

# Villi strategic direction

Genesis played a pivotal role in bringing **Villi** to life through a comprehensive branding process that focused on:

1. **Name and Brand Development:** Transitioned from Maxim at Home to a memorable, intuitive name that reflects the brand's mission.
  2. **Brand Development:** Developed Villi's unique identity through strategic messaging, visual design, and positioning to resonate with its target audience.
  3. **Visual Identity:** Crafted a modern, friendly aesthetic that mirrors the warmth and trust of a supportive community.
  4. **Digital Transformation:** Implemented mobile-optimized experiences and streamlined navigation to enhance platform engagement.
1. **Paid Media Awareness Campaign:** Executed targeted advertising efforts to maximize Villi's visibility and engagement across key digital and traditional platforms.





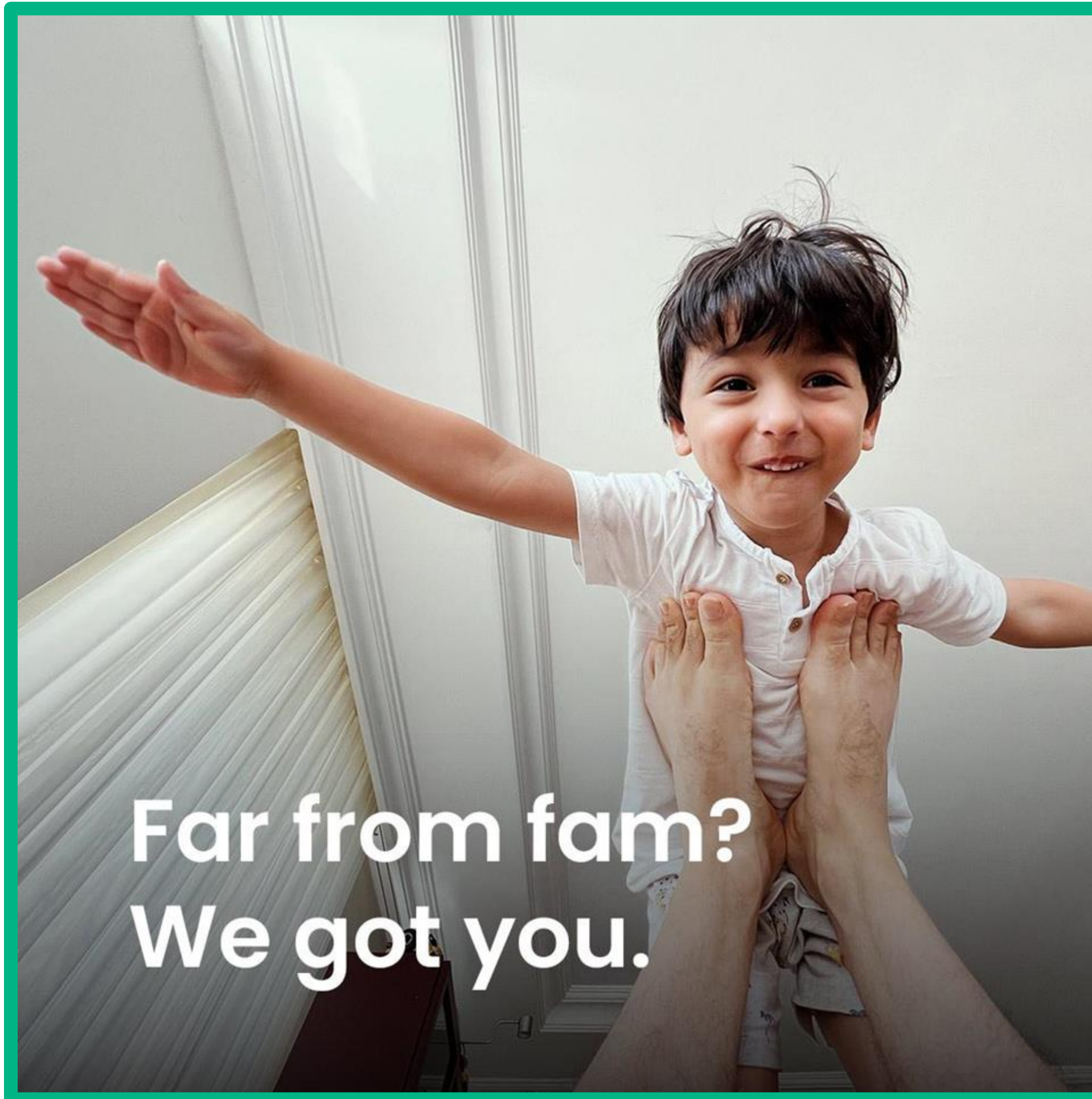
# Villi – the relaunch of Maxim at Home

# Villi name development

The name **Villi** embodied a shared commitment to community, support, and care. Whether serving independent seniors, caregivers of adults with special needs, new parents, or individuals recovering from injuries, **Villi** positioned itself as a reliable and empathetic “village” for diverse needs.

