

Creating a strategic brand name and graphic identity to position a new joint venture in an emerging market.

Executive Summary

When Navocate Consulting (NavCon) developed a joint venture to create a national network in the commercial laundry industry, the network needed a name and brand identity. After identifying communication strategy and message points, NavCon created the company name and managed development of the graphic identity system. The resulting brand for MEDtegrity Healthcare Linen & Uniform Services is used for all corporate identity and marketing to build national recognition and awareness.

Background

NavCon was approached by several independent companies in the commercial laundry industry wanting to compete for national health care outpatient business against large national competitors. They asked us to create a both a name as well as a corporate identity that would enable them to market nationally, yet maintain their local company names and identities in their local markets.

Strategy

Each of the commercial laundry companies was family owned and operated. Consequently, the network's primary points of difference, relative to national competitors, included:

- Higher quality
- Better service
- Value pricing
- Direct owner involvement in each account

In addition to communicating the quality and service benefits of working with independent companies, the group wanted a name that clearly positioned the network as a provider of medical linen and laundry services.

Action Plan

Navocate Consulting:

- 1) Developed a nested branding strategy that created a national brand identity, but also allowed local companies to maintain their existing corporate names and marketing programs.
- 2) Conceived the name 'MEDtegrity,' which is a morpheme¹ that combines two key concepts: 'medical' and 'integrity.'
- 3) Developed a tag line (healthcare linen & uniform services) to clearly position the company within the medical segment.
- 4) Managed development of a graphic identity based on a strategy of:
 - a. Creating a professional, corporate, Fortune 500 look and feel.
 - b. Positioning the company graphically by using appropriate shades of 'medical blues and greens.'

Results

- The MEDtegrity logo has created a national brand identity for the network, and is now used in all national advertising, collateral materials, sales presentations, and trade show exhibits.



- NavCon further secured national trademark registration for the brand name.
- The MEDtegrity brand has gained national recognition for the network. Examples include:
 - Many local market prospects recall having seen the MEDtegrity brand name. Further, they indicate that the MEDtegrity brand enhances the perceived value of the local member company.
 - Customers bring copies of MEDtegrity advertising to the trade shows at which the company participates—seeking the company out based on its brand and message strategy.
- Refer to: www.medtegrity.us

¹ Morphemes are grammatical units of language, each constituting a word or meaningful part of a word.