

Everyone has an opinion. Ours is evidence-based.

Assignment

Rename and rebrand Impartial Medical Solutions (IMO).

Background

For over 20 years, IMO has built its reputation and brand by providing first-class service and relying on referrals to grow, one client at a time. But now, as IMO looks to expand into new markets, building a cohesive brand and marketing plan is essential to their growth strategy

My Role

I was the senior producer on the project at 52 Limited. In partnership with the account director we developed the overall initial project strategy. I managed and executed the day-to-day operations of the project; which included developing and managing the project budget, schedule and deliverables; creative talent acquisition and management.

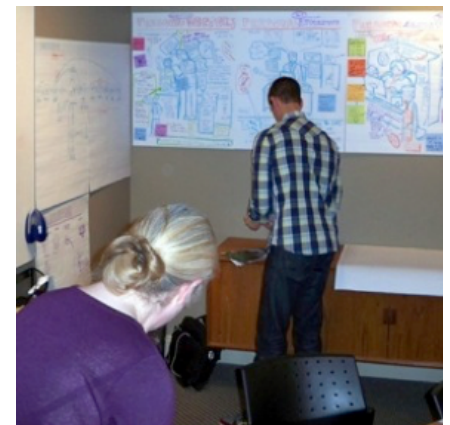
Approach

IMO has a unique challenge of needing to attract and build relationships with top-notch physicians (credibility) in order to attract adjusters (volume), but must be cautious as to how close they manage their relationships so not to appear biased by attorneys.

- **Discovery** – Step one was to do a deep dive by engaging the IMO leadership in order to better understand who they are and what they stand for. We looked for the intersection between individual passions and collective goals of the organization. We conducted an all-day discovery and visioning session and through a series of exercises we clearly identified their primary targets: doctors, insurance adjusters and attorneys then we visually expressed their customers' personas.

This process allowed us to define and visually express IMO's three main customer personas, as well as examine their company process and their strategic point of difference.

- **Brand Platform** – Based on the findings of the Discovery phase we were able to create a solid platform for the brand. The process was initiated with a Creative Brief that distilled the IMO business overview, objectives, target audiences and key differentiators. This document served as the foundation of all brand work moving forward.



That brief led to the development of a Brand Platform that encompassed the brand personality, voice, values and pillars. It included IMO's positioning statement, a new company mission statement and key messaging, all the ingredients needed to create clear and effective communications.

- **Name Exploration** – Starting with the name “IMO” (an option in play), we generated a robust set of criteria by which we evaluated the current name along with a well-reasoned set of alternatives. The alternatives were created from the foundation of our competitive research and Brand Platform. In the end, impartial was unanimously chosen.
- **Visual Identity** – Once we landed on impartial, we created a visual identity. There was a deep exploration of color, typography and marks that embodied the DNA of the impartial business culture.

Outcomes

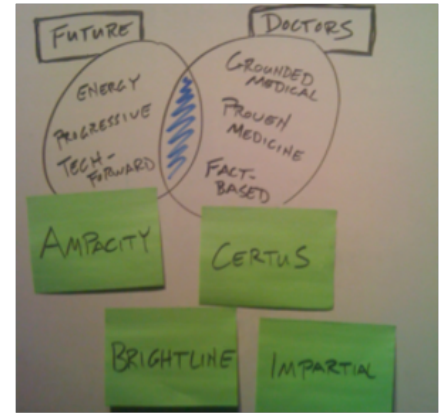
Functional Description – impartial provides evidence-based independent medical evaluations.

Value Proposition – impartial delivers a consistently exceptional experience through highly respected physicians who produce clear, evidence-based reports.

Mission – Always striving to learn more, impartial continuously improves the experience for clients and colleagues by delivering trusted medical opinions founded on evidence-based medicine and unbiased analysis.

Vision – impartial will set a new standard for the entire IME industry as it refines and scales its experience-based methodology, using it as the basis for smart, sustainable growth, geographic expansion and market leadership.

Tagline – Everyone has an opinion. Ours is evidence-based.



Color Breakdown: Primary

PMS Cool Gray 10	PMS Red 1788
C: 0 M: 100 Y: 100 K: 0	C: 0 M: 100 Y: 100 K: 0
R: 96 G: 106 B: 112	R: 237 G: 28 B: 36

Brand Typography: Chalet New York

abcdefghijklmnopqrst
 ABCDEFGHIJKLMNOPQ
 0123456789
 (+_)*&^%\$#@!}{“”·ø~^Á