The creativity used in rebranding emphasized accessibility, inclusivity, and an uplifting approach to caregiving, making the brand a natural choice for those seeking dependable home care services.

# Villi brand identity



The age-old expression “It takes a village” refers to the way family and friends eagerly pitch in to help others within their communities. Our new name, **Villi**, echoes this sentiment that many can use a little help from the village.

It’s independent seniors. It’s caregivers of adult children with special needs. It’s people recovering from an injury, new parents, or just regular folks who simply need a little help but may not have a loved one, neighbor or community they can easily reach out to.

**Villi** is the village of support you can count on to brighten your day.



Amidst the welcoming signature, the unexpected placement of the dot on the “i” became a playful, sunny mnemonic device to suggest that our Companions are a bright spot in one’s day. The signature’s color reflected nurturing and vitality with a fresh green, while a vibrant yellow brought joyfulness and energy.



# Villi brand narrative

In every home beats a heart, a vibrant rhythm that echoes throughout rooms filled with life's experiences, laughter and cherished moments.

Homes are sanctuaries of memories and milestones, yet sometimes we are met with challenges that test our spirit.

At Villi, our community of companions share the belief that everyone deserves the freedom to live confidently within the embrace of their cherished spaces.

Villi is our commitment to nurture this independence and sense of belonging – to ensure that each person can continue to author their life story, at home.

Villi tagline

**A little help. A lotta heart.**

## Villi photographic voice

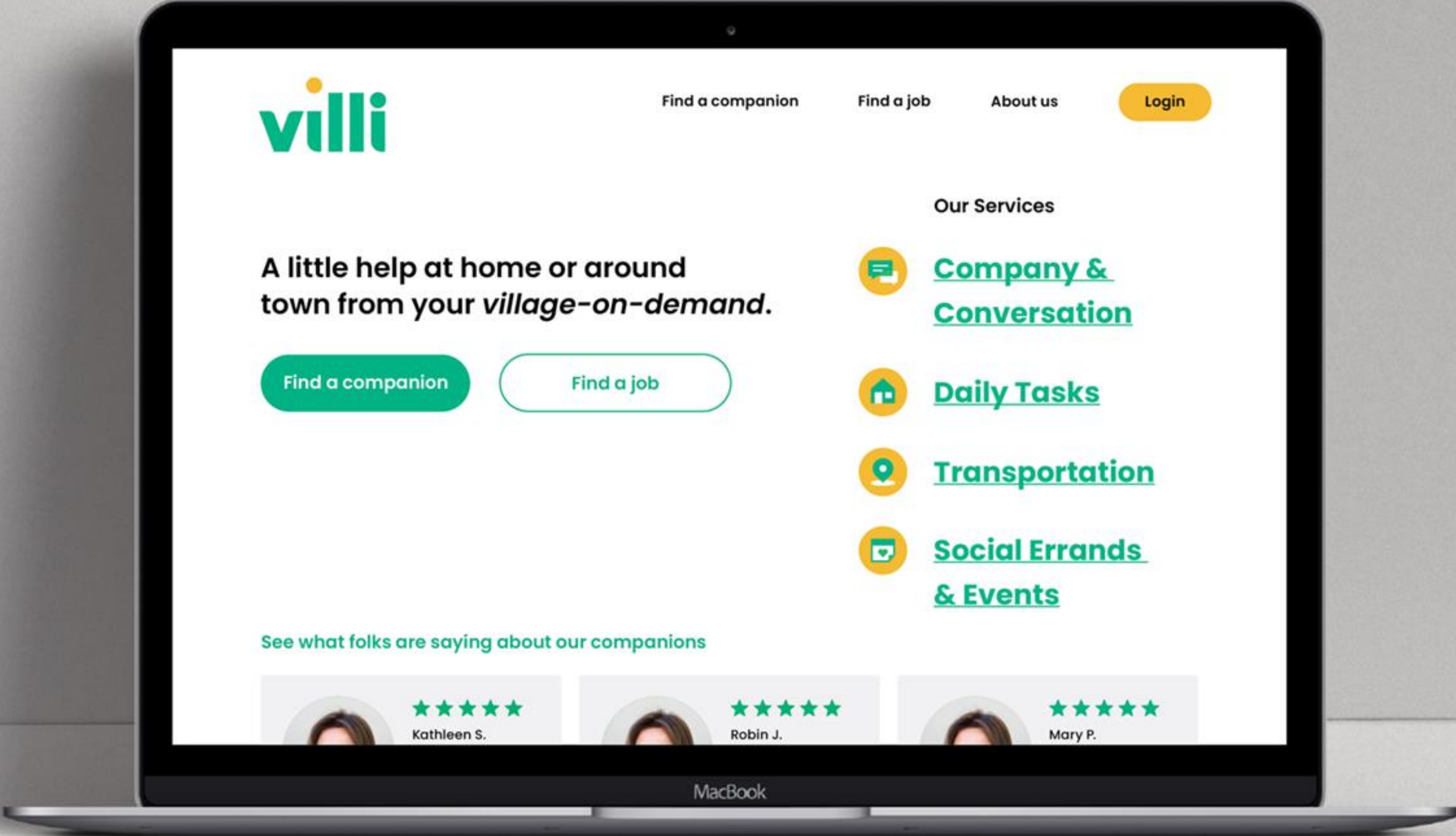
- Up close & colorful
- Celebrate independence

