

Annual Recognition Gets a Boost with Creative Design

INDUSTRY: HEALTHCARE, EDUCATION

O'BRIEN CAPABILITY: CREATIVE SERVICES, INCENTIVES & RECOGNITION

UHC is a Chicago based system providing comprehensive care, education, and research to the people of Illinois and beyond. Each year UHC distributes awards to the best and brightest in the organization. O'Brien was originally engaged to produce an award like those in years past, but felt the need to improve on the status quo. As a result, O'Brien utilized their design team to produce several mock-ups for custom, one-of-a-kind, awards.

The result was the development of a truly unique set of awards that brought life to the UHC Brand. O'Brien designers produced a piece that showcased the feel of the system through a laser cut and hand mounted award – something that had never been seen before and cannot be found anywhere else (a truly unique piece for a truly unique hospital system).

a case study

