



DAAKE

BRINGING TEN THOUSAND PEOPLE TOGETHER AS ONE

THE STORY OF THE NEBRASKA MEDICINE AND UNMC REBRAND:
Uniting three prominent health care entities under a dynamic new brand
and linking them to a fourth entity with one spirited symbol.



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A Question of Clarity

Situated on a sprawling 10 city block campus at 42nd Street and Dewey Avenue in Omaha, Neb., for decades the University of Nebraska Medical Center (UNMC) and The Nebraska Medical Center have occupied the same physical space. But as time passed, the intellectual space these two entities occupied in people's minds became muddled. Eventually, the various colleges of UNMC, and the separate hospital facilities of The Nebraska Medical Center, were collectively referred to by the public as “the Med Center.”

While it is true the different facets of these entities – education, research and care – were intertwined, the governance of each is not. Thus emerged two challenges:

- To reestablish The Nebraska Medical Center and its affiliates, Bellevue Medical Center and UNMC Physicians, as one clinically-integrated entity; and
- To also find a way to underscore the cultural, professional and community link between The Nebraska Medical Center and UNMC

Although a rebrand could solve the first half of the equation, it alone would not solve the second. That challenge called for something more, a visual element, perhaps a logo or a symbol that could be shared by all of the entities involved.

At the root of both challenges was a question of clarity, and clearly, it would not be solved overnight.



SERIOUS MEDICINE. EXTRAORDINARY CARE.®



UNIVERSITY OF NEBRASKA
MEDICAL CENTER



UNIVERSITY OF NEBRASKA
MEDICAL CENTER

BREAKTHROUGHS FOR LIFE.®

CHAPTER 01

The Foundation

What began as Nebraska's first medical college in 1880 has since grown into a place where the world comes to study and find hope.

As Nebraska's only public academic health sciences center, the University of Nebraska Medical Center (UNMC) is committed to the education of a 21st century health care work force, to finding cures and treatments for devastating diseases, to providing the best care for patients, and to serving the region and the world through award-winning outreach. UNMC also is committed to embracing the richness of diversity and is a major economic engine for the state of Nebraska.

Nearly 10,000 students, employees, staff and faculty bring life to the UNMC campus each day. There are classrooms, labs, outpatient care facilities, the Lied Transplant Center, Munroe-Meyer Institute, and other university facilities, including the new Stanley M. Truhlsen Eye Institute and the Fred & Pamela Buffett Cancer Center.

Sharing the same campus is The Nebraska Medical Center, the state's largest and highest-rated hospital. Its two hospital towers — University Tower and Clarkson Tower — also serve as the teaching hospitals for UNMC.

Together, these facilities comprise the most esteemed academic medical center in the region, offering exceptional patient care combined with innovative research and comprehensive education.

Across America, traditional health care provider institutions of all kinds and sizes are being challenged to respond to profound and rapid changes in their social, technological, financial and especially regulatory environments. For many, consolidations offer the best promise of sustained, enhanced service excellence, as well as urgently needed cost reduction.



The newly integrated enterprise requires a branding strategy to definitively establish its unique presence in a competitively crowded marketplace. More importantly, it needs the identity that will best support its leaders' intentions – their vision, in effect, for the evolving entity.

Leaders want a culture newly united in its shared passion for clinical service excellence to be sustainable at expanded scale. These two thoughts, unity and transformation, can be powerful drivers of a significant branding event.

When leadership sought to formally recognize that The Nebraska Medical Center, Bellevue Medical Center and UNMC Physicians (the physician practice of The Nebraska Medical Center's academic partner) had begun functioning under a combined, integrated budget and strategic planning/hiring process, it was decided to rebrand the entities as one clinically integrated organization.

Enlisting the support and advice of the leadership at UNMC, it was also decided to create a new, unifying symbol that would represent the longstanding collective and collaborative work of The Nebraska Medical Center and UNMC.

IN OTHER
WORDS, IT
WAS TIME
TO BRING
10,000
PEOPLE
TOGETHER
AS ONE.

CHAPTER 02

Developing a Strategy

Even when they wear the same uniform, you can't force 10,000 people to think the same way. But you can move them in the same direction and focus their intentions through a well-articulated vision.

Especially when that vision comes from the very top of the organization.

