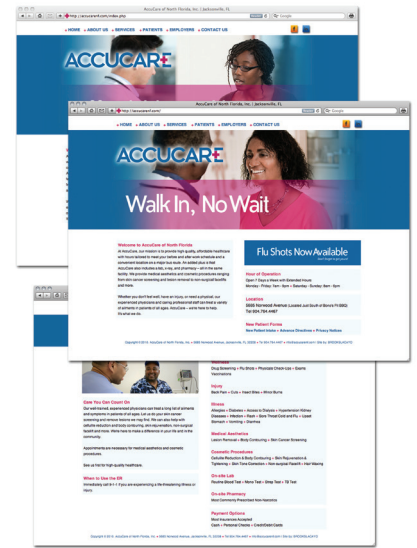
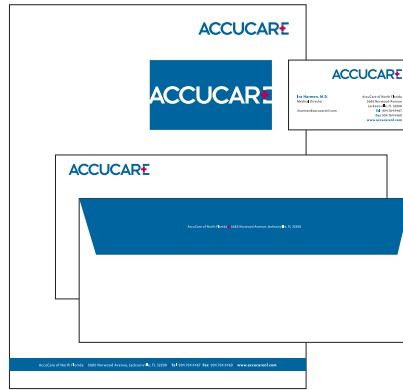


BRANDING CASE STUDY

AccuCare of North Florida

ACCUCARE+



AWARD: Graphic Design USA Winner

CHALLENGE: AccuCare, a new family practice physician's office, needed comprehensive branding that would help it stand out in a highly competitive field and community with several existing urgent care clinics operated by local and national hospital groups and pharmacies.

APPROACH: We started with the fundamentals including vision and mission statements, key messages, and marketing planning. We then shaped these ideas into a brand (logo, corporate ID package, brochure and rack cards, advertising & PR) and launched with a Grand Opening event that attracted politicians and community leaders who engaged the crowd of local residents. Churches, schools, and other community resources were the focus of extensive community outreach.

OUTCOME: The family physician practice opened in a lower income section of the city, transforming a rundown shopping mall and a derelict bank building into a health care center the neighborhood was proud of and delighted to have this additional access to medical treatment.