CHILDREN'S HOSPITAL ASSOCIATION

LOUD LITTLE VOICES

BACKGROUND

For decades, the Children's Hospital Association has been a national advocacy group formed by the largest pediatric hospitals in the nation to be the voice of children's needs. Except Washington, D.C., has tons of voices clamoring for attention. Think voting rights, human rights, First Amendment rights, tariffs, taxes, and health, to name a few. CHA wasn't just getting drowned out, it was struggling to get a seat at the table. Along with it, so was children's health priorities.

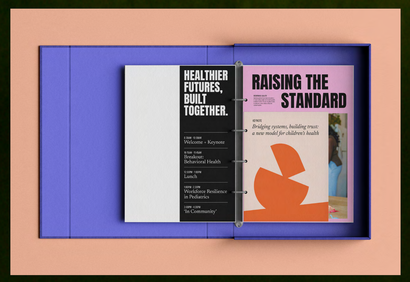
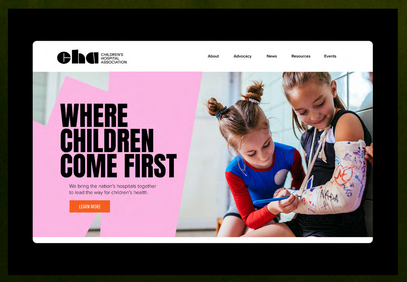
SOLUTION

CHA decided it was time to change things. They decided children's needs demanded to be noticed. To do that, CHA demanded to be noticed. Even a letter sent to a senator needed to stand out. So they began with their own brand and identity, targeting to set themselves apart from the plethora of red, white, and blue that every advocacy group hung their hat on. It was time again to put children at the top of the national agenda.

RESULTS

>30%

increase in favorability toward CHA from likely voters and Beltway elites

4.2/5

average alignment with the new CHA branding by member hospitals