

# 10 PRINCIPLES OF MEDICAL BRANDING

## **10 Principles of Medical Branding**

## Foreword

Medical marketing has traditionally focused on the facts: research and development, product features and technologies and scientific data. All good and necessary, but no longer enough.

Today, customers have unprecedented choices in the health care field. Competition and regulation create extreme price pressure. Industry wrestles with wholesale versus retail direct-to-consumer models. Fragmented media markets present a dizzying array of potential advertising venues. Social media can create firestorms that threaten to overwhelm a company's messaging. It's easy to become confused by so many options and lose sight of the timeless marketing principles that still apply.

Skilled medical marketers can help health care companies communicate more effectively with their customers through a myriad of emerging channels and tools. This leveled playing field enables even smaller companies to compete effectively on a global scale.

We are dedicated to helping companies become more successful. In the spirit of sharing our expertise, The Medical Package, LLC offers this primer on medical branding.

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**We market well.**





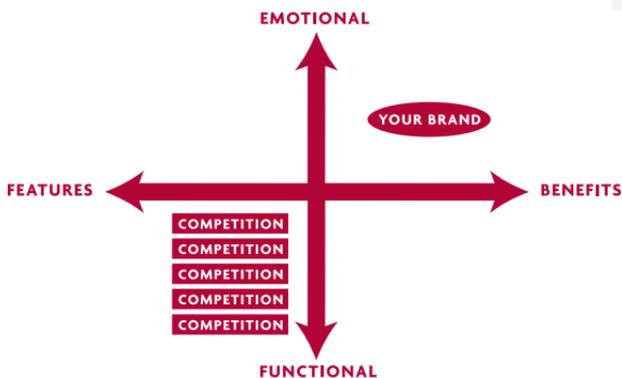
“ WE’RE  
LOSING  
CUSTOMERS  
to newer companies  
with less experience  
and lower quality. ”

# 1. **You may need to ®refresh your brand.**

The health care and medical sectors are constantly changing so even a well-established brand will need a periodic update. A successful renewal of your positioning will retain valuable brand equity, heritage and positive associations while shedding any old-fashioned and stodgy connotations.

Staging the launch of a renewed brand positioning can energize your sales force. It can make your brand more relevant to current clients and bring in new customers. It can actually breathe new life into your company and increase sales.

“PRICE  
COMPETITION IS  
GUTTING  
OUR  
PROFITS.”



## 2.

### Find your white space.

When all the brands look and sound alike, products become little more than commodities and customers will decide based on price. A company without clear and ownable positioning will find itself playing follow the leader to the bottom.

But the company that can find the unoccupied “white space” in a category can make its brand stand out. Creating a unique selling proposition makes your brand memorable, defends your prices and maintains your margins.



“OUR  
CUSTOMERS DON'T  
UNDERSTAND OUR TRUE  
VALUE.”

3.

## Map your brand's DNA.

Your brand identity should reflect the unique value of your product or service. It should define something only *your* company can own.

Companies often examine themselves so closely they overlook the larger truth of their brand identity. Marketing efforts can't succeed with a blurry brand. An outside perspective—a broader view—can quickly bring into focus what you want your brand to stand for and help develop your unique positioning. This forms the essential foundation of successful marketing.



# 4.

## Develop your brand positioning.

A brand's positioning emerges naturally from the emotional connection your customer feels with your product or service. It is not just about the features.

The brand positioning encompasses the business you are in and should be broad enough to allow your company to grow and evolve. The motto or tagline is the unique memorable expression of your brand's positioning.

“People just don't seem to appreciate why our product is **BETTER.**”

## 5. The more you say, the less they hear.

Bringing your brand back to life requires finding the single most persuasive idea. Test the originality of your idea: could any other brand say the same thing in the same way? Once you've found your persuasive message you are ready to compete. Find uncommon ways to communicate that one idea well. Stay on message. Repeat.

The best idea will support a campaign and communicate clearly in print, on the air and on the web. Beware of work that is familiar because it will not distinguish your brand. Expressions of your unique brand positioning grow out of an original creative effort.



# 6.

## **Emotion trumps intellect.**

How you communicate will determine your brand's success. You may want to promote impressive technical features, but it may not be the deciding factor for your customer. They want to hear how your brand meets their needs.

People don't want to be sold—they want to interact with a trusted friend. Passionate, emotional brand messaging connects. Soften your message and dial up the creativity to communicate benefits and your customers will buy your positioning and your brand.

