

# VILLAGE EMERGENCY CENTERS

Studio Brand launched the freestanding emergency-room brand Village Emergency Centers, providing a full suite of marketing and branding services.

## GOALS

- Generate brand awareness for new organization
- Establish complete digital brand presence
- Drive new patient leads to freestanding ERs

## APPROACH

- Create a strong, approachable brand with mobile-responsive, educational website
- Rapidly grow engaged social following and email marketing contact list
- Implement digital reputation management plan
- Launch pay-per-click advertising campaign

## RESULTS

- Successful brand launch
- PPC Search Impression Share of 74.91%
- 1,722% increase in PPC ad impressions
- 2,991% increase in ad clicks
- 31% improvement in online customer reviews (4.5-star average)

## THE CURRENT SITUATION

Village Emergency Centers (VEC) is a new brand comprising multiple new and existing freestanding emergency rooms organized by an investment group. With locations spread across the Houston area, VEC needed to implement a complete brand identity—including logo, clinic signage, website, collateral, social media, PPC advertising, and email marketing campaigns—in order to drive brand awareness and attract patients away from competitors in the marketplace. Studio Brand's creative teams devised a transparent, patient-friendly identity for the new brand that would define VEC as convenient, affordable, and responsive.



Reimagining disparate, existing businesses into a single, new brand that could appeal to multiple regional demographics was a fun challenge that required extensive planning and strategy to execute.

— Nathan Smith, Associate Content Director, Studio Brand



INDUSTRY: HEALTHCARE

YEAR: 2017

SERVICE SCOPE BRAND DEVELOPMENT

PROJECT TEAM:

BRAND DEVELOPMENT · CONTENT MARKETING · SOCIAL MEDIA MARKETING · WEB DEVELOPMENT · INTERACTIVE MARKETING · INBOUND MARKETING

## THE SOLUTION:

SB created nearly every element of the new business' brand, including logo, brand colors, website, social accounts, landing pages, signage, emails, and pay-per-click ads. We built a mobile-optimized site with multiple location pages optimized for search engine ranking. We supplied all of the collateral needed to successfully launch the brand and build awareness of its locations and services.

## PROJECT GOALS AND OBJECTIVES

SB worked with Village Emergency Centers to create family-friendly, appealing medical branding and marketing, beginning with an aesthetically comforting design for the company's logo, website and social media profiles. Our ultimate goal for the brand was to market VEC throughout the Houston area, increase brand awareness among digital consumers, and raise target-audience engagement across all relevant online platforms. SB prepared all digital and hard-copy collateral for the company's launch and initial delivery and conducted media outreach and publicity.

## MEASURE OF SUCCESS

The brand development work put in by Studio Brand transformed multiple, distinct emergency rooms into a single, unified brand. New patient reviews improved dramatically. Direct mail, email, and PPC advertising campaigns drove new customers to the brand's new website, where relevant content improved average time on site over the locations' previous webpages. The ownership group's ultimate goal of a successful brand launch was achieved.



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