

ANNE KLEIN COMMUNICATIONS GROUP

Unifying a Ministry Through “*Many Hands. One Heart.*™” One in a Series of Award-Winning Solutions

The Challenge:

Develop an organizational identity campaign to unify Diakon's multitude of services under one brand and increase awareness of its breadth of services among its many publics.

Results:

- Employees gained greater pride in belonging to such a broad and diverse organization.
- Clergy appreciated increased visibility of the Diakon name and reinforcement of its Lutheran identity.
- Positive feedback reinforced relationships with residents and clients.
- Telephone inquiries more than doubled the first month of campaign.
- Web site traffic increased an additional 500 hits per day.
- Diakon was able to effect a major change and pave the way for future growth.

Background:

Diakon Lutheran Social Ministries provides senior living services through continuing care retirement communities and family and community services in eastern Pennsylvania, Delaware and Maryland. From its formation in 2000, Diakon struggled with presenting itself as a unified organization, further complicated by the breadth of services it provides and its far-flung myriad service locations.

Research showed that many of Diakon's employees, residents and clients were unaware of the extent of services the organization provided and could not identify the Diakon name unaided. And the clergy felt the organization's Lutheran heritage was not being reinforced.

The Campaign:

Based on qualitative and quantitative research among employees, customers and the general public, Anne Klein Communications Group (AKCG) developed the "Many Hands, One Heart" theme incorporated in all campaign materials to create a universal identity. In a critical first step, based on AKCG's recommendations, "Diakon" became part of every facility's and business unit's name.

To introduce the new identity and reinforce it with employees, AKCG developed a comprehensive "toolkit" with samples of all materials and scripting. Prior to launch, AKCG provided the 150-member management team with a full day of training on their roles in support of the campaign.

To introduce Diakon to the general public, AKCG organized a full-scale advertising program that included print, television and radio advertisements, and billboards. In addition, special events were held at Diakon's senior living facilities and the campaign elements were posted on Diakon's Web site.

To learn more about how Anne Klein Communications Group can create public awareness of and support for your company and services, please call and ask for Anne Klein or John Moscatelli.