**Independent, free spirits wanted.**



it takes a villi

# Villi refreshed online experience



# Villi display ad

The Villi logo is displayed in white lowercase letters on a yellow circular background.

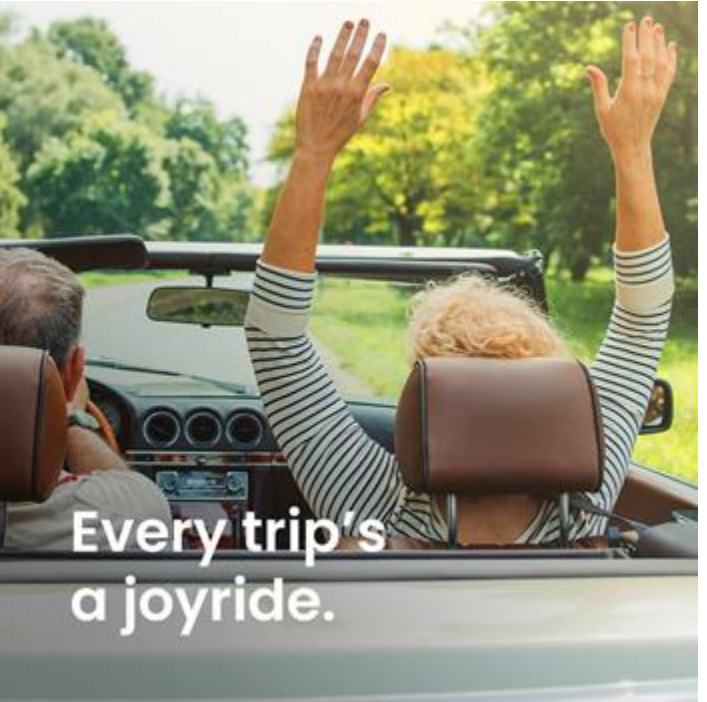
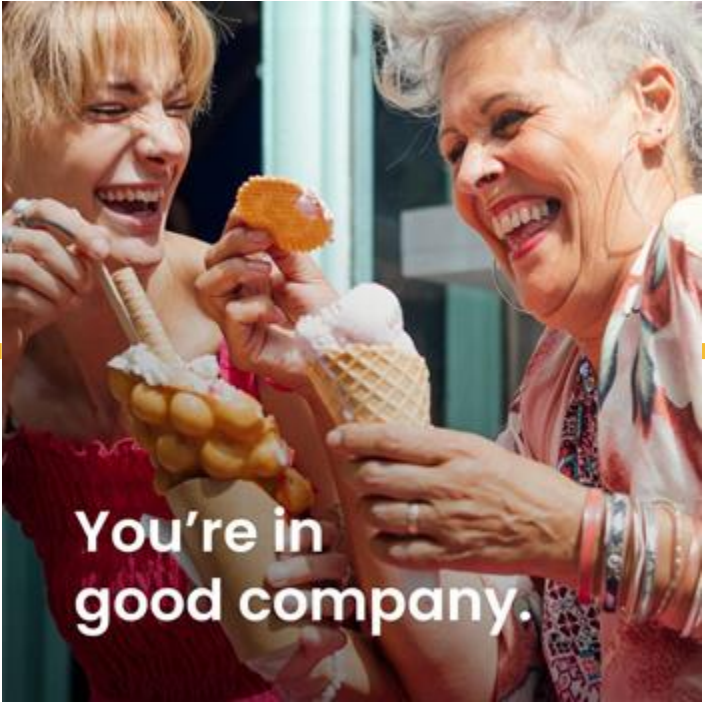
**Your trusted at-home  
personal assistant.**

