Behind the logo: The basics of creating a winning brand.

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Session objectives

• Establish a clear definition of brand
• Outline key elements to create or refresh a brand
• Share a roadmap for brand development process
A brand you love. And why?
Hallmarks of a great brand

• Dependable
• Consistent
• Trustworthy
• Loyalty
• Enduring
The concept of brand

A shared definition
How we define brand

BRAND = CUSTOMER EXPERIENCE
BUSINESS & COMMUNICATION TOOLS
- POs/invoices
- Job applications
- Employee handbooks
- Business papers
- Presentations
- Exhibits
- Advertising

- Collateral
- Direct mail
- Newsletters/publications
- Forms
- Bills
- Customer instructions

STAFF
- Employee culture
- Expertise
- Attitude + approach
- Service
- Uniforms
- Logo ware

PRODUCTS, SERVICES + FACILITIES
- Product/service features
- Reliability/performance
- Furnishings + finishes
- Technology + equipment
- Internal + external signage
- Way finding
- Display monitors
- Posters
- Retail environments
- Packaging/bags

ONLINE CHANNELS
- Website
- Microsites
- Search strategies
- E-marketing/targeted email
- Content management systems
- Social media
- Mobile devices
- Desktop/web applications
- RSS feeds
Three forces behind all brands

- Vision: Senior management’s aspirations for the organization
- Culture: How employees feel about the organization
- Image: What external groups think about the organization
Successful brands align their vision, culture and image – and keep them aligned.
Dimensions of a great brand
Product Quality. BMW
Virgin Airlines: Distinctive experience
An outstanding employee culture. Southwest

In 2016, more than 114,000 applicants. Only 2,000 hired.
Differentiation from competitors. Target
Adaptable. Guinness

250 + years
Late 1990’s: revenue dropped.

Today: renewed focus on legacy innovation and craft to appeal to younger audience.
The end result. Fierce customer loyalty.
What is it about great brands?

Something brand owners strive for is that elusive magic of being loved by consumers. Brands like **Apple, Google and Southwest**, have earned enduring positive regard among consumers, and those companies outdo their peers because of the brand equity they have built.
A repositioning case study: Rosecrance
Rosecrance addiction treatment: brand repositioning

- Substance abuse treatment for adults and teens
- Known in local market (Rockford, Illinois)
- Growth goals: become a regional player
- What they needed from Remedy
  - Positioning strategy, why should they be chosen over others
  - Package it into a compelling story and execute marketing program
  - Share story with all stakeholders — employees, referral sources, consumers
Rosecrance Campus
Remedy Brand Summit: focus on the desired brand
Informing the positioning strategy: Four key questions

1. Who is the desired patient? (who are they, what makes them tick?)
2. What goal are they trying to achieve?
3. How do you deliver on their goal?
4. Why should they choose you over another?
Positioning statement

For families who want to be actively involved throughout their loved one’s addiction treatment, Rosecrance helps everyone reclaim what’s been lost.

Rosecrance takes a practical, honest approach that prepares patients and families for life beyond treatment. With an enlightened staff that designs an environment that helps patients discover new passions to replace addictive behaviors, Rosecrance provides the best opportunity for lasting recovery.
Positioning at a glance

Rosecrance provides the best opportunity for lasting recovery
Telling the new story
Brand attributes

Positive
Hopeful
Quiet confidence
Warm
Trustworthy
The Rosecrance way

We're always looking for better and more effective ways to give patients and families the best opportunity for lasting recovery. It’s how we’ve built a strong brand so far, and how we’ll make it even stronger in the future.

Your role

This is beyond your job description. Our people are essential to making Rosecrance the place it is today. This means taking ownership for what you’re invested in doing, and see your role as truly part of the Rosecrance experience for our patients and families.

Listen with your heart. As parents or family members, whether it’s with a patient, family member or colleague, listen with your heart.

Ask. “Is there a better way?” It’s easy to get stuck in a rut, but remember, we can always improve. Ask yourself and others what you can do differently, and why. Remember, every improvement you make will help others.

Remember: every interaction counts. Even if you don’t know Rosecrance as an organization, you’re still an important part of the process.

Focus on solutions, not obstacles. We know that sometimes, the best way forward is to take a step back. Be patient, think creatively, and remember that it’s okay to make mistakes. We all do it. Each one of us.

Your role

Your role is to be a part of the solution, not the problem. We’re all in this together, and we’re all responsible for helping our patients and families on the road to recovery.
The Rosecrance story
Prepare here for what’s out there.
Brand development impact on Rosecrance business

- Created a unified brand and story that everyone bought into
  - Raised the bar for management and staff for customer experience
- Created a marketing program for continuous presence in market
  - Focused on referral sources
  - Broadcast and online to boost visibility in Chicagoland
Value to the business: one year later and today

At one year
- Identified operational obstacles that compromised patient enrollment
- Generated highest referrals, consumer inquiries and conversion in history
- Increased by 200% patients with insurance coverage
- Within two years, dramatically shifted payer mix from 30 to 60% private pay

Today
- Rosecrance expanded offerings—addiction and behavioral health services
  - 40 locations in Chicago, Northern Illinois, Wisconsin and Iowa
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Remedy methodology

1. Research, brand strategy & planning
   - Project kickoff, current state and competitive analyses
   - Stakeholder interviews
   - Brand Summit
   - Positioning Statement
   - Marketing Plan

2. Brand identity development
   - Tagline
   - Logo
   - Brand Expression

3. Brand launch & foundational tools development
   - Internal launch
   - Website
   - Collateral system
   - Corporate stationery
   - External launch
   - Brand guidelines
Answering your questions

Thank you.