

MAKING PUBLIC SECTOR WORK BETTER

OPPORTUNITY

With the HR profession at an inflection point, how can we evolve a century-old brand to address the evolving challenges of today's workplace and maintain relevance to its members?

INSIGHT

The post-pandemic workplace has seen human resources evolve from a transactional to a transformational relationship with employees. HR professionals are not just the personnel people anymore. They're taking a more prominent role in their organizations – allowing them to make a real impact to those under their stewardship. The Great Resignation was a wakeup call, signaling a renewed desire among employees to find purpose-driven work. Public Sector HR professionals are on the frontlines of helping to communicate the importance of the work they do to current and prospective employees in their organizations.

SOLUTION

We identified impact and purpose as two of the key focus areas in the brand evolution and used this as a springboard to develop a vision of making public sector work better. This not only reflected the role that those working in public sector HR have in not only creating

better workplaces, but elevating the overall efficacy of the public sector and the impact this makes on the communities they serve. This vision was supported by a mission to empower public sector HR professionals and to create better work places for those who serve the public good. We also recommended a name change, moving away from a long and nebulous acronym to a shorter, more memorable name that brought clarity and close connection to the work they do.

THE '&'

We pitched an anthem video that didn't focus on the organization or its members at all, but celebrated the public sector workers that keep our neighborhoods moving forward. This impact story reflected the heart of the brand and captured the imagination of the client. Additional budget was found to bring it to life.

RESULTS

PSHRA was formally launched in January 2023. The new brand and name received unilateral support amongst chapter leaders, members, and stakeholders.

PROJECT COMPONENTS

- Discovery & Research
- Personas
- Brand Strategy
- Naming
- Visual Identity
- Chapter Identity
- Relaunch Campaign Assets & Video
- Course Marketing



Chapter Logos



Certification Pin



Certificates



Business Cards



Course Marketing Social Graphics

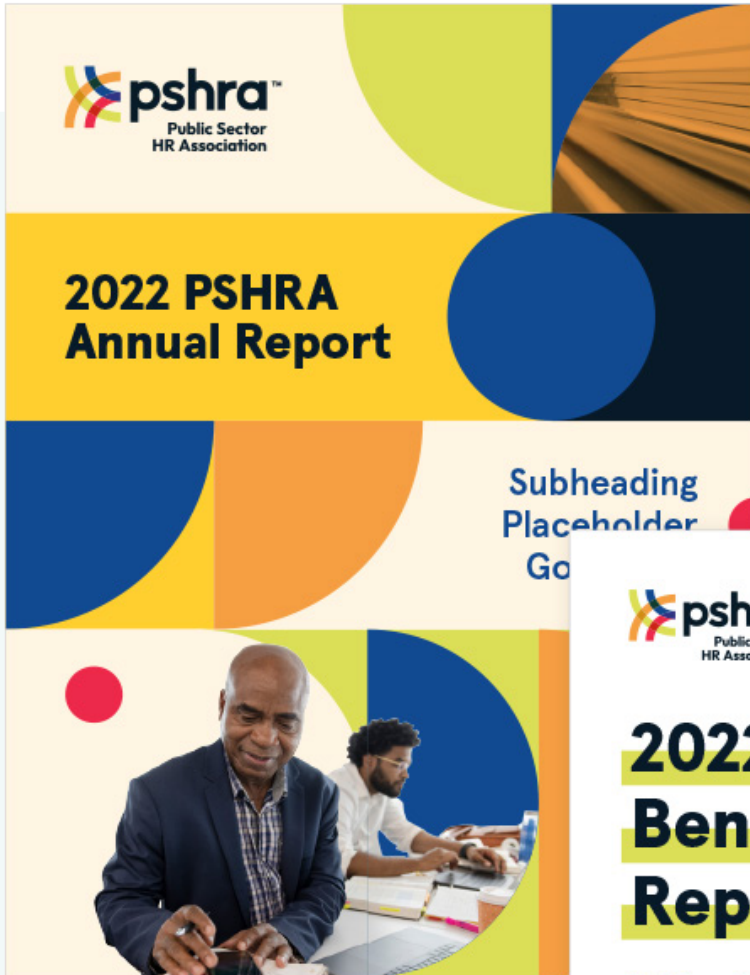
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