



Rebranding Marketing Case Study

Jennifer Gaier
Brand Director
2020

► Introduction:

Elwyn is the national leader in education, treatment, and support services for children and adults with autism, intellectual and developmental disabilities, and related behavioral health challenges.

The oldest organization of its kind in the U.S., founded in 1852 in Philadelphia, PA, Elwyn has evolved into one of the country's largest nonprofit organizations serving people of all ages with disabilities.

In 2017, a new CEO was hired to rebuild and reorganize the historical organization. With a new leadership team in place, firm values, and a parallel strategic process, it was time to progress and synchronize the Elwyn brand.

1852

FOUNDED IN
PHILADELPHIA

WE ARE PIONEERS.



ELWYN IS THE OLDEST
ORGANIZATION OF
ITS KIND IN THE U.S.

6,000+

ELWYN EMPLOYEES
ACROSS THE COUNTRY



20,000+

INDIVIDUALS SERVED
ANNUALLY

**TOP 25
EMPLOYER**

IN THE DELAWARE VALLEY

≈ 10,000

CHILDREN & FAMILIES
BENEFIT FROM OUR EARLY
INTERVENTION SCREENINGS
FOR 3- TO 5-YEAR-OLDS.



THE LARGEST

IN MEDIA, WE OPERATE THE
LARGEST STATE-APPROVED
PRIVATE SCHOOL IN PENNSYLVANIA.

ANNUAL REVENUE OF APPROX. \$400 MILLION

**SUPPORT FOR
COEXISTING
NEEDS**

A DIAGNOSIS THAT INCLUDES
BOTH AN INTELLECTUAL/
DEVELOPMENTAL DISABILITY AND
BEHAVIORAL HEALTH NEEDS CAN
OVERWHELM MOST PROVIDERS.
NOT US. ELWYN EXPANDS OUR
CARE TO FIT THE NEEDS.

**PROUD
TO BE AN
EXCLUSIVE
PROVIDER.**

ELWYN PROVIDES
PRESCHOOL EARLY
INTERVENTION
SERVICES TO ALL
CHILDREN 3-5 YEARS
OLD IN PHILADELPHIA
WHO HAVE AUTISM.

► Challenges/Situation:

Decentralized operations and marketing efforts

- 6,000 staff @ 200 locations and sites.
- 3 logos in use.
- Inconsistent attempts at brand execution.
- Lack of consistency in marketing.
- Low internal and external knowledge on the breadth of services offered.
- Lack of general awareness as to who/what Elwyn is and does.
- With almost 6,000 staff supporting over 20,000 people, Elwyn deserved a brand as powerful and effective as its service delivery.

Old logos:

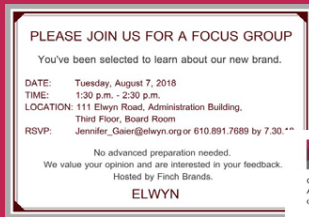
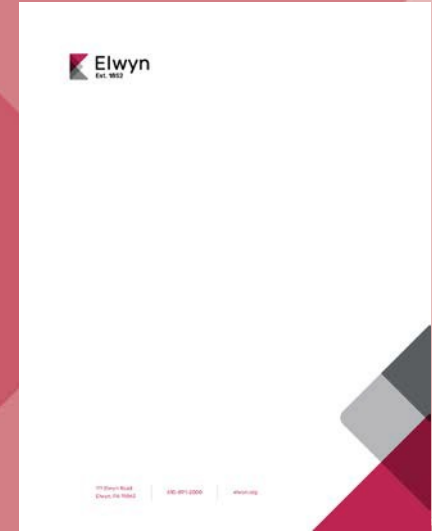


▶ Actions:

Organized 4 stakeholder focus groups to validate the strategic and creative brand approach.

Conceptualized, tested, and implemented new brand paradigm, message architecture, and visual identity.

Conducted Elwyn's first-ever organizational marketing audit; froze all material creation/ordering, performed a thorough inventory of existing collateral (in addition to prior materials audit), planned "Chuck Day", an event to discard current collateral inventory, launched newly created communications suite.




Solutions:

Strategized and executed Elwyn's new brand to include new signage at all locations and facilities, vehicles, staff uniforms, all new print collaterals, website, and much, much, more.