Bringing the leadership together at UNMC and The Nebraska Medical Center was the initial step toward developing a brand strategy based on these leaders' shared vision.

Fortunately, Jeffrey P. Gold, M.D., who serves as UNMC chancellor and as chairman of the The Nebraska Medical Center Advisory Board, is a man

of words and of actions. From the first meetings in February, 2014, Dr. Gold was an advocate for rebranding: "If you have some strategic goals that are not being met," he said, "rebranding is . . . a way to put a punctuation mark on the past and to build a meaningful future."

Functional as a formal name, failure as everyday
 Further assure buyin and equity transfer
 Retain, indeed double down on Nebraska
 Deeply seated and beloved
 A source of employee pride and confidence
 In interest of brevity
 "the" inconsistently used, difficult to enforce "the" and "Center" "Medical" vs. "Health"
 Implies acceptance
 Unification clearly strengthens both sides
 "medical" vs. "med" Confident leadership "center" evokes
 A consensus.

With Dr. Gold at the helm, three consultants were brought aboard for this endeavor: Greg Daake, principal and creative director of the Omaha rebranding firm DAAKE; Tony Spaeth and Jerry Kuyper. Operating as a team, the strategy for rebranding The Nebraska Medical Center, Bellevue Medical Center and UNMC Physicians gradually took form:

- Utilize the rebranding to move from being a destination brand to an extendable brand with global recognition.
- Employ the rebrand to signal a significant, substantial change has been made. In essence, to hit the organizations' "reset" button.
- Ensure that the rebrand retains and enhances the existing brand equity.
- Create something that visually expresses the close ties The Nebraska Medical Center has with its academic partner, UNMC.

The team also developed the name and identity criteria for the rebrand. The organization's new name should:

- ✓ **BE AUTHORITATIVE, FORMAL AND ELEVATED;**
- ✓ **CARRY A CERTAIN GRAVITAS;**
- ✓ **BE ALIGNED WITH ACADEMIC MEDICAL CENTER PEERS, AND**
- ✓ **REFLECT A SERIOUS PERSONALITY.**

The identity, meanwhile, should portray an organization that is:

- ✓ **CONFIDENT**
- ✓ **LEADING**
- ✓ **BOLD**
- ✓ **THRIVING**
- ✓ **COURAGEOUS**
- ✓ **ESSENTIAL**

The development of the brand strategy to this point required looking inward. And some rebrands fail because the designers stop there. It's like looking in a mirror. Many times, you'll see only what you want to see.

To meet and exceed the demands of an evolving marketplace, a successful rebrand requires looking outward, first to the staff, then to the public. It's more like looking out a window. Not only can you see the rest of the world — it can see you.

And what the world thinks it sees — whether or not it's correct — is a key element of the rebranding process.



CHAPTER 03

Research & Analysis

Precious gems aren't found lying around on the ground; they're buried deep beneath the surface. That's what makes them rare and valuable. Mining for them is a painstaking process, but when done correctly, very profitable.

Combining separate entities into a single clinical organization is also a painstaking process. It requires a comprehensive strategy. And while the vision for the organization has to come

from the top leadership, that doesn't mean other opinions don't matter.

In reality, the opinions and perceptions gathered during the research and analysis phase of a rebrand are the precious gems that help boost the new brand's value. And, like diamonds or gold, they must be mined from deep beneath the surface by people who know what they are looking for.

In this project, the consultants utilized their extensive experience to develop and conduct interviews to determine specific opinions about The Nebraska Medical Center's current brand, its relationship with its affiliates, Bellevue Medical Center and UNMC Physicians; and its relationship with UNMC.

FROM THE HUNDREDS OF OPINIONS OBTAINED, DISTINCT **COMMON** **THREADS BEGAN TO EMERGE**

More than 40 key stakeholder interview sessions with dozens of participants were completed. These “deep dive” input sessions included:

- ✓ **EMPLOYEE FOCUS GROUPS**
- ✓ **CLINICAL ENTERPRISE BOARD OF DIRECTORS**
- ✓ **SENIOR LEADERSHIP**
- ✓ **UNMC PHYSICIANS BOARD OF DIRECTORS**
- ✓ **CLARKSON REGIONAL HEALTH SERVICES**
- ✓ **BELLEVUE MEDICAL CENTER BOARD OF DIRECTORS**
- ✓ **MEDICAL STAFF LEADERSHIP (CHAIRS AND CHIEFS)**

In addition, consumer focus groups were conducted with former patients of the clinical enterprise, and with people who had never been a patient of the clinical enterprise.

