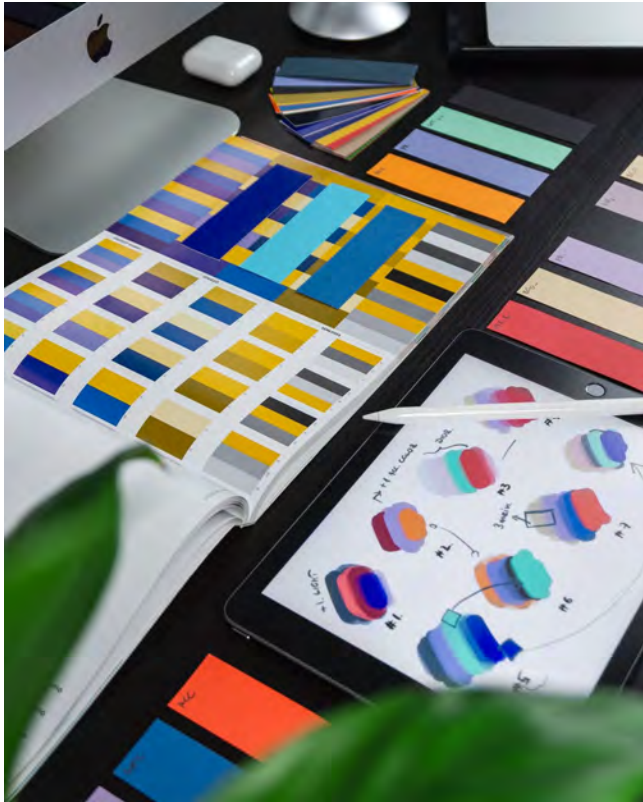


Case Study

Comprehensive Branding
Renaming a 50-year-old iconic
service organization



SITUATION

The name of a 50-year-old service organization created significant brand confusion with target populations and other key stakeholders. Issues with the original name included:

- Difficult to remember
- Failed to describe its function
- Confused with other organizations with similar name/functions
- Abbreviation gets confused with a large and unrelated national company



APPROACH

The Herta team developed an objective and systematic way to gather voices and input from different demographics, groups and audiences from around the client's six-county service area.

We conducted focus groups with various constituent groups (seniors, family caregivers and aging sector professionals) to get the feedback needed when choosing a new name, testing design concepts and delivering on a comprehensive rebrand.



OUTCOME

The client is now ringing in its 50th anniversary in 2024 with a new name and new initiatives in serving older adults, adults with disabilities, and family caregivers. It's gaining momentum with a brand that reflects its mission of helping people age in the ways they choose.

Its CEO passionately supported the rebrand; saying the old name was bureaucratic, hard to understand, and didn't really reflect who they are and how they help people. He said it was also difficult to remember and they're expecting the new name will help them reach out better and connect with more people who need services and resources.