Developed first-ever Brand Ambassador Program.

Concurrent with the launch, built and executed a brand activation plan that included training and education for all staff. Identified 100 influential leaders to educate and train as Brand Ambassadors using a "Train the Trainers" model. This select group of leaders were representative of every department to ensure every employee had resources, tools, and support to understand and embody the new brand.



What is a brand?

A brand is the total picture, the sum of many components, all working together to provide an overall experience and impression.

Brand Promise

What we do better than anyone else, what makes us unique

Visuals

Logos, images, colors, typography


Messaging

What we say, elevator pitches, copy, social media

Resources and Tools

Templates, guidelines, powerpoints, collaterals

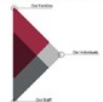
www.elwyn.org



Proudly Introducing Our New Brand

Our new brand was created in conjunction with our recently released Strategic Plan. The process was collaborative, thoughtful, and insightful. The results are reflective of who we are, where we are going, our culture, and our constituents. Over the next few weeks and months, you will see the new logo in use and will have the opportunity to learn all about our new brand. In the meantime, here are a few important details to know.

Our logo is based on the concept of the Service Triangle and is formed by a kaleidoscopic effect of three triangles overlapping, forming an E, for Elwyn. The Service Triangle elevates an individual's loved one to the standing of an equal member in our organization, along with our direct care staff and individuals we serve.



Elwyn's history is represented with the founding date of 1852, and our legacy red color from the Elwyn family crest, while bringing the organization into the future with a strong, modern logo mark.

Our various constituents interact and support one another in a multidimensional and transparent fashion, which is represented in the logo with overlapping, transparent segments and the kaleidoscopic effect they provide.

We realize that having a disability or having a loved one with a disability is complex, chaotic, and challenging. The clean lines of this design are meant to convey a sense of confidence, order, and structure.

The collection of triangles faces to the right, indicating progress and forward motion. Our new logo is truly a reflection of where we've been and where we are headed.

For more information on Elwyn's Strategic Plan, please visit: www.elwyn.org/our-strategic-plan

Questions? Guidance? I'm here to help!
Jennifer Gaier | Brand Director
jgaier@elwyn.org
(703) 439-1100



What is an Employee Brand Ambassador Program?

An employee brand ambassador team is a group of selected staff, who are ready, willing, and able to champion our cause, message, and brand. The program a chance for us to educate and empower our employees to tell our brand's story. The primary objectives are to educate staff on our new brand and build staff engagement.

Who are Brand Ambassadors?

Brand Ambassadors are people who enjoy coming to work. They can be at any level of employment or management. Essentially, these are employees who take it upon themselves to spread our mission.

Why create a Brand Ambassador Program?

Having a passionate, dedicated employee speak on the virtues of Elwyn offers an extra level of credibility not obtained any other way. Our entire organization must learn, understand, and believe in our new brand. Staff buy-in is crucial in ensuring a positive, lasting response to Elwyn's new brand.

What makes a great Brand Ambassador?

Specifically, internal Brand Ambassadors are those who often share their thoughts and ideas on improving Elwyn, think about Elwyn and/or their role even while they're not at work, advocate for Elwyn and our industry, and talk about Elwyn externally.

Hopefully as you multi-over these qualities, a handful of people come to mind. This group will make up your department's internal Brand Ambassador team.

Now, create your team, and choose a leader.

A team of staff with the right combination of passion, personality, and influence will breed a winning arsenal of brand champions. The best brands are consistent with presentation and feeling.

Designate a leader from each of your departments to be a captain. The captain will be responsible for coordinating initiatives within your teams and departments, such as new stationary orders or specific activities and will serve as a point of contact for the new brand. Then, select members of your staff who you deem appropriate to be a member of the team.

The goal is to build a community of ambassadors, reflective of the entire organization, who are excited and engaged to pass on what they love about Elwyn to others. Our staff is incredibly diverse, both in terms of job function and geography, so we need champions in all departments.

Next steps:

Please submit your candidates for the Brand Ambassador Team to Jennifer Gaier (jgaier@elwyn.org) (610-691-7889) by **Monday, October 15, 2018**. An invitation to participate and attend the kickoff meeting, along with information on the program, will be sent out right away.