Questions were chosen not only to solicit perceptions but to also give the consultants and the advisory committee ideas and direction. The responses became the water for the clay, so to speak, from which the new brand and identity would be formed.

From the hundreds of opinions obtained, distinct common threads began to emerge:

Q

IS THE CREATION OF THE CLINICAL ENTERPRISE A BIG DEAL?

This is very, very important. And it's really how to take these silos (of the formerly separate entities) and create something new.

brand will make it real and help people understand what this is all about.

The branding is going to be very important. Having a name and a

It needs to be clear that we are all a part of one team. And that is new.

Q

SHOULD THE NEW BRAND SIGNAL SIGNIFICANT CHANGE?

Internally, we want to signal as much change as we possibly can.

I don't know if you can really move towards the future without a "reset button."

We have to signify to everyone, "Hey we mean business."

But it can't be so different that we discard who we all individually were before we came together.

IS THIS TRULY ONE, NEW ORGANIZATION?

Yes — these are absolutely three organizations coming together, no matter what we call ourselves.

Culturally, **it has to be a new organization.**

And while these common threads helped solidify the commitment to rebranding as one clinical enterprise, one other idea also began to take prominence in the discussion. The internal, and especially the external focus groups, repeatedly pointed out the perception that The Nebraska Medical Center and UNMC were more than partners. The public in many ways saw no difference between the two,

despite the separate governance and distinct purposes of each entity. To the community, it was all one “Med Center.”

It gradually became clear that, no matter what new name and identity would be developed for The Nebraska Medical Center, there was value in strengthening the perceived bond between the clinical enterprise and its academic partner, UNMC.

The idea of creating a visual identity, a symbol of some sort, to be shared by the new clinical enterprise and UNMC began to take on an urgency of its own.

CHAPTER 04 Solidifying the Strategy

Bricks and mortar don't need to be disassembled for an organization to become "new." There are many ways in which a current organization can be redefined into something new. In the case of The Nebraska Medical Center, Bellevue Medical Center and UNMC Physicians, there were several ways in which the combined clinical enterprise would be "new":

- ✓ **IT WOULD BE A COMPLETELY REORGANIZED LEGAL ENTITY**
- ✓ **THERE WOULD BE NEW LEADERSHIP**
- ✓ **THERE WOULD BE A NEW ADMINISTRATIVE STRUCTURE**
- ✓ **THE TECHNICAL INFRASTRUCTURE WOULD CHANGE**

Also, there would be a distinctive new collaborative culture created by the integration of the separate entities.

For all these reasons, it was clear that rebranding would be the most demonstrative way to establish the new clinical enterprise.

Branding is more than a new logo, symbol or tagline. It is the most powerful way to communicate a new vision; a transformation story both true and compelling, meaningfully signaled by a new identity.

Numerous discussions were held to identify the elements to be included in the creation of a new name for the clinical enterprise. Ultimately, it was decided by consensus that name should be:

- ✓ **AUTHORITATIVE, FORMAL AND ELEVATED TO INDICATE THE BREADTH OF EXPERTISE AND SKILLS IT REPRESENTS;**
- ✓ **CARRY A CERTAIN GRAVITAS, TO MATCH THE DRAMATIC LIFE-SAVING CARE AND DISCOVERIES TAKING PLACE;**
- ✓ **ALIGNED WITH ACADEMIC MEDICAL CENTER PEERS TO SHOW THE FORWARD-THINKING NATURE OF EDUCATION AND RESEARCH;**
- ✓ **REFLECTIVE OF THE NEBRASKA MEDICAL CENTER'S SERIOUS PERSONALITY.**

While a new name was deemed essential, creation of a new tagline was almost immediately dismissed. From both inside and outside the organization, it was evident that The Nebraska Medical Center's current tagline and brand promise, Serious Medicine. Extraordinary Care., carried

SERIOUS MEDICINE. EXTRAORDINARY CARE.®

with it a tremendous amount of equity that the new identity would inherit.

