

Agency: TILT

Entry Name: Little Loud Voices

Client: Children's Hospital Association

Entry #: 73757

Insights & Strategy

CHA holds a unique role as the only national association dedicated solely to children's hospitals. While highly trusted within the healthcare industry, its influence was often quiet. The organization was well known by insiders but less distinct in a crowded policy and advocacy landscape. Our key insight was that children's health is not fixed in a moment. It is built over time through strong systems, shared expertise, and coordinated action. This is where CHA creates value. Working behind the scenes, it connects hospitals, informs decisions, and reinforces the foundation needed for lasting progress in children's health. But policymakers didn't consider CHA a top-of-mind advocacy group.

The strategy repositioned CHA as the nation's leading advocate for children's health, uniting children's hospitals to improve care and amplify impact. The brand narrative challenges audiences to rethink the role of children's health by asking: What if our country put kids first?

Execution

It was important to capture the energy that CHA had. It matched that of the 74 million children they were focused on. So, we injected color (lots of color for a major national advocacy group). We also created a shape system to emphasize that this task is an amalgamation of various efforts and organizations coming together, sometimes seamlessly, while at other times clunky and out of shape, which is common for the business they're in. The outcome: joyful faces of the children whose lives are changed. Along with that, a bold and confident stable of typefaces established the confidence of CHA and the agenda it served.

Results

Favorability toward Children's Hospital Association increased by over 30% with our target audiences after exposure to our new brand. In a survey taken by members post-launch, they were strongly aligned with the new branding of CHA (4.17/5), and will be more likely to participate with CHA going forward (3.44/5).

Platform Launch

Annual Leadership Conference, Social Media, Landing Page, Email

Work first published

November, 2025