

# Revitalizing the Menopause Society's Brand

J.B. Davis Brand Innovator with Broad-Based Background [jonathanburtondavis@gmail.com](mailto:jonathanburtondavis@gmail.com)

Led repositioning of The Menopause Society to maintain market leadership, effort that won Public Relations Society of America brand management award. The strategy unanimously passed their board, was overwhelmingly approved by members, and drove a 5X uptick in social engagement at launch. Branding extended to new name, logo, identity, tag, content, UX, and events. Engagement represented agency's 1<sup>st</sup> comprehensive branding work, from partnering with market research on front end to partnering with creative department on execution.

