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Children's Hospital of Philadelphia Brand Strategy and Expression

Situation: Children's Hospital of Philadelphia (CHOP), the country's first and highest-ranked pediatric hospital, wanted to expand its regional, national and international presence. Though it had successfully gone to market under the Children's Hospital of Philadelphia brand in the past, the vision and strategy was to build its regional presence in ancillary and tertiary care, expand its national referral base, invest in select international clinical affiliations, and launch fundraising activities nationally. The management team and the Board had questions about the viability of the current brand to meet its expanded vision and focus on growth. Denneen & Company was retained to evaluate the viability of the brand to meet the organization's growth objectives.

Engagement: Denneen & Company was engaged to recommend the brand strategy for CHOP's expanding programs and geographic scope. Upon review of the previous research, Denneen & Company offered a new interpretation that challenged previous conclusions. Denneen & Company structured a complex set of branded concept tests to understand the relative appeal of current and potential patients, referring physicians and donors. We also developed multiple options for the institution's brand architecture in accordance with its clinical, fundraising and other long term growth needs. These options were tested among multiple audiences for their preferences, as well.

Results: Denneen & Company synthesized the study findings and presented a recommended brand strategy and architecture to both the senior management team and the Board of Directors. The study galvanized the Board behind a fresh effort to protect and promote the brand of the institution.