

## REBRANDING CASE STUDY

# We Care Jacksonville



**AWARD:** Graphic Design USA Winner

**CHALLENGE:** We Care Jacksonville's mission is to improve healthcare access by developing and coordinating a community-wide network of medical volunteers and donated specialty healthcare services to be able to compassionately care for the uninsured and underserved. We assisted them in distilling this mission statement and other key messages. The branding challenge was to elicit a specific reaction from each of the organization's three disparate target audiences: Its patients who need to emotionally connect to the identity and reach out for specialty healthcare, to benefit from new hope and possibility in their lives. The brand needs to engage prospective provider volunteers comprised of physicians, hospitals, and other healthcare delivery resources to contribute their professional services. Finally, the brand needs to support philanthropy and influence sponsors and others to support the We Care cause.

**APPROACH:** Branding included comprehensive stationery pack, collaterals, exhibit properties, banners, and annual report. Public relations services range from the development of a comprehensive media kit to the ongoing development and placement of news releases and feature-type articles. We created and manage the social media channels, particularly Facebook and YouTube. We nominated the executive director and she won the prestigious "Woman of Influence" award presented by the Jacksonville Business Journal.

**OUTCOME:** The new brand was unveiled at the First Annual We Care Awards recognizing those individuals who have made extraordinary contributions to the community. We handled the event at the Cummer Art Museum and designed custom crystal awards, event program, organization lapel pins, and other collaterals for future events. We also built a comprehensive website using a CMS, and continue to provide ongoing SEO, and content maintenance, analytics, and hosting. As a result of a major rebranding, funding resources like Delores Barr Weaver, the Sontag Foundation and others contributed \$1.5 million to We Care Jacksonville.