**“OUR LAST  
ADCAMPAIGN  
DID NOT INCREASE SALES.”**

“OUR **COMPETITION**  
IS PULLING AHEAD.”

## 7. **Outstanding marketing must stand out.**

Don't assume your customers heard you correctly. Brands that don't establish their point of difference through effective communication allow others to define them.

In a marketplace buzzing with social media, your brand identity may become distorted. Be prepared to regain control of the dialog. In an industry that changes with lightning speed, your niche may shrink or vanish. Recognize this quickly and retool your message to capture new opportunities.

“OUR  
**MARKETING CAMPAIGN**  
just isn't working.”

8.

**If you always  
surround yourself  
with “yes-men,”  
you’ll always get  
the same answer.**

Successful medical marketing requires industry-specific knowledge and perspective. It takes specialized expertise to develop messages that truly resonate with the medical community.

Health care industries today find their opportunities obscured by an epidemic of pressures and challenges. The best treatment is to find the knowledge, experience and creativity you need in a single medical package.

[Call Laura if you want to hear the truth.]

“OUR MARKETING DEPARTMENT  
DOESN'T HAVE A CONVINCING  
**STRATEGY.**”

## 9. **Formulate your plan.**

It's not brain surgery, but it takes time, research and expertise to develop a strategic, integrated and cost-effective medical marketing plan. Isolated marketing tactics will not provide the results you seek.

There are so many new and cost-effective media today that a good marketer must be willing to experiment. It's wise to devote a portion of your marketing budget to explore new media. Formulate your plan. Work the plan. Revise the plan. The best marketers adapt to unexpected changes throughout the year, managing adversity and seizing opportunity to increase sales and profits.

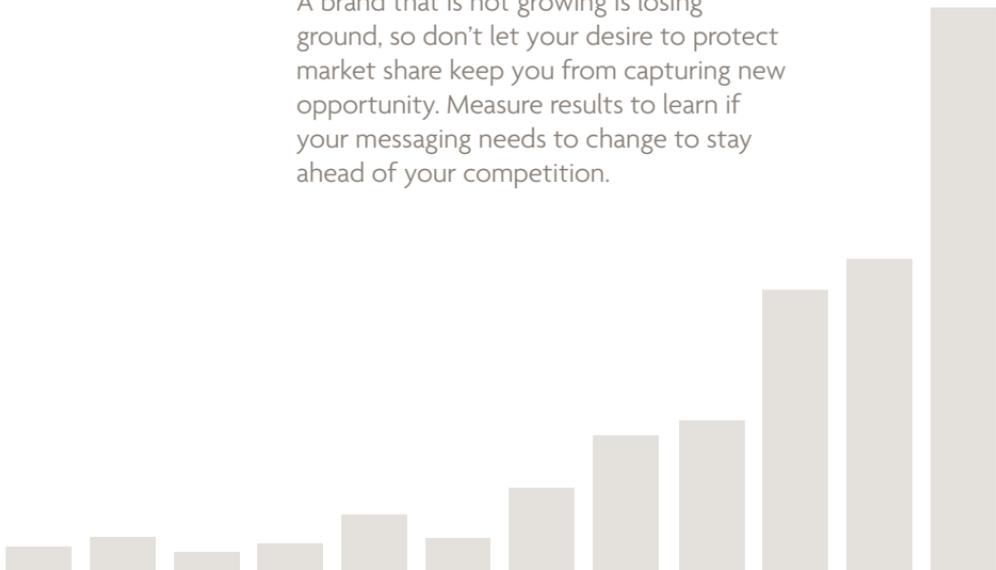
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“HALF  
OF MY MARKETING WORKS,  
I JUST DON'T KNOW WHICH  
HALF.”

## 10. **Measure your success.**

If you do not evaluate your efforts, you are surely wasting money. Build in ways to measure results for your ads, website, and collateral and you will know what works best. Fear of hearing the truth keeps many companies from asking customers what they think. Your message may succeed with existing customers, but is it failing with an even larger group of potential clients?

A brand that is not growing is losing ground, so don't let your desire to protect market share keep you from capturing new opportunity. Measure results to learn if your messaging needs to change to stay ahead of your competition.



# MEDICAL BRANDING GLOSSARY

**ANALYTICS:** The measurement, collection, analysis and reporting of internet data for purposes of understanding and optimizing web usage.

