Rebranding MMDHD
Board Of Health Presentation 9/27/17
What is a “BRAND”? 

Our personality…

The image we project…

How the community views us…

It’s our REPUTATION!
Why should we re-brand, and why now?
Brand = logo, right?
THE BRANDING PROCESS

Step One

Engage Staff and get their support
THE BRANDING PROCESS

Step Two
Planning and Research

- Communications audit
- List of programs/services
- Identify key partners
- Market research
- External research
- Internal research
- Target audience
Step Three

Explore our brand/identity

- SWOT analysis
- Define desired future
- Vision statement
- Mission statement
- Values
- Strategic plan
- Internal culture
THE BRANDING PROCESS

Step Four

Develop Brand/Identity

- Name, logo, look
- Customer service
- Internal culture
- Website
- Brand personality
- Appearance of facilities
- Programs and services
- Communications
Step Five

Draft and finalize brand development plan
THE BRANDING PROCESS

Step Six
Final approval from Admin Staff

Step Seven
Final approval From Board of Health
THE BRANDING PROCESS

Step Eight
Staff rollout
THE BRANDING PROCESS

Step Nine

Public Launch
THE BRANDING PROCESS

Step Ten

Evaluation
Questions?