



PROJECT

Brand Change Announcement to all employees for a Healthcare Company



TARGET AUDIENCE

14,000 employees, Volunteers, Board of Directors, etc.



SOLUTION PROVIDED

Kettering Health Network in Dayton, OH changed their brand to Kettering Health. Management wanted to make sure that the day of the announcement, Employees, Volunteers, etc. all received a personal announcement at their homes also explaining in detail their strategic initiative. LIZard created a custom box, completed all of the fulfillment including Crinkle Cut, Water Bottle, Hand Sanitizer and Sunglasses. It was topped with a letter from the CEO of the hospital along with a pen and postcard explaining why the items that were in the box were chosen. LIZard worked with UPS and had all of the boxes packed and fulfilled and loaded into 4 UPS Trailers all sorted by hub so the majority could be received at the employees' homes on the exact same day that the announcement was made. It was a huge success.