



Brands That Move: Creating breakthrough brands that transform organizations from the inside out.

Jeremy Harper, CMO, Corewell Health
Holly Sullivan, VP Brand and Marketing, Corewell Health
Mark Baas, President, Baas Creative



Outline/Agenda

1. Discover the importance of brand and its various roles in **bringing organizations together** and **propelling them forward**.
2. Understand our **approach, frameworks** and **tools** we used to strategize/position our brand and help it come to life and transform our organization.
3. **Uncover opportunities** at your own organization to **use brand in new ways**, to apply some of the concepts to your existing approach and to continue to elevate your brand and its relevance internally and externally.

The value of a brand



What is a brand?

From



To

Static brands

- External focus
- Marketing label
- End of the value chain

Dynamic brands

- Translator
- Unifier
- Connector
- Identity
- Transformer



Translator





Unifier

**TRADER
JOE'S**

SHSMD Society for Health Care
Strategy & Market
Development™

Connector



Identity





Transformer



Dynamic brands create a mindset



Our Story



Beaumont

Unlock the potential of integration



Translate



Translate

Unify



Translate



Unify



Connect



Translate



Unify



Connect



Identity



Translate



Unify



Connect



Identity



Transform



Corewell HealthTM

A female scientist with brown hair, wearing a white lab coat, is working in a laboratory. She is looking down at a piece of blue material she is holding. In the background, there is a microscope and a computer monitor. The word "canwe" is overlaid in large, white, lowercase letters across the center of the image. The lab coat has "Corewell Health" written on it, and her name tag reads "Corewell Health" and "Neyana Dabine".

canwe



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We can.™



Imyn B.
Empowered with mental health coaching.



We can.™

Dr. Lawrence
Medical Director for Health Equity

We can



conquer



We can



nurture



We only
take
know
for an
answer.

We can.TM



A man with a beard and glasses, wearing a teal t-shirt and grey shorts, is sitting on a blue bench. He has a prosthetic left leg. The background is a dark blue wall.

We can walk again.

Ted D.
Learned to walk again.
Crushed a 5k.



What we learned about launching a dynamic brand



Launch the new brand inside out



Engaging stakeholders is key



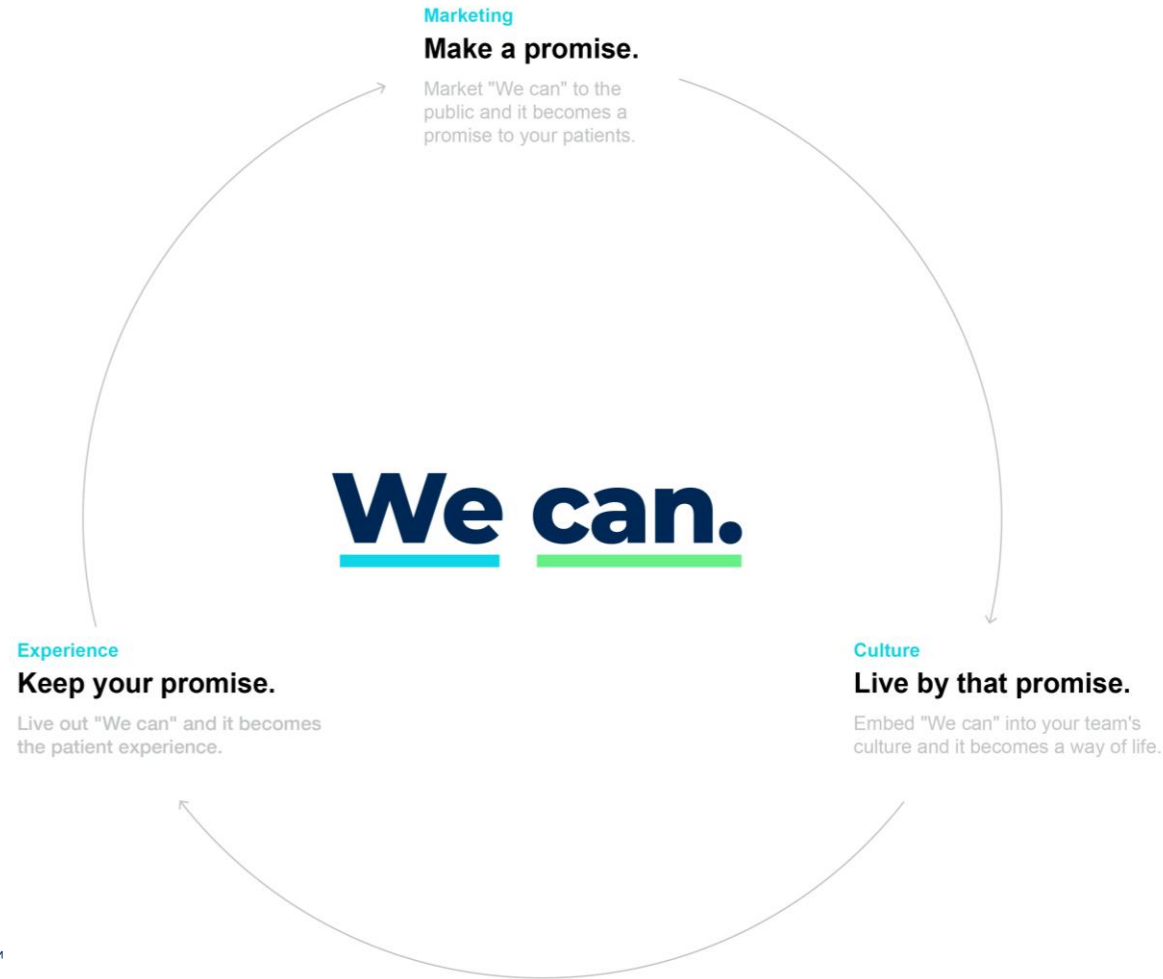
Launching a brand is not a single point in time