Kickoff meeting:

The kickoff meeting of the Brand Ambassador Program will be held on **Wednesday, November 14, 2018**. The agenda for this meeting is simply to explain the purpose of the Brand Ambassador Program and the role of the team, review their first few responsibilities, and begin the education process of the new brand. Participation and inclusion in this group is meant to be fun, festive, and honorific.

Brand Ambassadors are people who enjoy coming to work. They can be at any level of employment or management. Essentially, these are employees who take it upon themselves to spread our mission.

Brand Ambassadors are people who enjoy coming to work. They can be at any level of employment or management. Essentially, these are employees who take it upon themselves to spread our mission.


What is "Chuck Day"?

On and before Chuck Day, we will purge ourselves as an organization of all outdated materials. This includes all printed materials, collateral, stationary and business cards—anything and everything we can possibly find that bears an old logo. We are still in the planning process, including a fun and motivational incentive for the most material "chucked" and asking teams to send in pictures. Details to follow.

The following timeline allows for preparation of Chuck Day with the Brand Ambassadors playing a key role.

Timeline and Important Dates:

Submit names to Jennifer Gaier no later than	11/14/18
Kick-off Meeting	11/14/18
Chuck Day	01/15/19



Dear Brand Ambassador Team,

Thank you for attending our kick-off event last week! If you were unable to attend, we look forward to seeing you at future meetings.

As a reminder, please return the Brand Ambassador Profile Sheet (attached) and submit your ideas for "Chuck Day" by December 1st. Your input is welcomed and needed to help make this process fun, unique, and effective.

We wish you all a very happy turkey day! Please contact me with any questions. We're thankful to have you as part of our extended brand family.

Enjoy!

Jennifer





Brand Central:

Centralized all marketing and communications services and support by creating a dedicated landing page to serve as a hub for all resources, logos, guidelines, including Elwyn's first-ever online promotional store, online printing portal, and online project request form. www.Elwyn.org/brand-central



Elwyn
Est. 1852

BRAND CENTRAL

As our organization expands and evolves, so must our brand.

<p>Elwyn Book</p> <p>The Elwyn Book is meant to be a key resource in helping to tell the story of our history, who we are today, and where we are headed.</p>	<p>Brand Vision & Meaning</p> <p>Our vision is our promise. It's who we are, why we do what we do, and what distinguishes us from anyone else.</p>
<p>Brand Guidelines</p> <p>We've provided you the tools and resources to maintain consistency. Please take great care and pride to follow the standards and guidelines provided.</p>	<p>Online Printing Portal</p> <p>Order, re-order, and print on demand, anywhere, anytime. Stationery, business cards, notepads, manuals, forms, and more. Centralized location for all our branded printed collateral.</p>
<p>Elwyn Store</p> <p>Online storefront for Elwyn promotional products and apparel. Online shopping at your fingertips!</p>	<p>Electronic Stationery</p> <p>Click here to download digital template. NOTE: this template is for electronic correspondence only. Supplies of printed letterhead and stationery can be ordered using our online printing portal.</p>
<p>Templates</p> <p>You may personalize these templates to create a variety of custom projects. Please click here to access templates and directions.</p>	<p>Powerpoint Template</p> <p>Customizable Powerpoint template</p>
<p>Update Your Email Signature</p> <p>The new Elwyn email signature is an essential part of our identity, ensuring brand alignment and consistency. Please help promote and protect our brand by updating your signature today.</p>	<p>Download Our Logo</p> <p>Looking to download the Elwyn logo? For proper usage, refer to the logo section in our Brand Guidelines.</p>
<p>Photography Guidelines and Standards</p> <p>Elwyn has committed to using only authentic and original photography. Please click here for more information and to download a photo release form.</p>	<p>Standard Boiler Plate</p> <p>Since 1852, Elwyn has helped people with autism, intellectual, developmental, and behavioral challenges lead meaningful lives. As an internationally recognized nonprofit human services organization, we have always been on the forefront of innovation. To learn more, visit elwyn.org.</p>
<p>The Philanthropic Request System</p> <p>The Philanthropic Request System is designed for program managers to access to the Little Bit Extra Fund. Go to our online form</p>	

Contact Us
If you have any questions, please contact the Brand Team: Jennifer Gaier and Arthur Melvin

Would you like to submit a new project?
To submit a new project, please click here to complete a [Project Request Form](#)

Please visit: www.elwyn.org/brand-central/



3/3/2020 American Marketing Company Online Store - Home

Elwyn
orders@amermark.com

Apparel
Promotional Items
Recently Viewed Items

Welcome to your Elwyn Online Store!

