

# Creating an impactful, purpose-based brand

## How a newly merged health organization has grown awareness and preference in the market by reimagining its identity and creating a long-term brand strategy.

### Client background

Virtua Health and Lourdes Health System were two health organizations located in the Philadelphia suburbs of Southern New Jersey. Virtua was the region's largest healthcare provider, with a network of hospitals, surgery centers, and physician offices as well as a solid reputation for primary and maternity care. Lourdes was a two-hospital system known for advanced cardiac surgery, trauma, and other high-acuity services such as transplant, as well as a deep-rooted commitment to take care of the community. Virtua engaged Unlock Health during the acquisition of Lourdes Health System to define, express, and launch the newly combined brand in a way that would represent the integrated health systems' values and promise and establish an empowering, innovative voice for the future.

From the onset, the new organization identified three strategic priorities: transforming care delivery, creating a "Culture of We," and orienting to the consumer. At the heart and intersection of the strategy was the brand. The organization was committed to building a long-term brand that would become the filter for strategic decisions moving forward and the heart and soul of the organization. It became a focal point for leadership and the board of directors as a common point of discussion and a differentiator in a highly competitive market. The brand would be more than a campaign; it would serve as the foundation of everything they would do over the next 10-15 years.



## The Unlock solution

Using our BrandNEXT® process, we chose Virtua Health as the go-forward brand and defined its position and narrative. We refreshed the visual identity, brand architecture, and graphical expression to be more modern and embraced by both legacy organizations.

The brand position, “Here for Good,” highlights commitment to accessibility, trustworthiness, integrity, and high-quality care. We also created a new logo, color palette, design elements, and sonic identity for a consistent and engaging brand experience.

Since launch, “Here for Good” has guided Virtua’s strategic decisions, market activities, and daily operations, underpinning patient experience training and employee recruitment.

Before



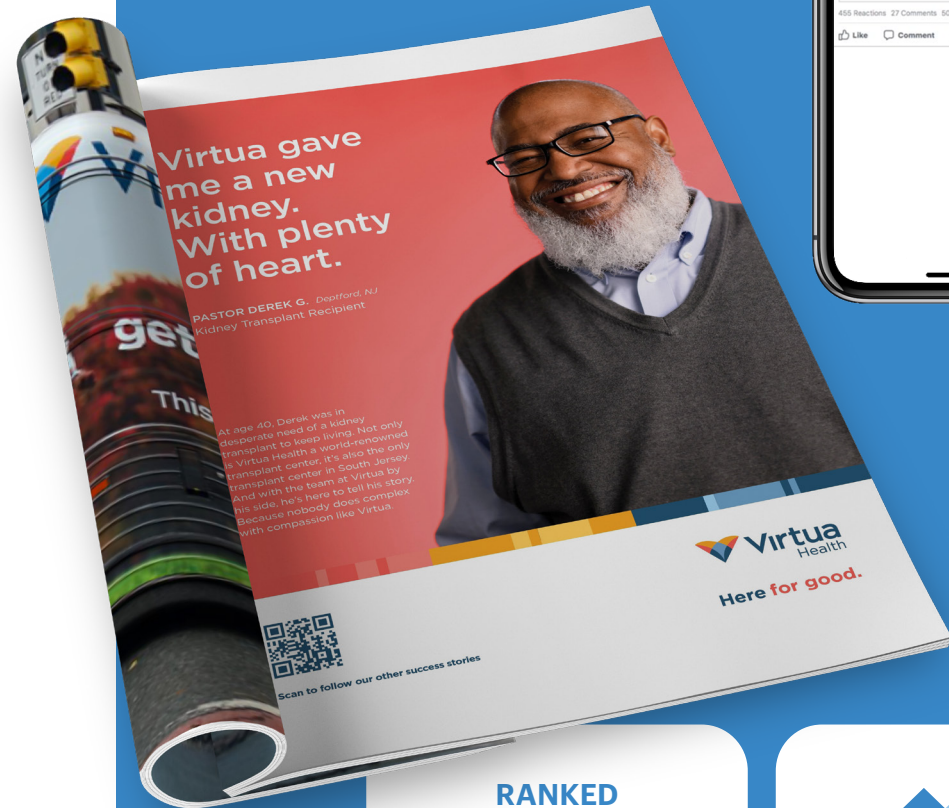
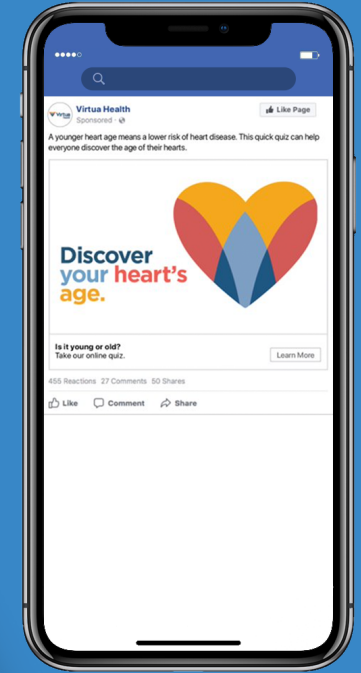
After



## The results

The brand strategy was implemented in two phases: the acquisition announcement in July 2019 with out-of-home and digital ads, followed by a full brand launch in October 2019, including a brand immersion day, multi-channel advertising, and updated signage.

Over the past five years, campaigns have evolved while maintaining the brand’s core identity and tone. The consistent sonic identity in audio work has added new brand equity. Virtua’s brand awareness and preference have grown, ranking 39th in the 2024 Humanizing Brand Experience report, rising for four consecutive years due to its consumer understanding and community connection.



RANKED  
**#1**

in healthcare branding  
across New Jersey



increase in key  
tracking metrics for  
overall brand loyalty