Co create and integrate across the organization

The Future

For Corewell Health



We can.™

Marketing

Brand Launch Campaign

Messaging Platform

Content Strategy

Recruiting Campaign

Internal Brand Campaign

Experience

Physical Experience Strategy

CTI Branded Moments

Internal Brand Strategy

Consumer Experience Strategy

Wayfinding Strategy

Culture

Talent Recruitment Strategy

Culture Ecosystem

Internal Communications

Team Member Experience Strategy

Team Member Value Proposition (TMVP)

People & Culture Strategy

Brand Infused

Harnessing the power of the brand to provide direction, momentum and clarity.

Our impact is greater together.

When it's all woven together, the brand sets a vision, culture embodies it, and the consumer experience delivers on it.

For your organization

Key Take Away Questions

- What role does your brand play within your organization?
- Do senior leaders have a good understanding of the value of brand?
- Does your internal team know and connect with your brand?
- Is your brand evolving to be relevant with your changing organization?
- Are there partners across your organization who can help you embed brand?
- How do you see this framework helping you create a dynamic brand?



Translate



Unify



Connect



Identity



Transform





Questions?

Please be sure to complete the session evaluation!



Jeremy Harper

Chief Marketing and Experience Officer

Jeremy leads several teams at Corewell Health, including insights and analytics, consumer marketing, consumer experience, corporate and internal communications, and community relations.

Jeremy has a strong track record in consumer understanding, brand strategy, marketing, and communications, which dovetails with the health care industry's increasing focus on consumerism. He leads with a focus on driving clarity, building a strong culture, and encouraging and developing innovative solutions in view of the latest challenges and opportunities. He is passionate about making health care and coverage better for the communities Corewell Health serves and the people who make it all possible.



Holly Sullivan

VP Brand and Marketing

Holly leads the strategy and execution of all aspects of system brand and oversees the use of brand and the connection of culture and experience to brand across all regions. Her team is responsible for developing and executing strategic marketing across all service lines and programs translating business strategy in a relevant way to consumers to drive business performance and grow brand loyalty. She has nearly 25 years of strategy, business development and marketing experience.



Mark Baas

President

With over 20 years of experience in brand building and storytelling Mark has done work for Adidas, Ford, Microsoft, and Corewell Health as well as a few of his favorite local organizations like Charity Water, Bethany and Tekton.

His endless curiosity and unique perspective have led to award-winning work with millions of views from a global audience. He brings big ideas and has the ability to identify complex problems and articulate clear and compelling solutions.