These four words had over time become well recognized throughout the region. The brevity of the statement increased its impact, and its meaning was clear to everyone. It was deeply seated in the public's minds and beloved. The tagline was also promoted by the more than \$2.5 million of merchandise sold to date.

By retaining and recommitting to this important historic aspect of The Nebraska Medical Center, the new clinical enterprise could be seen as something revolutionary, yet familiar. Preserving the tagline/brand promise had its own message. No one is taking over The Nebraska Medical Center.

They are taking it forward.

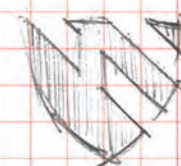
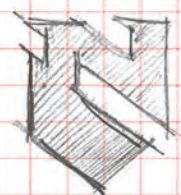
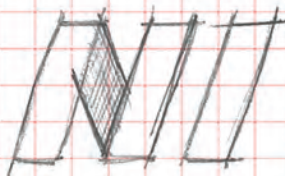
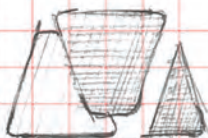
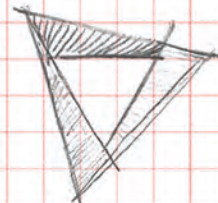
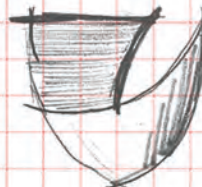
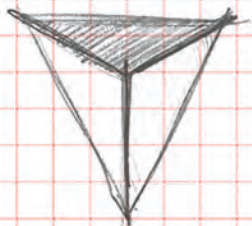
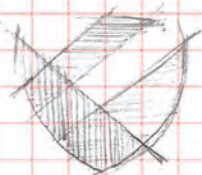
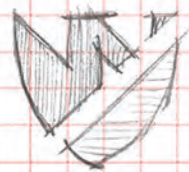
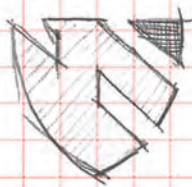
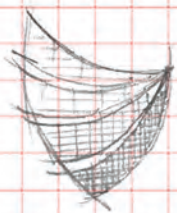
CHAPTER 05 Designing the Brand

Designing the new brand for the integrated clinical enterprise, along with the creation of the new symbol that would unify the new organization and solidify its partnership with UNMC, would have been extremely intricate projects had they been undertaken separately. In this case, they had to be completed simultaneously, and the considerations for each overlapped in so many ways that the complexity was multiplied tenfold.

Beginning with a technical assessment of current visual identities revealed the myriad of ways the current logo, tagline and symbols had become morphed to fit a wide array of often unrelated uses.

Committee discussions, considerations of the clinical enterprise's brand archetype and other factors led to the formation of logo design personality criteria. It was decided that the new brand must be:

- ✓ **CONFIDENT**
- ✓ **LEADING**
- ✓ **BOLD**
- ✓ **THRIVING**
- ✓ **COURAGEOUS**
- ✓ **ESSENTIAL**



Meanwhile, the new symbol for the clinical enterprise and its partner, UNMC, was its own distinct challenge.

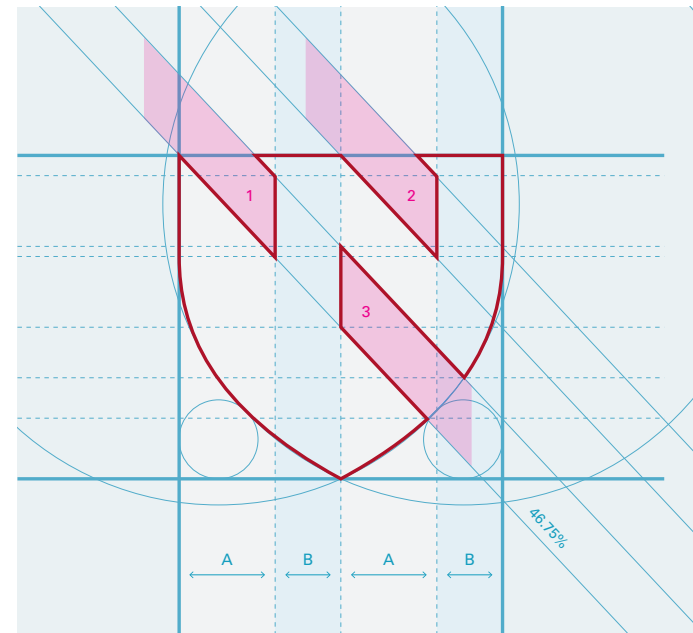
UNMC and The Nebraska Medical Center both employed a form of shield within their separate symbols, but the meaning of the aspects depicted within each shield were somewhat lost on the public. The committee agreed that the new symbol must be bold, striking, instantly recognizable and representative of the care, education and research elements of the collective entities.

