

Vital Partners Inc.

Creating and launching a new brand using good communications

Objective: To work with the Vital Partners Inc. team to successfully rebrand and launch their new company

Achievements:

- Adapted to an industry atypical to The Agency's client-base
- Completed the project on-budget and on time

The Agency was approached by members of the (then) Vital Benefits team to assist with the launch of Vital Partners Inc., a new affiliate brand focused on insurance and benefits for entrepreneurs and small businesses. Our team was tasked with assisting in the planning, execution, and launch of the Vital Partners company, including brand development, collateral development, and media relations.

With this launch it was important that the messaging to existing clients communicated that things were not going to change – clients would still receive the same, great service they had come to expect from Vital Benefits. We worked with the Vital Partners team to establish the company's goals and objectives, as well as their Brand Promise and overall communications program strategy.

Launching the new brand required creating all new marketing materials including: a website, logos, icons, business cards, head shots, pop-ups, and greeting cards. We assisted in the creation of these materials from helping to decide brand colours, to suggesting Vital Partners as the name for the new organization.



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focus on their new blog, as well as regularly scheduled newsletters sent to stakeholders and prospective clients that linked back to their new website. This also enabled Andrea and Jennifer to become thought leaders in their space under the new Vital Partners Inc. brand. Their existing clients were able to access the same knowledge and expertise that they had come to expect from the team, while new audiences were able to get to know Vital Partners Inc.'s team under the new brand.

Beyond the rebrand, The Agency is still working with Vital Partners on executing their PR/Communications strategy, day-to-day social media strategy and execution, as well as creating content for the Vital Partners website.



Outcomes

- Developed a consistent and authentic marketing and communications strategy
- Built credibility with Vital Partners' suppliers and marketplace
- Successfully separated the group from their previous brand
- Brand launch coverage in: Benefits Canada, the Benefits Canada Newsletter, and SmallBizAdvisor