

Refresh the image and messaging

Business

Cascade Employers Association offers a range of human resource services to more than 500 member organizations.

Audience

Current membership and potential business members.

Challenge

Cascade was considered the “best kept secret” by its loyal membership. It was time to reinvent the organization to focus less on the “stuff” offered to members and more on the context of the relationship and support offered, in order to differentiate from the competition. Initially the plan was to rename and rebrand the organization, however the

economic downturn put that on hold. Instead, we focused on messaging to reframe the value of membership, establish a new brand promise and engage the staff in the new direction.

Strategy

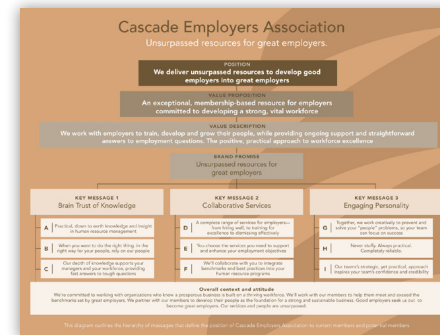
We established the new brand promise—unsurpassed resources for great employers. Messaging architecture identified key ideas and phrases. The new messaging and a refreshed look were applied to internal posters and a system of business cards with rotating messages on the back. A refreshed Website also brought new energy and clarity to the presentation of the services provided.

Results

Staff that is fully engaged in the new language and talking points. Members who attend training at the office have positive feedback on the messages, and the updated Website is also generating interest and response.

“The work we have done with Creative Company to evaluate and reposition our organization has been extremely valuable. We have moved Cascade Employers forward, even in an economic downturn—we have thrived rather than merely survived.”

—Patrice Altenhofen
President



^ (Above) Interior posters and (Right) Messaging architecture