Hundreds of ideas were sketched and refined, discarded and revisited. The elements needed to be strong and stylish, commanding and unique. The evolution of the final design,

created by DAAKE and shown here, effectively embodied each of those considerations.

The new emblem represents skilled leadership in health care, along with a thriving research community and a courageous medical university. The shield shape is derived from The Nebraska Medical Center's celebrated past and extraordinary present. A new red was selected that merges the two reds formerly utilized by UNMC and the clinical enterprise organizations. The three white parallelograms symbolize education, discovery and health care. These shapes are dynamically formed and purposely aligned to reach out toward something greater. They also create a pronounced yet indirect "N" positioned at the leading edge of the emblem.

The emblem, combined with the new identity, signals not only a new clinical enterprise and a significant partnership. It represents a new era in health care, education and research in Nebraska.



CHAPTER 06

Presenting the Concepts

Transitioning a brand from the design phase to the presentation phase is a huge step in the process. The creative team and the committee of representatives from The Nebraska Medical Center and UNMC had been meeting for months. The new name had been selected and a unifying emblem to be shared by the collective entities had been created. But, up to this point, these decisions had stayed within a relatively limited group of people. The work had been kept confidential, as it should be with a change of this significant scope.

Many questions remained but one had now risen to the top of the list. How will the major stakeholders who did not sit on the committee feel about these decisions?

The rebranding of one organization is a complex process. This rebrand was made even more complicated by the number of entities involved. The Nebraska Medical Center and UNMC Physicians each has a board of directors. UNMC is led by a group of individuals headed by the Chancellor, and this group

is governed by the University of Nebraska Board of Regents. There are boards of trustees and foundation groups and alumni groups. Each of these stakeholder groups would view the new brand and emblem for the first time in separate presentations. And every one of these individuals would be trusted to keep what they see completely confidential.



The goal of the design team is to be as prepared and confident as possible. We prepared by assembling what we had discovered during our research phase, along with the history of the respective brands, what we had discerned regarding The Nebraska Medical Center's and UNMC's current position in the community and their vision for the decades to come.

The team developed a comprehensive presentation documenting each step of the design process. We wanted to inform, not overwhelm. The slides included our strategy, or reasoning and our concepts. To highlight the range of our concepts, we developed several sample applications for the new identity. These served as realistic visual tools during the presentations. The groups wouldn't have to imagine what the new emblem would look like on a lab coat. We could show them.

Presentations were made to the entities' legal teams, the University of Nebraska Board of Regents, the Clarkson Regional Health Services Board, the UNMC Physicians Board, The Nebraska Medical Center Board, the Bellevue Medical Center Board, the UNMC Alumni Board and the University of Nebraska Foundation. Savvy and successful in their chosen fields, these groups know the value of a good brand and effective marketing. They also care deeply about the entities they represent



