Two Leaders, One Big Branding Challenge
The Marshfield Clinic and Ministry Health Care Heart Care Team

Marshfield Clinic and Ministry Health Care have worked together for generations to provide heart care that’s among the best in the nation. However, as two separate companies with separate management structures and marketing budgets, they had never co-marketed their heart care program. A competitor took advantage of the marketing vacuum to advertise aggressively. Their investment was rewarded by a shift in consumer preferences, a disturbing trend proven through primary research.

In late 2005, Marshfield Clinic and Ministry Health Care sought an agency up to the challenge of responding to this problem by marketing their heart care program with a singular, powerful heart care message. After a competitive search including agencies from major Wisconsin markets, Creative Communication & Design was chosen to lead the marketing of this new brand.

**GOAL**
To reclaim the leadership position in heart care after a rival program spent years aggressively pursuing market share.

**EXECUTION**
An in-depth brand discovery session and primary consumer research gave us the real insights we were looking for: Unique Selling Propositions upon which we could develop a strong branding campaign. The brand was defined as the **MARSHFIELD CLINIC AND MINISTRY HEALTH CARE HEART CARE TEAM**. This team approach allowed us to build upon the existing equity of each institution while fulfilling the client’s request to treat the two brands equally. Additionally, we developed a set of linking design elements and established a positioning statement: **TWO LEADERS, ONE LEADING HEART CARE TEAM**. By tying the name and positioning statement to our USPs and a “mosaic” message strategy, we were able to back emotional resonance with concrete facts in TV, print, radio, and direct mail advertising, as well as a microsite, advertorials, and PR. Other tools included billboards and bus wraps (the first ever to appear in central Wisconsin). Research, conducted during brand building, gauged consumer response and allowed us to make small course corrections as we learned which appeals had the greatest impact.

Internally, we used continuing education events, physician meet & greets, e-mails, and a physician’s information and referral guide to motivate and educate primary care physicians and influence their referral patterns. Talking points armed front line employees with pertinent information about the team. Lapel pins proudly displayed the new brand.

**RESULTS**
Market research revealed that within one year of the new branding campaign, consumer preference trends reversed in our favor. Now, more than four years later, the brand’s momentum continues to build, and preference scores are the highest they’ve been in eight years.