as the skills they will need for life (BGC Canada, 2023). BGC Canada strives to engage with the children of their community to understand their individual needs, which gives them valuable insight on how to make sure their rebranding effort aligned with the collective needs of the community it is based within. In 2021, BGC Canada underwent a rebrand to reflect their evolution as a non-profit organization. More specifically, the non-profit rebranded to better align with their goal of gender inclusivity, to ensure that no child feels left out from their organization (CampaignCanada, 2021).

Long-Term Purpose

By changing the name of the organization, it showed that BGC Canada wanted to become a more inclusive environment for all children, regardless of their gender (CampaignCanada, 2021). Moreover, even with the name change, BGC Canada still holds the original goal of the nonprofit, which is to provide support, mentorship, and resources to all Canadian youth (BGC Canada, 2024). This is because for BGC Canada to maintain its long-term focus and efforts while rebranding, they implement certain methods to keep their focus and efforts aligned with their organization's mission and goals (Arnett et al., 2023, p185-195).

Methods Used

One method used to ensure that BGC Canada maintained its long-term focus and efforts while rebranding was using Public Clarity and Caution. Public Clarity and Caution is when an organization makes the message clear and coherent across multiple media channels (Arnett et al., 2023, p191). BGC Canada did this by their CEO, Owen Charters (2024), publishing multiple articles on different media channels about their intention to rebrand because BGC Canada knows that "that exploring and understanding gender are a key part of identity development."

Another method used by BGC was Collaborative Attentiveness. Collaborative Attentiveness is when an organization maintains constant attention on ideas and matters to make the correct decision (Arnett et al., 2023, p193). One-way BGC Canada does this is by constantly engaging with the youth in their community. CEO Owen Charters (2024) does this by making efforts to

speak to the youth within the BGC Club's community, once stating that "Being a young person today is hard. Youth are struggling in so many ways, and we are here to support them. All young people deserve a safe space to figure out who they are, to explore and express their identity" (Charters, 2024). By speaking to the youth within the community on their needs to be safe and express their identity, Charters can maintain constant attention on the needs of his community so that he could make the correct decisions while rebranding (Chad, 2016).

BGC'S Communication Ethic

BGC'S communication ethic most closely follows the Universal-Humanitarian ethic. This communication ethic emphasizes the idea of rationality as the guiding ethical principle, and it protects and promotes the good of human beings (Arnett et al., 2023).

Firstly, BGC Canada has a few implicit and explicit communication approaches. BGC Canada implicitly assumes that communication should be inclusive to respect the diversity of the youth within its community (Charters, 2024). Moreover, BGC Canada implicitly assumes that communication should be transparent to ensure there is trust and credibility within their organization (BGC Canada, 2023). BGC Canada also explicitly assumes that their organization should take a child centric approach. One example of this is President and CEO Charters (2024) emphasizing the organization's place as a safe space for the youth within their community to find out who they are.

BGC Canada, and their IMC, protects a few goods. The first good is social justice and equity. This good is protected by programs and measures put into place within their organization that Charters (2024) describes as "a safe haven, a place to have conversations, to escape the rigid structures that too often define the academic world, or the fear of acceptance in social and family circles." BGC Canada also protects the good of community building. This is seen in their core values, where the organization states that they "work together with young people, families, volunteers, our communities, and government" (BGC Canada, 2023).

Implications for the Future of the Study and Practice of IMC

BGC Canada's Universal Humanitarian perspective on communication emphasizes the importance of communication practices that protect and promote the goods that the community needs (Arnett et al., 2023). In other words, their use of the Universal Humanitarian communication ethic protects and promotes the good of social justice, inclusivity, empowerment, and transparency (Charters, 2024). This effect of using a universal humanitarian communication ethic implies that this rebrand holds implications for the ethical imperatives of an organization. This is because Universal Humanitarian communication ethics protects and promotes social responsibility and justice, as well as transparency and inclusivity (Arnett et al., 2023). This can encourage organizations to consider the needs of the community they are based in when considering or going through with a rebrand.

BGC Canada's journey from their start in 1929 to their rebrand in 2021 reflects the organization's commitment to their focus and alignment with their core values. The decision for the organization to rebrand was not just to change the name of the organization, but to show a commitment to meet the needs of the youth within their community (Charters, 2024).

Throughout the rebranding process, BGC Canada employed methods to ensure that they kept their focus and core values in mind. These methods allowed BGC Canada to implement their rebrand successfully (Arnett et al., 2023). The organization's Universal Humanitarian communication ethics emphasizes the organization's dedication to fostering an environment of transparency and trust. BGC Canada's sets an example for a non-profit organization's rebrand that kept their core values in mind while ensuring they can grow and change to adapt the needs of the community they are within (Charters, 2024).

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