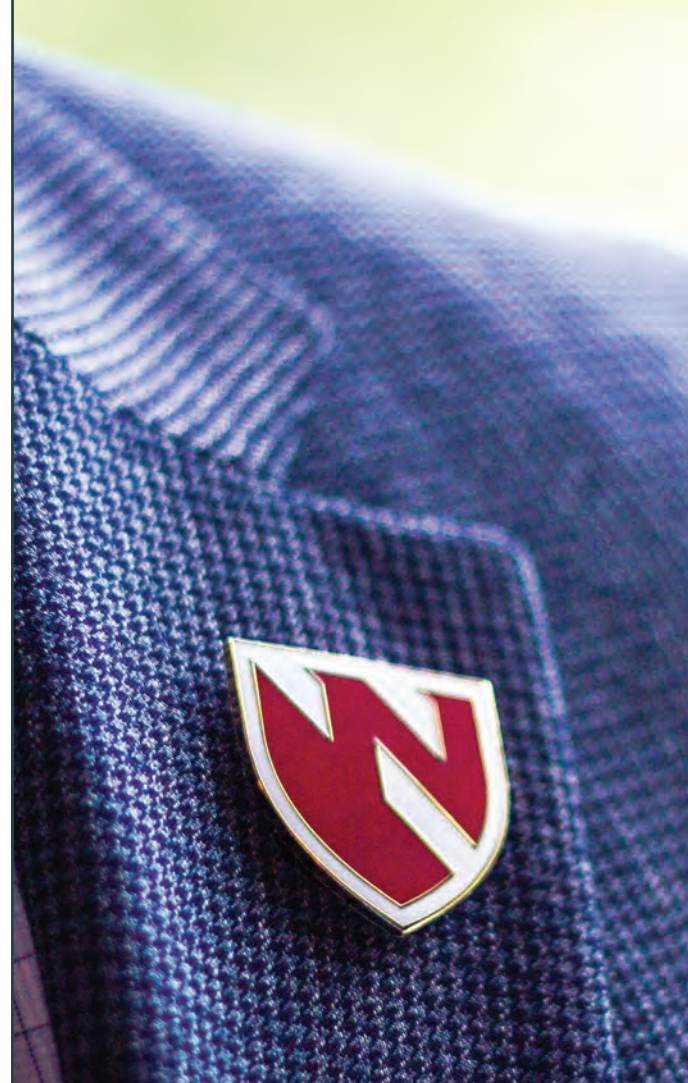
The DAAKE team showed several examples of how the new brand could be implemented. →

and the communities they serve. Protective to a certain extent, they hold the role of being good stewards over the facilities and organizations. They want what is best.

In our presentations, we conducted a review of sorts, explaining the all-encompassing work that successful branding is, as opposed to simply creating a new name or logo. We told them what rebranding can accomplish — the return on investment — and why we agreed they were ready for this change. We shared our research and how we had taken direction from it. We

detailed our thought process as we considered everything from colors to type face. We gave them our reasoning.

In each case, the new identity and emblem were greeted with genuine enthusiasm — even applause. It helped greatly that UNMC Chancellor Jeffrey P. Gold, M.D. also served as chairman of The Nebraska Medical Center Board of Directors and was a champion of the need for rebranding and of our efforts. Clearly, the new identity and emblem had struck a common chord.



IT WAS NOW TIME FOR **IMPLEMENTATION.**

CHAPTER 07 Implementation

Internally and externally, there are literally thousands of times and manners in which people will interact with a brand. Each of these interactions is called a touchpoint.

From the signs out front to the logos on the doors, the stationery, uniforms, business cards, even fleet vehicles on the street, each touchpoint has to bear the same symbol, tagline and lettering to ensure consistency of message.

Not every touchpoint carries equal weight. Some, like a television commercial, for example, will be more influential than others. Yet each must be identified prior to launching the brand to be

completely certain none falls through the cracks.

In the case of rebranding The Nebraska Medical Center, Bellevue Medical Center and UNMC Physicians and applying the new shared emblem to UNMC as well, these touchpoints numbered into the billions.

Well, not quite. But it certainly seemed that way.

Each entity consisted of one or more buildings and the signage outside. Inside those buildings were vast arrays of separate touchpoints to be addressed. Lab coats. Business cards and stationery. Billing applications. Department identification

signage and directional signage throughout the structures and parking facilities. Websites. Employee badges. Vehicles. Large and small, each of these touchpoints had to be developed and approved in a manner that uniformly applied the new identity.

There were so many separate touchpoints that it would have been impossible to replace them all in time for — or on the day of — the identity's internal and external unveiling. Instead, it was decided to make the changeover in two phases, one phase for the week of the launch and a second phase to be executed as part of a long-term master plan.

Applying the new brand to these touchpoints required considerable thought and legwork. There were mountains of forms and applications to track. It was a time consuming process. But it was also quite exciting, knowing that the day was rapidly approaching when a grand curtain would be raised, not on a single stage but on one that clearly stretched throughout the community, the region and — by way of an extensive telecommunications link — halfway around the world.



IT WOULD BE A POINT THAT TOUCHES
EVERYONE — **ALL IN THE SAME MOMENT.**



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	Email Address	Link Blue: R0 G0 B255
	Nebraska Medicine Facebook Twitter YouTube Instagram	



WE ARE NEBRASKA MEDICINE.

