

DoveLewis



DoveLewis Emergency Hospital

DoveLewis was at capacity in their new space, yet there was a feeling they were not well known as a brand and their non-profit programs were not on the radar at all. Consumer focus groups with past clients and veterinarians made up the bulk of the discovery process. Strategic workshops post-groups helped to clarify and internalize the findings. We learned that people who know about animals (lovers and vets) recommend Dove to others. Dove had a great word of mouth reputation but the brand was 'scary' because it was based on emergency only and people didn't want to have to take their 'kids' there. We sought to incorporate the human-animal bond as well as the belief that they could communicate with them. Ultimately, the solution was to make the hospital feel more like a pre-school - and using illustrated animals 'speaking' icons to illustrate and dial up the awareness of non-profit programs within the new hospital (via capital campaign.) The positioning idea was summed up as 'Where those who know go.' A new corporate identity and series of ads that became the umbrella for the capital campaign and ultimately the 'look and feel' of the new hospital were done by Sandstrom Design. Subsequent strategic planning work with the leadership team and Board led to the creation of a new revenue stream (online training.) And lastly, culture work with staff DVM's helped to ease traditional tensions and help create an environment that not only raised morale, but lowered critical staff turnover. DoveLewis has seen positive upticks in all their endeavors from a successful capital campaign, to strong (record setting) annual fundraising efforts, to a strong team (waiting list) of ambassadors and volunteers. DoveLewis has been voted one of the best non-profits to work for for the past 5 years consecutively since this work was initiated.