

## PREP Program

### Brand Platform FINAL

---

#### Brand Vision: (guiding insight of PREP)

To transform the treatment and perception of psychosis – and by extension the lives of young people and their families - by intervening early with evidence-based, culturally competent assessment and diagnosis so that in 5 years most cases of psychosis are treated to remission.

#### Brand Mission: (how does PREP act on that insight)

To deliver comprehensive, conscientious and multi-faceted treatment grounded in wellness, recovery and resilience to people experiencing signs and symptoms of psychosis, as well as their families.

#### Brand Values: (code by which PREP lives)

1. Partnership: Partner with UCSF and other community stakeholders to build awareness, education and empowerment around the symptoms and breakthrough treatment options for people with early psychosis.
2. Stigma Reduction: Significantly reduce the stigma and fear associated with schizophrenia and psychosis.
3. Barrier Reduction: Remove barriers to treatment by actively reaching out in each community.
4. Identification: Identify, assess and diagnose those in need of PREP services, as early as possible.
5. Recovery: Return individuals and their families to a productive life trajectory.

#### Brand Essence: (what does PREP fundamentally promise?)

PREP restores hope to people with early psychosis - and their families.

#### Brand Strategy: (plan to meet PREP marketing objectives)

Inform and educate the Bay Area and beyond that PREP is a revolutionary breakthrough in early psychosis education, stigma-reduction, diagnosis and treatment for those who have or are at high risk for early psychosis.

#### Brand Positioning: (what will make PREP distinctive in peoples' minds?)

We truly understand what you are going through and can help. We are here for you and your family and are committed to helping secure you a dignified and productive future.

#### Brand Personality: (human traits assigned to PREP)

Hopeful, revolutionary, steadfast, welcoming, nurturing, well-informed, collaborative, outcome-driven, courageous, scientific, empowering, smart, empathic, focused, protective.

#### **Unique Selling Proposition:**

PREP is a revolutionary treatment program that delivers a comprehensive, individualized, evidence-based and stigma-free roadmap to remission and recovery for people with early psychosis, and their families.