

## Team

### PROVIDENCE MARKETING

Digital Innovation Group

### PROVIDENCE MINISTRIES

Including 700 Brand Ambassadors located at individual Providence sites

## Technology

### PROVIDENCE BRAND HUB

The brand is supported through a state-of-the-art, online Brand Hub that includes self-service access to the brand guidelines and tools and assets. Permission-based access empowers Providence caregivers to utilize the brand successfully as a part of their workday

## OVERVIEW

Since 2019, the Providence Marketing team has been leading a strategic initiative to build a unifying Providence brand that is an extension of our Mission, vision, values and promises. This massive, multiyear project is focused on: unifying our caregivers, making it easier to recognize the components of our comprehensive network of care, communicating our unique and special safety and quality story, recruit and retain the biggest hearts and best minds, and allowing us to be more effective advocates for healthcare reform and a stronger force for those who are poor and vulnerable.

Our comprehensive Providence brand platform includes alignment to a unified brand, deep research, our brand principles, concept narrative and architecture, a visual identity system, messaging framework, voice & tone and a creative platform.

The Providence Marketing team is in the process of supporting the staggered rollout across our 52 hospitals and 1100 clinics. The rollout, which began in October 2020 is currently active in 5 of 6 regions, with an expected completion date in early 2022.

## SCOPE

Our unified brand is aligning the many dozens of separate brands that existed across our 52 hospitals and 1100 clinics. The brand strategy work is complete and regional implementation began in 2020. The project is expected to be completed in 2022.

