

HORAN Case Study

Rebrand Put the Focus on 250,000 Individuals

A health and wealth management provider with a national footprint, Horan serves more than 250,000 individuals and 500 companies in 40 states. Established in 1948, the brand turned to Sunrise to energize their marketing efforts for a modern audience.

In today's digital age, when people are busier than ever, they want an advisor that gives their health and wealth the close attention they can't. Guided by this consumer insight, we rebranded the company with a new tagline, "Focused on You," and logo. More than a uniform design element, the logo communicated the message that Horan is focused on helping each and every client. And that resonated with the brand's existing clients as well as prospects.



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Focused On You



We used the new logo, which resembled a camera aperture, as a framing device to literally focus attention on the target audience in ads that our media team placed in target-rich environments, including business journals and airports.