Getting religious about branding

Seriously. This isn't about working all night on the re-branding project, it's about what certain words connote in a religious context. Apparently, the Alexandria. VA-based Baptist Temple was suffering from dwindling membership. What did they resolve to do? Hold a membership drive? No! Re-brand the church. See, apparently the name "Baptist Temple" carries bad or unclear connotations. Baptist is tied to the far right conservative movement, and this church is progressive. And temple? Well, apparently that made this place sound hippy-dippy. So, they pastor begged his flock to rename the church and the new name is…Commonwealth Baptist Church. They didn't stop there. With true branding and marketing savvy, they will add a tagline, which has not been chosen yet but may be something like "A Progressive Community of Faith."

Read the whole Washington Post article for more information. This is such a great example of how a name can make all the difference. It goes back to what I was saying before about perception. I find it interesting that the pastor in this church thought that by changing their name, they would literally save their church. I will be interested to see if it does make a difference.