



# THE UnAgency

## CASE STUDY: Valley VNA Senior Services

### Challenge:

Valley VNA Senior Services engaged Willems Marketing to assess their brand equity in the marketplace and develop strategic direction, which included creating a new name, tagline and brand promise to better position the organization.

### Solution:

We have partnered with Valley VNA Senior Services for a number of years to increase brand awareness through direct marketing, general branding activity, online marketing and PR efforts—all with the goal of raising community awareness and consistency of message.