

**Case Study:** Rebranding an 80-year-old brand to make it relevant with today's audiences.  
**Client:** Opportunity Home (formerly San Antonio Housing Authority (SAHA))

### **Background/Situation Review**

The San Antonio Housing Authority (SAHA) had a long history of serving the community with affordable housing. Over the years, while SAHA had continued to build new affordable housing communities and offered extended services such as wi-fi, transportation and more, SAHA had also undergone a series of mixed and negative reviews by community groups and the media. In 2022, new SAHA leadership led a transformative initiative, including redefined values, improved services and commitment to quality improvement in many areas. Modernizing the image of the 80-year-old brand included the prospect of rebranding its name, logo, narrative, visuals, etc.

### **Goal**

The SAHA goal was to reinvigorate its brand personality, image, engagement and affinity with diverse audiences, including its 65,000 residents, community leaders and the community at large.

### **Agency Approach/Deliverables**

Creative Civilization designed and implemented multiple phases of the rebranding process of San Antonio Housing Authority. Those phases included:

- I. **Discovery Phase** – A series of focus groups with diverse stakeholders including residents and community leaders, sharing a series of key words for interpretation and reaction. Words such as aspiration, opportunity and numerous others were discussed. Key findings and conclusions were that the term Authority in the name San Antonio Housing Authority was perceived as negative and heavy handed. In addition, the term Housing connotes a structure and no affinity, By contrast, the term 'home' is associated with family, safety, warmth, and the term 'opportunity' was highly favored as it communicates a desire to succeed and have a better life for themselves and their children.
- II. **Testing Phase**– A series of brand name concepts, taglines and narrative statements were tested among diverse audiences through focus groups. The brand name concept of Opportunity Home was the clear choice among all respondents.
- III. **Production Phase** -All communications tools and outreach methods were developed and produced, including logo, color palette, tagline, etc.
- IV. **Pre-Launch Phase** - All launch planning was developed, including press conference, advertising, media buys, public relations, social media, etc.
- V. **Launch Phase** – A 60-day emphasis period was implemented to generate immediate, high awareness of the rebranding from San Antonio Housing Authority to Opportunity Home.
- VI. **Momentum Phase** – A series of continued outreach activities such as Op-eds, presentations to various community leadership boards, etc.

### **Results**

Opportunity Home has set a new era of enhanced values and practices pronounced through its new brand name, imagery and communications. While internal and external audiences are still adjusting to the change from its 80-year-old brand name SAHA to the new Opportunity Home brand, it has been embraced as a welcome change for a better future for all.



**Logo Tagline**

A COMMUNITY OF POSSIBILITIES



**Digital Billboard**

**Digital Ads on MySA.com**



A COMMUNITY  
OF POSSIBILITIES



**Outdoor Signage**