

Central District Health (CDH)

Brand Platform & Verbal Guidelines
Presented: April 30, 2019
Revised: May 11, 2019



Introduction

Central District Health is a local health district serving Ada, Boise, Elmore and Valley Counties through a host of programs and services that aim to make communities safer and healthier places to live, play and work. Currently, undergoing a business model shift to expand clinic services and eliminate the current silos between various programs, the organization sees the opportunity for an agency-wide brand refresh and clarified communications.

With the understanding that effective brand communications needs to start with a solid and characteristic foundation, the stakeholders would like to take a step back and evaluate what the organization is and what it can become going forward. By engaging See Jane, they are looking to discover, define and articulate their internal motivation and purpose which they know is critical for honest communications, clear direction and success in meeting growth objectives and unification for an even more impactful future. The brand platform will lend clarity and consistency in characterizing the brand and help to define the most effective strategies for communications. Additionally, the platform will help to define the culture and provide staff, stakeholders and partners a clear understanding of how to speak about and live the brand.

GOALS



Define and Articulate Brand Platform and Positioning —This is the foundation, the structure that bears the load and supports all organizational decisions, communication efforts and services development. This is the constitution and the soul of the organization consisting of Values, Personality and Promise.

Define a Differentiating and Authentic Brand Voice — A characteristic voice and single, consistent tone that can be delivered by all Central District Health Department staff, partners and representatives. This voice will define and differentiate the organization. It will help to connect and resonate with both internal and external audiences.

Develop Focused Brand Communications — Language that is concise, clear, consistent, honest and relevant to all audiences. This communication platform should be colorful and sincere messaging that will connect to audiences with poignancy and emotion. It should provide a platform to speak from and expand on. Most importantly, this language should be clear, focused and differentiating. It should help the organization stand out and set it apart.

SWOT Study

See Jane
Brand Strategy

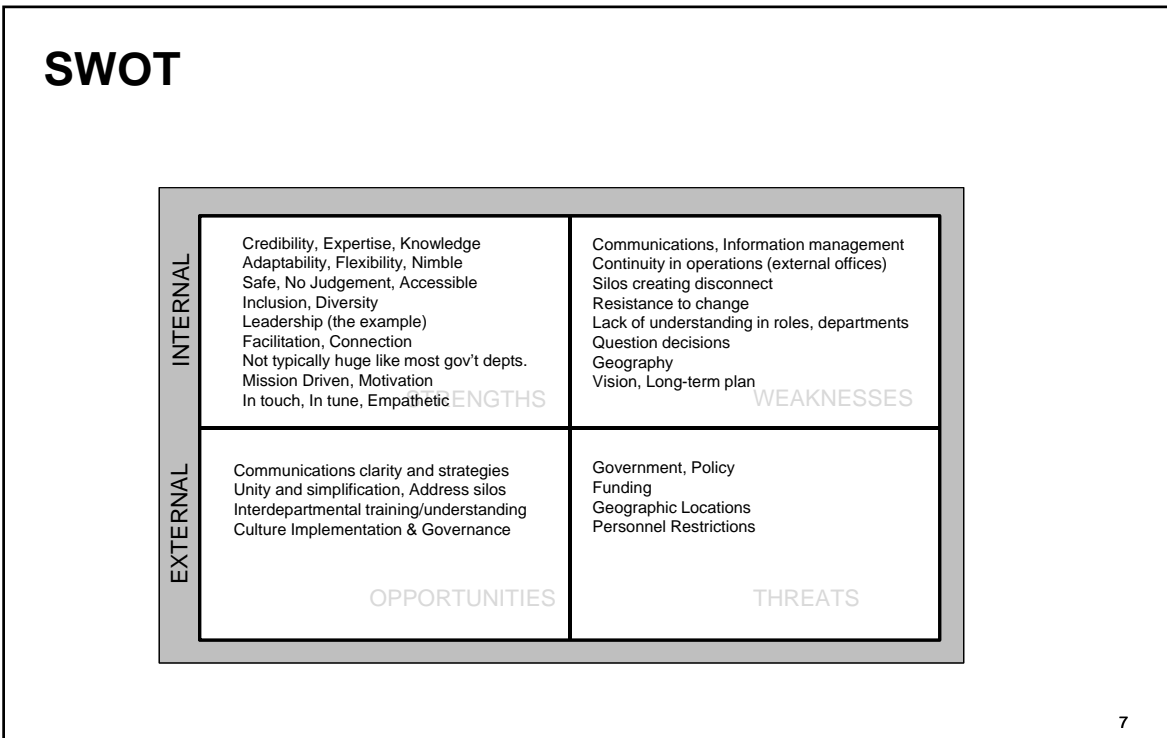
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Introduction


SWOT

By reviewing our strengths, weaknesses and threats, you will gain insight into possibilities for differentiation and clear brand opportunities. This review will help to define how the brand is different and illuminate the opportunities that exist within the landscape. The goal of this exercise is to bring focus to the brand positioning and communications.

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Ideal Audience



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Brand Strategy

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Introduction

Who is your brand?

A brand personified should be the single person you come to work for – the person you want your company and the outside world to believe the brand is built for. Remember, brand is not what you say it is — It is what they say it is. This is your ideal audience and the personification of your brand.

The following is meant to represent a cross section of who you are as a brand. It is a reflection of yourselves, your customers and your partners. These profiles are meant to provide emotion and personal identity to who you are as a brand and culture.

