

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 was getting drowned out in the noise and along with it, so were children's health priorities.

SOLUTION

CHA decided 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 every other advocacy group. 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