We have partnered with American Marketing to create a user-friendly online platform to meet all your branded promotional product and corporate apparel needs. Having a web store at your fingertips will facilitate the fulfillment process and allow you to manage your own inventory of items. We hope you enjoy the ease and convenience of shipping from your office 24 hours a day, seven days a week!

Notes:

- Changes to the logo, or product, are not permitted.
- We will be adding items to the store and expanding as necessary. Please let us know if you have any special requests.
- Each item will include a description, minimum quantity needed for an order, turn-around time, and price.
- Please allow enough time for production and shipping of your order.
- All orders will be shipped directly to the location of your choice.
- Simply select the items you would like, indicate the quantity, and complete shipping and payment information.
- You are responsible for payment of your order.

Any questions, please contact Mark Scheifele at American Marketing at mark@amermark.com, or 1-800-962-6340.

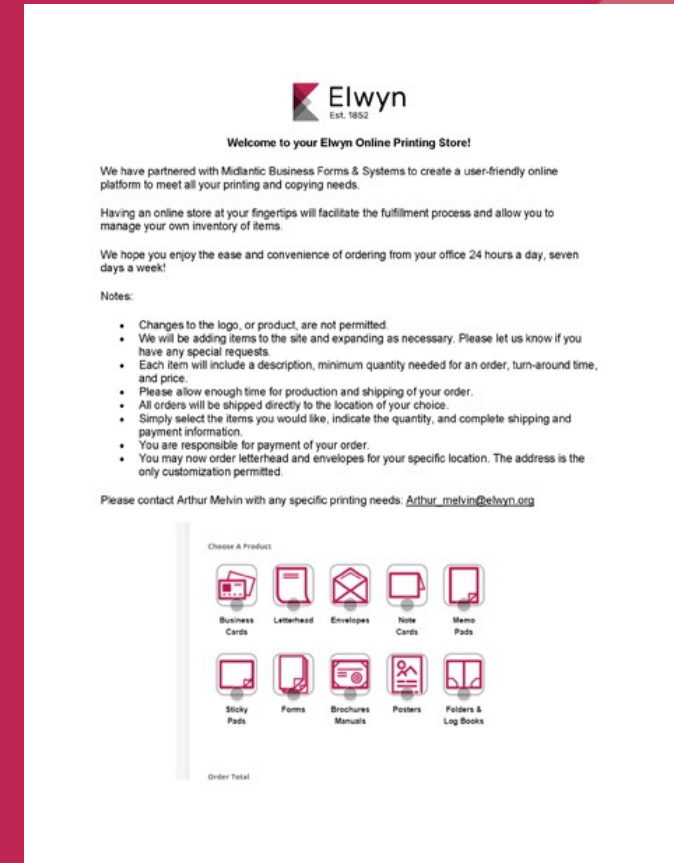
Unless there is a manufacturer's defect found on an ordered item, no returns or exchanges of printed, logo'd, or embroidered merchandise will be accepted.

Start Shopping »

orders@amermark.com americanmarketing.biz

Copyright © 2020 - CreativeMerch.com - All Rights Reserved.

elwyn.americanmarketing.biz/home 1/1



Elwyn
Est. 1852

Welcome to your Elwyn Online Printing Store!

We have partnered with Midlantic Business Forms & Systems to create a user-friendly online platform to meet all your printing and copying needs.

Having an online store at your fingertips will facilitate the fulfillment process and allow you to manage your own inventory of items.

We hope you enjoy the ease and convenience of ordering from your office 24 hours a day, seven days a week!

Notes:

- Changes to the logo, or product, are not permitted.
- We will be adding items to the site and expanding as necessary. Please let us know if you have any special requests.
- Each item will include a description, minimum quantity needed for an order, turn-around time, and price.
- Please allow enough time for production and shipping of your order.
- All orders will be shipped directly to the location of your choice.
- Simply select the items you would like, indicate the quantity, and complete shipping and payment information.
- You are responsible for payment of your order.
- You may now order letterhead and envelopes for your specific location. The address is the only customization permitted.