We have a new name for The Nebraska Medical Center, UNMC Physicians and Bellevue Medical Center. These three separate, but interconnected, organizations are now operating together under one name... Nebraska Medicine.

We will continue to deliver the same serious medicine and extraordinary care you expect, wherever it's needed — at your doctor's office, in the hospital or at an outpatient facility.

Our longtime research and education partner, University of Nebraska Medical Center (UNMC), shares the same logo. Our close relationship with UNMC makes it easier for patient care providers, researchers and educators to work together to benefit patients.

This new identity is not just a new name and logo; it reflects who we are and who we will become... a state, regional, national and international leader. But our first priority is — and always has been — improving the health of the people of Nebraska and the region with innovation, expertise and quality patient care.



For a primary care physician or specialist, or a clinic near you, visit NebraskaMed.com or call us at 800-922-0000.

CHAPTER 08 Managing the Assets

A rebrand represents a tremendous investment. Systemic institutional rebranding – when used as directional positioning and culture motivation – can be one of the most effective tools available to a transformational leader. It can be the power, opportunity and the means to unify health care entities along with thousands of employees and move them forward.

Because of their significant value, the newly-acquired assets that comprise a rebrand must be managed in an effective, consistent and thorough manner

that maximizes the return on investment. Basically, it's a form of stewardship.

In the case of The Nebraska Medical Center, Bellevue Medical Center and UNMC Physicians rebrand, and the adoption of the new identifying emblem by their academic partner, UNMC, responsibility for the planning, guidance and execution of this asset management phase fell upon the DAAKE team. Once the marketing teams from the four respective institutions identified the various publications, materials, websites and other

resources that required updating, the DAAKE team spent many days converting them.

Fully explaining the reasoning behind a rebrand helps create buy in and a desire on the part of the management and staff to preserve the new identity's integrity. The DAAKE team explained several aspects of this rebrand project by writing and designing a 16-page book, "Understanding Our Brand Strategy." This concise, informative publication anticipated more than a dozen questions that were likely

The DAAKE team explained several aspects of this rebrand project by writing and designing a 16-page book, "Understanding Our Brand Strategy." →



to be raised by the 10,000 employees of the four institutions and answered them honestly and directly.

For example, a common question from employees in a rebrand is, "Why make these changes now?" The answer:

"This is an important moment in the life and history of our clinical enterprise and UNMC that goes beyond a name change and new emblem. These changes are the visual expression of a new era, one in which all of

our stakeholders have allied together to achieve a bold vision for the future — a future we call Our Stand: We are Nebraska Medicine and UNMC. We lead the world in transforming lives to create a healthy future through extraordinary care, discovery and learning."

The need to articulate and remind employees of the meaning behind "Our Stand" was a point championed many times by UNMC Chancellor Jeffrey P. Gold, M.D. Publicizing it within "Understanding Our Brand Strategy" reinforced the

proud vision of the new identity and the need to respect and preserve it as an asset.

In laying the groundwork for future applications, the DAAKE team constructed tools the various marketing teams would need to create their own materials in-house, and we showed how best they could use them. These efforts to identify and assign stewardship ensure consistency of the new identity — no matter its application.

CHAPTER 09 A Grand Unveiling

From the bright lights of Broadway to the local community theater stage, opening night is exciting on both sides of the curtain. For the writers, directors, designers, crew and players, it is the moment when months of imagination and preparation coincide. For the audience, there is anticipation fueled by high expectations.

A new identity that will have an impact internally upon 10,000 employees and externally upon several hundred thousand people deserves to be unveiled in a similarly spectacular event, and that is precisely what occurred on October 13, 2014. Originally

scheduled for an earlier date, the unveiling was delayed by an extraordinary event of its own: the arrival of the first Ebola patient at The Nebraska Medical Center for care in its world-renowned biocontainment unit.

Once the attention of the media and the world gradually subsided, planning resumed for the day that the new Nebraska Medicine identity and shared Nebraska Medicine and UNMC emblem would finally be revealed. Teaser tweets and emails were dispatched to heighten the suspense.