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I am. . .

- . . . The health care professional helping to educate schools, pharmacies and emergency managers on the importance and specifics of immunization.
- . . . The primary care doctor who relies on the support of an agency to educate staff on best practices for dental health, diabetes, hypertension and nutrition.
- . . . The first responder supporting the safety of the community on many levels and very much relieved by the proactive leadership CDHD is there to provide.
- . . . The expert epidemiologist who is proud of the role she plays in educating communities at colleges and universities, prisons, homeless shelters and military bases.
- . . . The new mother who is happy to have found the resources that will help her with breast feeding techniques and better navigate life with her newborn.
- . . . The restaurant owner who welcomes his partner in food inspection so, that he can be secure in the knowledge that his business is safe.
- . . . The clinic administrator who is proud to work for a mission driven organization that puts people ahead of profit.
- . . . The elementary school nurse who strongly believes that education on early childhood development and healthy relationships can nurture and guide healthy behavior.
- . . . The city official consistently impressed by the agency that works tirelessly to elevate public health in Idaho.
- . . . The teenager who is thankful for the confidential care and guidance she has found in her local health clinic.

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Brand Platform



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Introduction

What is our brand?

Your brand platform is made up of 3 key components:

Values — Personality — Promise

Just as the visual expression of your brand is critical to your success, so too is establishing and maintaining a clear and distinct verbal brand platform. In a competitive environment, your brand platform is your constitution and your culture. It expresses your philosophy and character and serves as a foundation for your communications. It is the difference that speaks to potential clients, partners and employees.

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Brand Values



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Introduction

Brand Values

The foundation of the organization and the pillars of every message that is delivered. These values should help to define the character that is different than the character of any other.

Are your values meaningful and specific?

Do your values differentiate you?

Can you define clear messaging based on your values?

Meaningful values along with the rest of the brand platform will create an even more robust culture and enable more direct communications.

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Excellence

We strive to surpass expectations in all we do.

Positive Impact

Our philosophy is rooted in optimism and the drive to get things done. The change we make will make a difference.

Partnership

We believe connections, collaboration and camaraderie will change the world for the better. We are proudly in it together.

Innovation

We are determined to create and implement new ideas that deliver increased value to our communities and our team.

Credibility

We believe that experience, knowledge and professionalism are fundamental in building confidence within the community. Our success is proven.

Humanity

We believe that empathy, compassion and kindness is the bedrock of our service. Our mission is shaped by our heart.

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Brand Personality



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Introduction

Brand Personality

The overall tone, style and attitude you use to deliver a message. Personality is the key component that forges an emotional connection with your audience. Personality will inform your voice and your messaging, and will compel your audience to respond.

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Safe

We believe in nurturing an environment that is respectful, inclusive and confidential. We will ask questions to better understand and serve.

Smart

We believe that the right decisions should be informed by experience, education and intuition. Our collective wisdom makes all the difference.

In touch

We take pride in a character that exemplifies empathy, connection and perspective. We are mindful of the circumstances.

Invested

We are driven by our accountability toward a successful outcome. We work hard because we care deeply.

Progressive

We believe in proactive and ongoing movement to better solutions no matter what it takes. Everyday is a journey forward.

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Personality and Voice



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Introduction

Your brand **personality** is the overall tone, style and attitude you use to deliver a message. Brand personality is the key brand component that forges an emotional connection with your audience. Personality will inform your voice and your messaging, and will compel your audience to act.

Your brand **voice** is rooted in your brand personality. This voice will define and differentiate you. It will help to connect and resonate with both internal and external audiences.

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Voice

Safe

We believe in nurturing an environment that is respectful, inclusive and confidential. We will ask questions to better understand and serve.

We always sound:

Grounded

Honest

Mindful

We never sound:

Neglectful

Dismissive

Insecure

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Voice

Smart

We believe that the right decisions should be informed by experience, education and intuition. Our collective wisdom makes all the difference.

We always sound:

Professional

Informed

Clear

We never sound:

Overzealous

Hasty

Arrogant

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Voice

In touch

We take pride in a character that exemplifies empathy, connection and perspective. We are mindful of the circumstances.

We always sound:

Rational

Approachable

Aware

We never sound:

Unprofessional

Uninformed

Hollow

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Voice

Invested

We are driven by our accountability toward a successful outcome. We work hard because we care deeply.

We always sound:

Responsible

Committed

Supportive

We never sound:

Uninterested

Unqualified

Overbearing

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Voice

Progressive

We believe in proactive and ongoing movement to better solutions no matter what it takes. Everyday is a journey forward.

We always sound:

Discerning

Bright

Forward-thinking

We never sound:

Indulgent

Complacent

Irresponsible

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Brand promise

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Brand Strategy

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Brand promise:

Determined in a mission to elevate the health in our communities, we promise leadership, service, collaboration and positive change.

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Key messages

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Key messages:

Your core thematic message: “leadership, service, collaboration and positive change”

The beauty of the phrase “**leadership, service, collaboration and positive change**” is that it can mean distinct things to different people. Not radically different things but the meaning becomes personal.

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Key message: Business description/boilerplate

Central District Health is a local health district serving Ada, Boise, Elmore and Valley Counties through a host of programs and services that aim to make communities safer and healthier places to live, play and work.

We are different because... **Determined in a mission to elevate the health in our community, we promise leadership, service, collaboration and positive change.**

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