

Bringing the workforce inside when re-branding

Background

Central Essex Community Services (CECS) is a £55m+ business born out of the NHS to deliver health and social care services to healthcare organisations.

The challenge

3 years after the launch as a Community Interest Company (CIC). The board of CECS realised they had an identity crisis, their name was holding them back – CECS was not an attractive acronym, their reach was far greater than Central Essex and Community Services didn't adequately describe their offer.

Brand evaluation and definition

Through a process of brand evaluation and analysis Barber Jackson assessed the organisation's aims and development plans, evaluated how they were perceived and following extensive research and consultation made recommendations to change the name and create a new identity. We launched the brand identity internally and externally and have provided all the necessary collateral for Provide to market itself efficiently and effectively.

The outcome

1 year on from launch, Provide has 1500 staff who quickly got behind the new name and are happy to be associated with the new brand. Ambassadors who are proud to Provide.



Provide

