

Our Strategic Guide - Foundry's Brand House

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Introduction

Within health care, the priority focus for service providers is on those who require services. However, there is value in creating a strong organizational brand, as it facilitates an alignment across all those involved. Establishing and creating consistency, having everyone starting off on the same foot, and getting everyone to work towards the same goals results in everyone knowing why you do what you do and what youth and their families/caregivers can expect when they visit Foundry, an integrated youth services organization serving youth ages 12-24 in British Columbia (BC), Canada.

Objectives

Our objective in designing the Foundry brand house is to create a foundational document supporting decision-making by offering a framework to steer strategy development, communications campaigns, service offerings and so much more.

Approach/Methods

A cross-functional team at Foundry central office, the organization's leadership and standards team of 80 staff with diverse areas of experience and expertise, was established to undertake a robust engagement process alongside branding agency TAXI to better understand who we are, as well as the unique and emerging needs of BC youth ages 12-24, their families/caregivers, as well as our staff both at Foundry Central Office and across the Foundry network.

Results/Policy Implications

This process led to a rich understanding of the incredibly diverse needs of those we serve and culminated in the development of a Foundry 'brand house', which articulates Foundry's brand positioning statement, mission, values, personality traits, audience and context.

Conclusion

A brand is not a logo, an identity, a product or a service. In this work, we have learned a brand serves as a way to communicate who we are and how we are different. Everyone involved represents the brand through the connections we make, with each other and young people in BC. And this is what really differentiates us from others and guides everything we do.