**daily tasks**

**Try us without  
a commitment**



# Villi social media ad



# Villi billboard ad

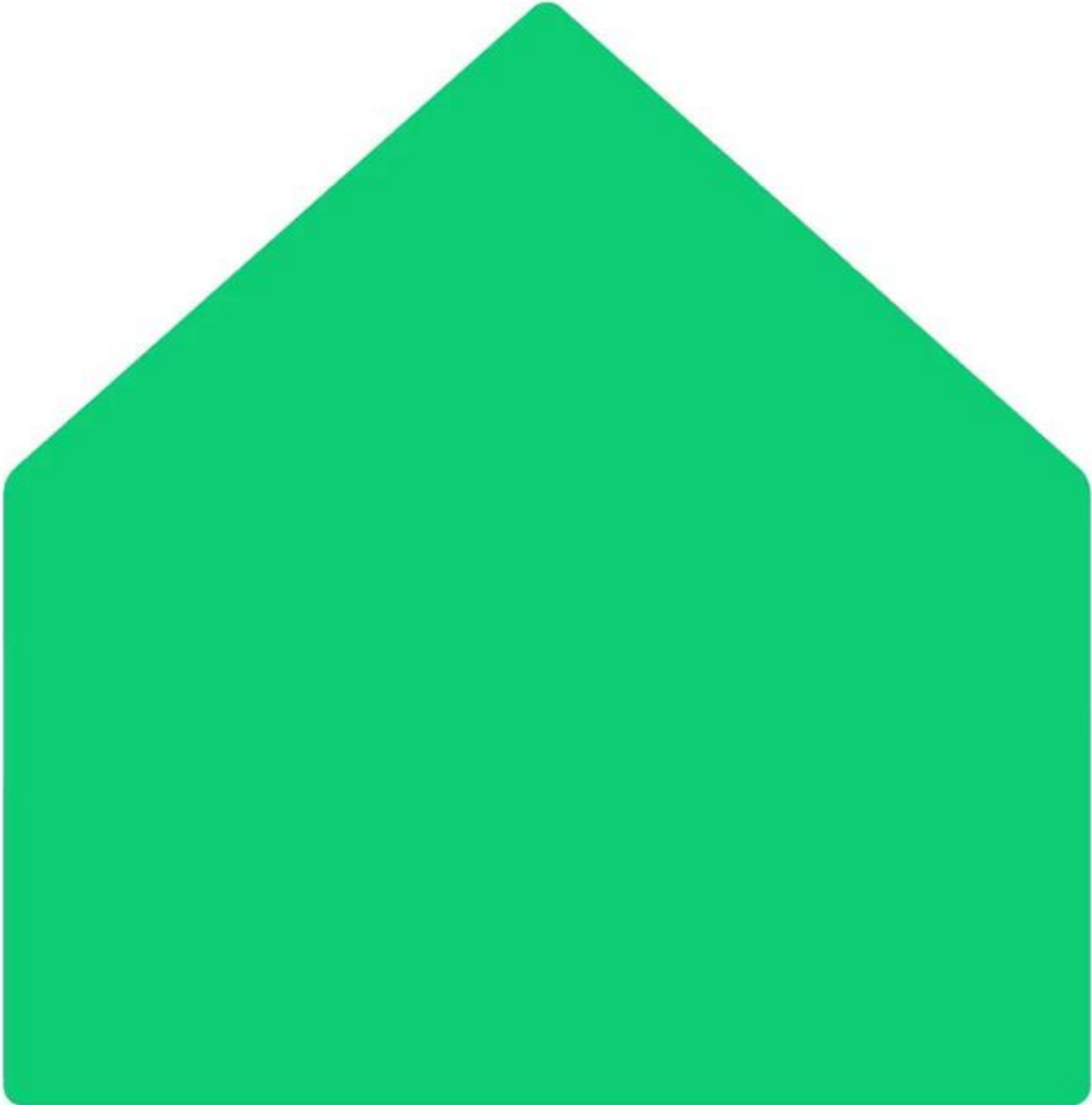
**villi**

[myvilli.com](https://myvilli.com)

**It takes a villi**

**light daily tasks   errands   pet care   meal prep**

# Villi streaming television ad



## Villi results

The launch of **Villi** marked a bold leap forward for the organization, positioning it as a leader in the home healthcare space with a brand identity that resonates deeply with its audience. The campaign generated over **19,000 ad impressions** with an impressive **4% conversion rate**, driving a **48% increase in website traffic** period over period. Visitors engaged more deeply with the site, with the **average time per page rising to 52 seconds—**a **67% increase**. By addressing critical challenges, simplifying the user experience, and celebrating the power of community, **Villi** has proven its ability to connect with its audience and ensure everyone can access the support they need to brighten their day.

Where helpcare  
comes home



Ready when  
you are



Joie de Villi ;-)

A little sunshine  
in your day

