

A brand can represent of a number of things, from the overall reputation of your organization to the performance of a specific product. For your workplace wellness initiative, a brand can define your organization's commitment to employee health and wellness.

Note: This process may take from two to six months.

## An opportunity to engage employees:

Engage employees in an activity of determining your wellness brand. Pair a “name” along with a “logo” and use that *brand* each time you promote an event, program or policy. In addition, there will be times when leadership sends communications (e.g., e-mails, letters) on behalf of your wellness initiative; make the brand visible on those announcements as well. Pretty soon your employees will take notice of the positive changes within your work environment and associate opportunities for health improvement with your wellness brand.

## Two suggested approaches to involve employees:

### OPTION 1: HOLD A CONTEST

1. Announce the contest. Reference and/or use **TEMPLATE ANNOUNCEMENT**.
2. Collect the ideas submitted.
3. Review the ideas.
4. Choose a **name**.

#### Example

*A fictitious organization, Custom Design, is in the graphic arts design business. After conducting a contest, the list of entries was narrowed down to the top 5:*

*Designing my health*

*Drawn to health*

*Draw me healthy*

*Custom Design: A picture of health*

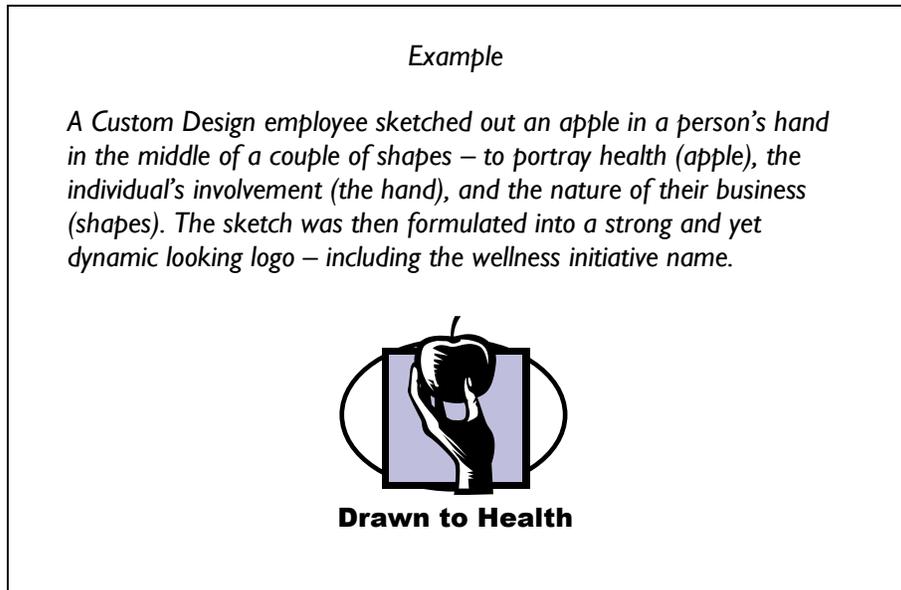
*Design for better health*

*After reviewing the entries, the wellness committee determines that it likes the name “Drawn to health.”*

*The contest prize is awarded to the employee who submitted that entry name.*

5. Choose a **logo** to go with the name.

- Review all logo ideas and drawings submitted.
- If you are fortunate to have a graphic design team at your organization, enlist their help to enhance the logo.



6. Once you have the final logo design, put the name and logo together to form your wellness initiative's **brand**.
7. Obtain approval for the brand from legal and leadership, if needed.
8. With your new **brand** prominently displayed on your release, send a formal announcement from senior leadership:
  - Make a formal announcement to kick off the employee wellness program.
  - Announce the winner(s) of the brand contest.
  - Highlight any upcoming wellness initiatives (biometrics, health assessment, recruitment for wellness committee, etc.).

**OPTION 2: VIA COMMITTEE** – See next page.

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**– DEVELOP AND VOTE ON THE NAME FOR THE WELLNESS INITIATIVE**

1. During a planning or wellness committee meeting, brainstorm names for your wellness initiative.
  - To get ideas flowing, ask attendees to provide words that remind them of health and wellness, and words associated with your organization or industry.
  - Capture ideas on a whiteboard or large pieces of paper.
  - Discuss and vote on words that are most liked by attendees.
  - Next, try clustering words together as in the graphic arts organization example above.
  - Develop combinations of words that represent the nature of your business along with words that depict health and vitality.
2. Narrow the list to 3 to 5 final names.
3. Conduct a vote to select the **name** of your wellness initiative.
4. Post-meeting: Have a member of the graphic design team or a creative individual develop 2 or 3 logo options.
5. At the next planning or wellness committee meeting, vote on the final **logo**.
6. Put the name and logo together to form your wellness initiative's **brand**.
7. Obtain approval for the brand from leadership, if needed.
8. With your new **brand** prominently displayed on your communication, send a formal announcement from senior leadership:
  - Make a formal announcement to kick off the employee wellness program, announcing the new **brand**.
  - Highlight any upcoming wellness initiatives (biometrics, health assessment, recruitment for wellness committee, etc.).