

# MAKING PUBLIC SECTOR WORK BETTER

## PROJECT COMPONENTS

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

## OPPORTUNITY

The association, then known as IPMA-HR (International Public Management Association for Human Resources), had to face up to the fact that their brand captured the “what” members do and “how” they do it, but it failed to express the “why”—losing an opportunity to celebrate and capitalize on the unique passion public sector HR professionals have for serving their fellow citizens.

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 amongst employees to find more **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 new

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 to create better places to work 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, captured the imagination of the client and additional budget was found to bring it to life.

## RESULTS

PSHRA was formally launched in January 2023, with a new name, logo, visual identity, and brand strategy that have been met with great acclaim by members and industry partners. While it is difficult to attribute numerical results to a rebranding project, we believe it is not coincidental that:

- PSHRA’s 2023 Annual Conference sold out for the first time, attracting more than 530 attendees from 45 different states.
- PSHRA’s national membership outperformed 2022 numbers by climbing to more than

8,500 at year-end—impressive numbers in a post-pandemic world.

- Unaudited financial results indicate that 2023 operating revenues exceeded operating expenses for the first time in ten years.
- Web traffic for first-time users increased by over 23k and average web engagement nearly doubled compared to the previous year.
- Member engagement skyrocketed for the first time in many years, which can be attributed to PSHRA's rebranded webinars and new professional development courses that included marketing materials designed by Yes&.

"Our 117 year old organization recently embarked on a critically needed rebrand. Yes& was able to engage with our membership, our board of directors and staff and through in depth discussions build a process using their inhouse design/branding knowledge that resulted in a vibrant new brand for us! This process can be difficult and change can be hard but Yes&'s deep bench of talent and expertise made many of the aspects quite enjoyable. I love our new brand and can't imagine working with anyone else to achieve this new direction for our organization. On top of that, Yes& has been able to elevate our marketing and communications to fit the new look and feel. Yes& has experience working with both non-profit associations and the public sector and that's why they have been the perfect fit for us. I am confident that with their help the future is bright for PSHRA, the Public Sector HR Association.

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**530 ATTENDEES**

AT PSHRA'S FIRST-EVER SOLD OUT  
ANNUAL CONFERENCE

**23K+**

INCREASE IN WEB TRAFFIC FOR  
FIRST-TIME USERS

**8,500+**

NATIONAL MEMBERS

**2X**

INCREASE IN AVERAGE WEB  
ENGAGEMENT



Chapter Logos



Certification Pin



Certificates



Business Cards



Course Marketing Social Graphics



Public Sector  
HR is not  
just HR.

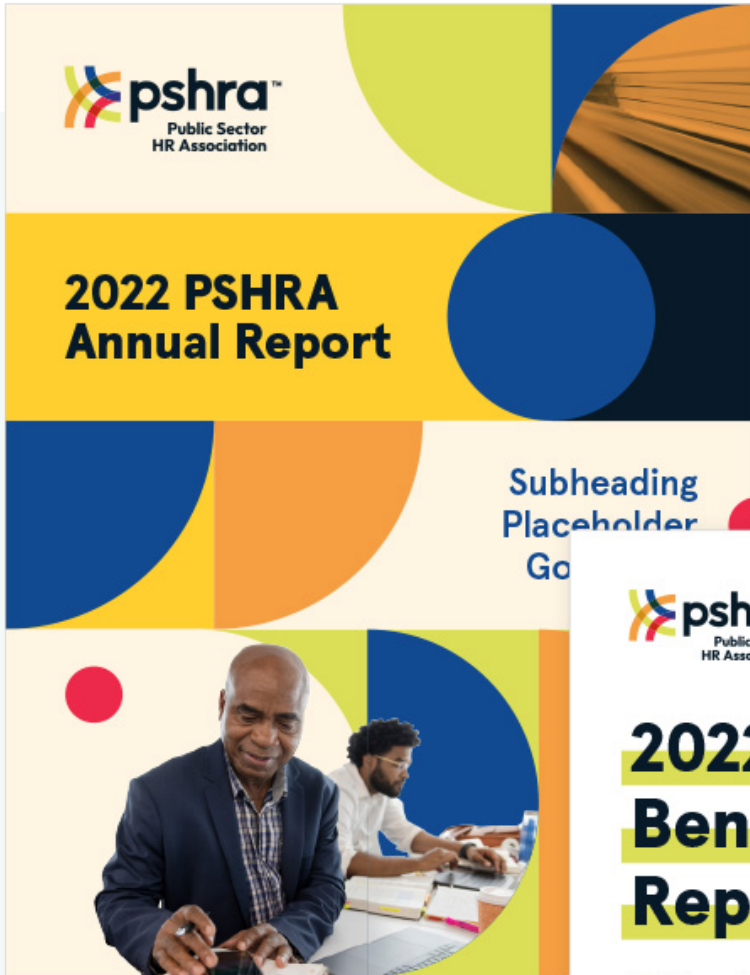


PSHRA  
knows the  
difference.

**Join Us**

[pshra.org](http://pshra.org)

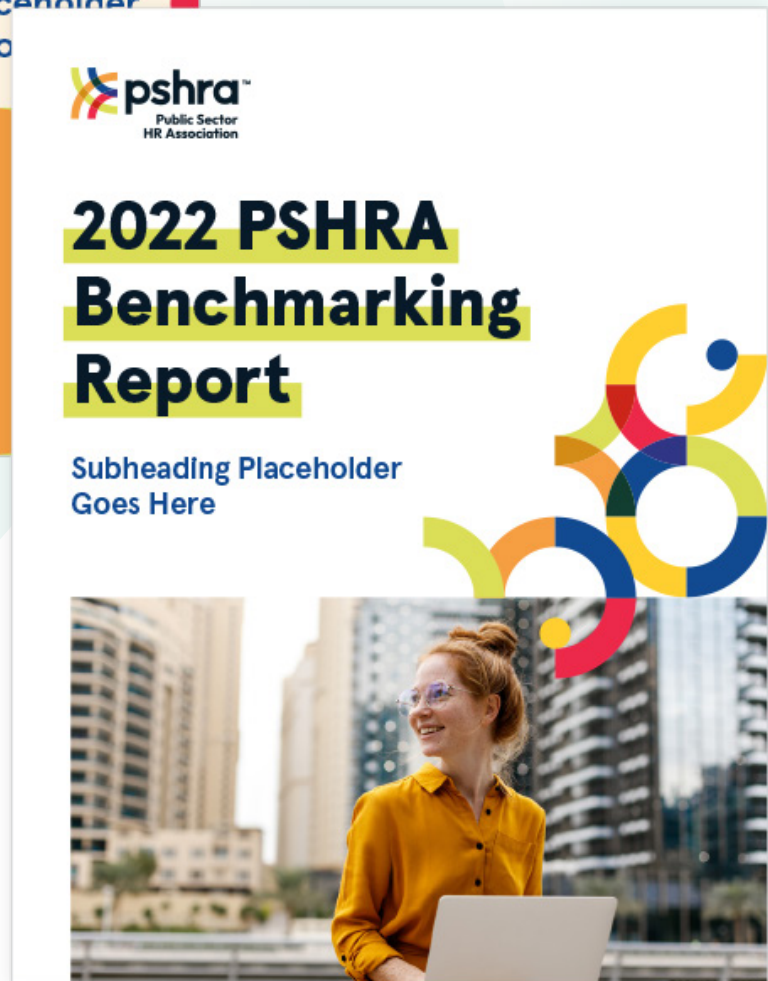
Tradeshow Banner



Report Templates



Digital Ad



Report Templates