

A CASSLING MARKETING CASE STUDY



Building a new hospital is a perfect time to create a new brand identity. Valley County Health System thought it was time for a fresh look inside and out before opening the doors to a new \$21 million hospital in October 2010. VCHS purchased Cassling's brand strategy marketing package to create a new logo, collateral pieces and imaging-specific marketing materials.

In-depth Research

Before creating the hospital's new brand, Cassling's marketing team needed to gain a strong understanding of the hospital's marketing situation. An immersion visit with hospital senior management was organized to learn about the hospital's goals, target audiences, strengths, weaknesses and differentiators.

To gather input from people who deliver and experience care at VCHS, three focus groups were organized with employees, community members and board members. Each focus group lasted one hour and consisted of five to 10 people from various age groups and occupations. Participants provided open, honest input and qualitative data in the form of anecdotes, opinions and thoughts about VCHS strengths, weaknesses and position in the community.

"In a small community, everyone knows someone through someone," an employee focus group participant said. "If a child is injured at a basketball game, you want them to go where they're going to get care from people you know."

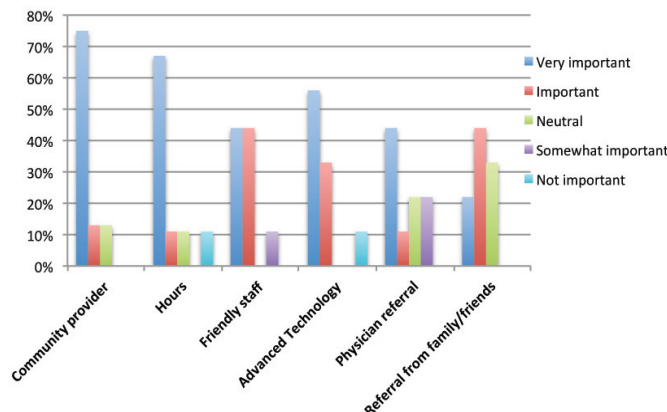
Our staff goes above and beyond – there is a sense of camaraderie. Our providers even go above and beyond to make patients feel special. Some even provide their cell phone number."

Quantitative data was captured through an audience response system. Participants ranked how they preferred to receive health information (via newspaper, website, etc.) and recalled hospital advertising. (See graph below)

Provider input was collected through a survey that asked them to rank VCHS on aspects such as quality of care, ease of use, responsiveness and service.

This entire process helped Cassling create a strong foundation for the new brand identity. The insight gained through the interviews and focus groups was tremendously helpful in shaping the look and feel of the new collateral pieces and key messages.

Focus Group Quantitative Data Capture: When making health-care decisions, what is most important to you?



Progressive Care With Compassion

VCHS held a community contest for logo ideas and offered a cash prize for the best logo. Cassling's marketing team refined the winning logo sketch and after analyzing, distilling and condensing every piece of information, created an entirely new brand identity for VCHS. This included a new tagline, positioning statement and three key messages, along with the visual brand elements of the new logo, brand standards guide and business and supporting collateral.

New tagline: Progressive care with compassion.

To support their brand recommendations and to help guide future marketing efforts, Cassling provided a comprehensive report that included a market analysis, marketing materials audit and focus group summaries.

VCHS Director of Marketing and Public Relations Bethanne Kunz, shared her thoughts on the materials, saying "The most helpful items have been the newspaper ads, calendar and fliers because they are items we use often. It has been nice to add some consistency to our marketing pieces. They all look similar and we needed that to strengthen our brand."

One Step Further

The second phase of the rebrand process included an imaging specific marketing plan to help VCHS promote their six new Siemens imaging systems. Cassling provided a comprehensive plan with an econometric analysis, competitive analysis and a year-long strategic marketing

plan for promoting the various systems to their key audiences. Additional items created for the hospital included website information and templates for a flier, digital ad, print ad and e-newsletter.

Smooth From Start to Finish

Kunz believed that the entire rebrand project went smoothly. "Cassling staff were very knowledgeable and willing to listen to our input. They were also very helpful after the branding project was finished with questions I had and assistance I needed. The focus groups were valuable beyond measure and the final products in terms of logo and marketing pieces are priceless. They will be used for years to come."

VCHS Board of Trustees Chair Kara Fischer agreed, adding "I was pleased with the services that Cassling provided to Valley County Health System. The focus group sessions with community members, employees and the board were very helpful in determining the direction for our new brand."

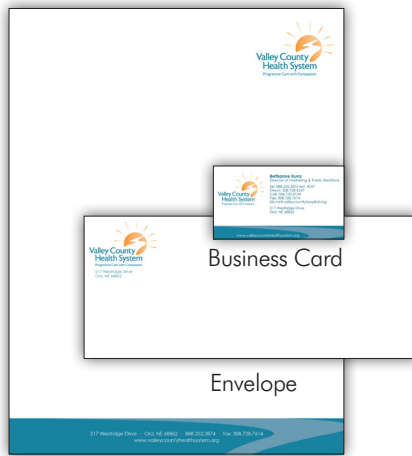
Launching a new brand can be a long and somewhat daunting task. Kunz learned that it takes time to successfully launch a new brand. "Brand recognition doesn't happen overnight," she shared. "The key is to be consistent and repetitive and recognition will come. Our organization now has a much more professional looking brand that fits nicely with our new facility."



Previous Logo



New Logo



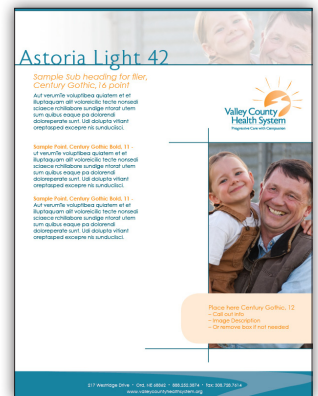
Business Card

Envelope

Letterhead



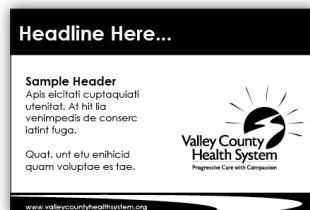
Calendar Template



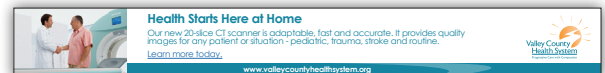
Flyer Template



Brochure



Ad Template



Digital Ad