**AUTHENTICITY:** The genuine emotional connection a brand must make with each guest, customer or stakeholder.

**BENCHMARKING:** Studying the strength, risk and future potential of a brand relative to its competitors.

**BRAND:** The representation of a product to which customers attach emotional connections. It is not just the product or logo itself.

**BRAND AWARENESS:** The measure of consumers' knowledge of the brand's existence.

**BRAND EQUITY:** What the brand is worth. This includes assets (or liabilities) of the brand, both real and imagined.

**BRAND IDENTITY:** What you want the brand to be, what makes it stand out.

**BRAND IMAGE:** What people see in the brand. It represents what people think about your brand at any given time.

**BRAND LOYALTY:** The measure of the attachment the customer has to a brand. Strong brand loyalty is a predictor of future sales and strength of a company.

**BRAND TRIBE:** A formal or informal group of consumers that shares the same awareness, passion and loyalty for a brand or a portfolio of brands.

**CUSTOM PHOTOGRAPHY:** Involves a professional photo shoot, planning, and art direction. Clients receive high-end, custom work and own the rights—generally worth every penny.

**COHESIVE:** Well-integrated, unified, when parts fit and work well together...like our team; like your campaign and brand message.

**DIFFERENTIATION:** Establishing a unique position in the market.

**DIGITAL:** Where all collaterals need to be now. But we are tired of the word as well.

**DISRUPTIVE:** A term to mean innovative and transformational—what your work should be always.

**GOT IT!:** A very popular phrase used at TMP meaning “I understand, and I am starting on it immediately.”

**GUERRILLA MARKETING:** Using non-traditional media to promote a product.

**HASHTAG:** Number symbol used before a word to highlight or search for messages in social media, such as #WeMarketWell.

**INSANITY:** Doing the same thing over and over again and expecting a different result.

**LOGO:** The symbol of your brand.

**MARKET POSITION:** How the product or company ranks within a category.

**MOBILE:** On-the-go and what all websites need to be now.

**POSITIONING:** How a product or company differs from the competition.

**REACH:** The number of people exposed to a message.

**RETAINER:** Set dollar amount attorneys and advertising agencies charge, but **never** at TMP because you always have our full attention.

**RETWEET:** No, we're not Elmer Fudding. A Retweet is someone else's Tweet you re-post and share with your followers. (See **TWEET**)

**SCALABILITY:** Plans or projects adapted to your needs and your budget.

**SEGMENTATION:** Dividing consumers into groups that share similarities.

**SEM:** Search engine marketing involves increasing visibility of websites in search engine result pages (SERPs) through optimization and advertising. SEM may use search engine optimization (SEO) or use pay per click listings.

**SEO:** Search engine optimization, a key component of an internet marketing strategy, is the process of increasing the visibility of a website or webpage in an unpaid setting.

**STICKINESS:** An engaging quality possessed by outstanding interactive media that captures user attention and brings them back again.

**STOCK PHOTOGRAPHY:** Photographs generally supplied by a searchable online database, licensed for a specific use, and used to fulfill creative assignment needs. However, often these images are seen in the same space and/or can be used by a competitor. (See **CUSTOM PHOTOGRAPHY**)

**TAGLINE:** A phrase used to convey market positioning.

**TARGET MARKET:** The specific audience to which you communicate about your product.

**THE MEDICAL PACKAGE®:** A non-traditional marketing company dedicated to health care fields. Staffed with medical marketing professionals who are passionate about medicine, know their stuff and understand the industry.

**TWEET:** A 140 characters or less post to Twitter which can be good or bad depending on what you need to say and the quality of the content.

**USP (UNIQUE SELLING PROPOSITION):** A singular product benefit that no other competitor claims.

**VALUE PROPOSITION:** A summary of the benefits and value of a brand.

**VIRAL MARKETING:** Marketing tactics using social media networks to increase brand awareness.

**VOICE:** Personality of the brand that is conveyed in written materials.

**WORD-OF-MOUTH ADVERTISING:** Customers promote the brand by telling friends and family about the benefits and their experiences.

The Medical Package® is a full service medical marketing company that specializes in strategic business planning, integrated branding campaigns and better results in today's increasingly competitive medical marketplace.

The professionals at TMP have decades of experience in medical fields to help position your company for success in today's challenging health care environment.

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