Eight years after their acquisition, **Activa Healthcare** needed to adopt the mother brand of L&R and become a fully fledged part of the family. The concern? Activa Healthcare had built up an amazing reputation with nurses across the land – relationships they didn’t want to lose.

**Our solution?**
To protect Activa Healthcare's most valuable asset, their staff, by welcoming them into the fold of L&R. Using origami as a theme we created a campaign to demonstrate that the companies actually shared more than they realised. With the thought of ‘same people, same values, new name’ ingrained within staff, we used them to spread the word about the rebrand – supported with memorable and clever origami collateral.

**Project scope**
- Research & focus groups
- Animation
- Brochures & posters
- Launch event
- Press adverts
Origami heart box containing a brochure that explains the rebrand and the vision for the future.
Origami person die-cut brochure that communicates the values the two companies share.
All internal staff were asked to create an origami heart and write on it what excited them most about the rebrand. Once completed they were used to make a custom piece of art for the new HQ building.
An animation was created to tell the story behind the two great companies and the values they share. This was shown to all staff at the winter conference.
Our objective and obsession

We are Create Health, a pure healthcare marketing agency that shares your passion for making things better.

The brands we work with are solving real health problems every day – mending, preventing and even curing life’s trickiest hurdles. But as mind-blowing as their creations are, they’re only truly useful if they’re used.

And that’s where we come in. We turn complex innovations into creative communication by getting to the heart of why they truly matter. Because when stuff matters, people act. And when people act, healthcare continues to transform.

Our services

GET IN TOUCH

Show us something new

If you’re working on a product or service that’s going to change lives for the better, we can’t wait to hear about it.

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