Scheduled for a spacious auditorium in the Storz Pavilion on the UNMC campus, the ceremony would be simulcast across the campus, to Bellevue Medical Center, to satellite clinics throughout the region, and to UNMC personnel around the world. The room was decorated with bright lights, and a stage ran the length of the front of the auditorium.

The auditorium quickly filled with board members and employees, doctors, nurses who parked their computer carts along the walls, and medical personnel from every department in the organizations. The conversations were lively

The auditorium quickly filled with board members and employees, doctors, nurses who parked their computer carts along the walls, and medical personnel from every department in the organizations. →

as speculation about the new identity was exchanged. This was an exclusive event for the primary stakeholders. Later that day, a separate event would be held to reveal the new identity and emblem to the news media.

UNMC Chancellor Jeffrey P. Gold, M.D., began by announcing, “This is a momentous day,” and led the audience through a slide presentation that recounted the initial planning sessions nearly 10 months past, through the research and design phases to the approval process and all the detail points in between. He then enlisted the help of a select few and the curtain behind them





was removed to reveal in huge lettering “UNMC” and “Nebraska Medicine.” Between UNMC and Nebraska Medicine stood the giant new emblem.

The standing-room-only crowd broke into applause. Heads nodded. The smiles were genuine. Acceptance of the new name and emblem was immediate. Later, everyone received a gift pack of items emblazoned with the new identity and emblem, along with a copy of the publication, “Understanding Our Brand

Strategy” to help address any questions they might have.

“Today will be the last day we use the term ‘clinical enterprise,’” a smiling Bill Dinsmoor, CEO of Nebraska Medicine, told attendees. “Aren’t you glad?”

Dr. Gold spoke of how important it was that the identity and emblem visually express the close ties between Nebraska Medicine and UNMC. He expressed confidence that they both are reflective of the organization’s more

comprehensive level of services and also incorporate the legacy of the individual entities that comprise it.

Bradley Britigan, M.D., president of Nebraska Medicine and dean of the UNMC College of Medicine, proclaimed the day to be a celebration. “It represents the next stage of a strong Nebraska health care organization known for its excellence, innovation and quality patient care,” he said, “as well as its cutting-edge, internationally recognized

edicine



medical research, and its education of the majority of Nebraska health care providers.”

The excited buzz continued as the audience filed slowly from the room. Onstage, Chancellor Gold posed for photographs beside the new name and emblem.

Clearly, the event had stirred deep pride in everyone who witnessed it – pride in the moment, and in the promise of things to come. They had become one in their enthusiasm.



**THE PROJECT'S
PRIMARY GOAL
OF CREATING UNITY
WAS A RESOUNDING
SUCCESS.**

AFTERWORD

Keep Moving


“At a very pivotal time in our history... DAAKE really helped to unify us, to engage us in the process, brought tremendous expertise, really allowed us to take a deeper look at what we were trying to accomplish to ensure that what we came up with made sense and would be compelling and true internally – and that we would feel comfortable and proud to project externally.”

Tadd M. Pullin, FACHE

Senior Vice President Marketing and Planning
Nebraska Medicine

A brand has a life of its own. It has energy. It has power and a physical presence. It should be seen – and heard. It is a feeling, an emotion, a spark. It conveys movement, status and vision. It is an idea that matters. It can be taken wherever you go and shared with everyone you meet. And because it has life, a brand needs to keep learning and doing. It needs to advance or risk stagnation, loss of identity – and purpose. A brand must keep moving, growing, responding.

That is why the work on a rebrand doesn't end with the launch.



In the days and weeks that followed that “momentous day,” the team effort on the part of DAAKE and the leadership, marketing and public relations teams at Nebraska Medicine and UNMC has continued.

Internally and externally, the new identity and emblem have been welcomed. The community had very little difficulty associating the new visuals with the longstanding campus entities and the various clinics. The news media immediately began incorporating the name Nebraska Medicine into their reports. Confusion has been minimalized by the extensive awareness campaign surrounding the launch and subsequent print and media advertisements.

Looking backward, this project began with an idea and a goal. Thanks to the dedicated efforts of dozens of individuals working together, the idea has become reality. The goal of creating unity has been met. Nebraska Medicine, UNMC and everyone they represent are moving in one direction.

FORWARD.

DAAKE (děy-kēy)

We specialize in rebranding established organizations. We’re convinced that the process of rebranding is a transformative and rewarding experience for companies.

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