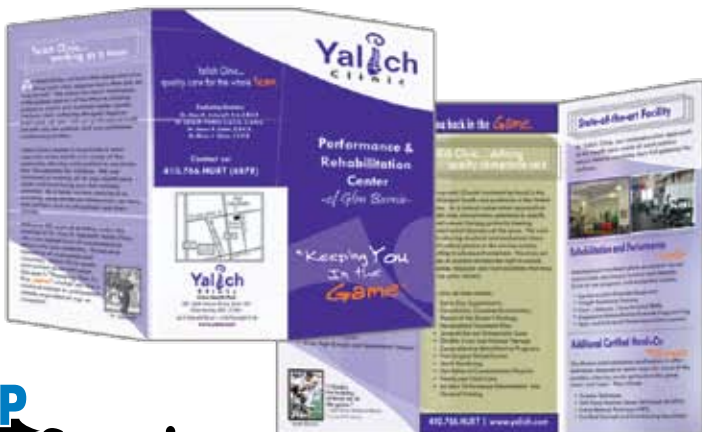


Client Case Study



Industry: Medical/Healthcare

Situation:

- A leading chiropractic firm with 20 years of experience, sought an increase in patients and referral business
- Lacked an effective, lead-generating program which resulted in sales deficiencies
- Inconsistent corporate brand translated to little brand awareness with the public
- Initial look and feel of the company, from a branding perspective, portrayed client as a smaller business entity

Solution:

- Development of a branding strategy which repositioned client according to consumer preferences and user profiles
- Creation of a Corporate Identity package consisting of logo, brochure and business cards which promoted brand awareness
- Redesign of their existing web site representing them as a major player in their field
- Development of an e-newsletter to maintain contact with existing clientele while reaching out to new prospects
- Implementation of a direct mail campaign designed to inform and educate the public of services offered while generating interest at the same time