ELEMENTS®

Creative Communications

case study :: Constellation Health Services

BRINGING A NEW BRAND TO LIFE

SERVICES UTILIZED
> Corporate Identity
> Environment & Events
> Interactive & Digital Media
> Public Relations
> Print Collateral
> Social Media
> Strategy & Positioning

Formed when Norwalk Rehabilitation was acquired by a larger out-of-state company, Constellation Health Services provides a broad range of health care services from pediatric therapy to geriatric case management.

THE OBJECTIVES
To showcase the scope of Constellation's service and communicate their mission of helping their clients lead the best lives possible.

THE SOLUTION
To distinguish Constellation from its competitors, whose marketing materials typically featured frail people, Elements' strategy included a suite of visuals celebrating health and vitality. We developed the tagline "Points of Life" to emphasize the scop of services they offer – from school-based therapy for children to home health care for elders. From branding to print materials, from website design to a social media strategy, Elements created a voice that focuses on Constellation's marketing stance: that they help their clients toward good health.

THE RESULTS
Constellation Health Services' results were immediate. First, it helped unite and reenergize the organization under a strong, new name and visual identity. Next, through careful marketing and a solid launch plan, we ensured that existing Norwalk Rehabilitation service clients were not lost in the transitioning but instead, part of a much larger network of staff and resources that offered not only better rehabilitation services —but a newly expanded list of capabilities. Finally, the unique, fresh positioning Elements established for Constellation by focusing on health. The idea of getting "back to the life you love" was so well received by the public, that Constellation has been rapidly growing and expanding their service area and have been opening new offices every year since their launch.