Please contact Arthur Melvin with any specific printing needs: Arthur_melvin@elwyn.org

Choose A Product

- Business Cards
- Letterhead
- Envelopes
- Note Cards
- Memo Pads
- Sticky Pads
- Forms
- Brochures & Manuals
- Posters
- Folders & Log Books

Order Total

Resources:

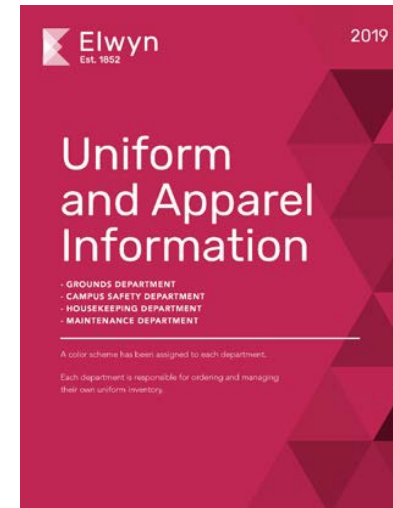


VALUES

HOW DO OUR VALUES AFFECT US? Our values keep us centered. They align our efforts to support Elwyn's long-term vision and day-to-day mission. They provide guidance from decision to decision.

- 1 Integrity**
We keep our promises, always.
- 2 High Expectations**
We provide extraordinary services, equating the standard we expect for our own loved ones.
- 3 Safety**
We are courageous on behalf of our members.
- 4 Accountability**
We align our efforts to produce extraordinary results.
- 5 Sustainability**
Elwyn's mission is essential to the world.

elwyn.org





Website:

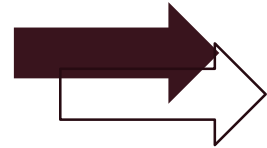
Elwyn's website was antiquated, overwhelming, lacking in organization and functionality. I initiated an intensive period of discovery to conduct research and gather content. I worked with an outside vendor to develop a new site map and architecture. After a two-year comprehensive process, a new website was born. The new site features a consistent, responsive navigation system with easy access to all information, and provides an accurate picture of Elwyn - who we are, what we do, and most importantly, who we help.

Highlights:

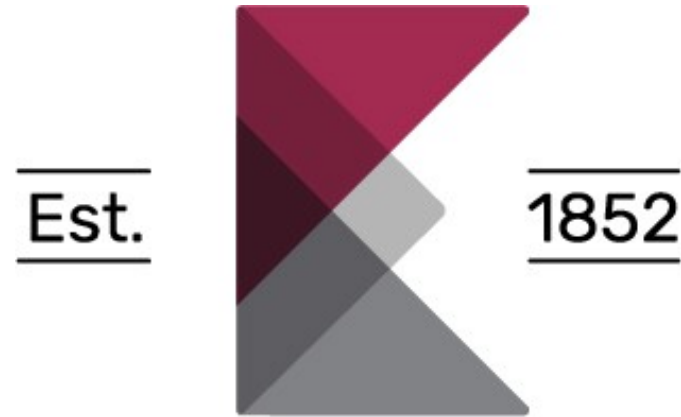
- Content was downsized 78% - 180 published pages to a little under 50 pages.
- Access is now dynamic - visitors may select services by age and state.
- A controlled working software environment allows for growth.
- Google Maps was implemented throughout the website to provide directions. Google Maps is dynamic and will function on all media platforms.
- Improved speed offers faster access to information.
- Optimized to work on a laptop, desktop, tablet and smartphone.
- Dedicated pages for “News” and “Events”.
- Innovative and interactive graphics explain the new logo and concepts such as the Elwyn Service Triangle and history.

www.elwyn.org

BEFORE



AFTER



Elwyn





Conclusion:

Elwyn is now equipped with a captivating visual brand, identity, presence, resources and tools to support its mission, vision, and values, and a functional, optimized website to highlight the core areas of the organization. Most importantly, all efforts lead to a sustainable future for Elwyn, and those in Elwyn's care.

