

DESIGN BRIEF

Branding

Dental tourism agency brand identity

PURPOSE

The branding purpose is to provide our business with an identity.

It is required to come up with a creditable trademark, consistent with our values, the industry sector and the level of service we will provide.

The business model will be Digital Tourism Agency, initially focused exclusively on the UK market. Expansion to further countries where the English language is widely spread is considered a future business strategy.

TARGET

The market target is the UK population on the average financial level, requiring dental healthcare and dental cosmetic treatment.

The predominant factors motivating our clients to accept our services will be:

- Affordable prices compared with the UK's similar level of service.
- Our reputation:
 - Quality of dental treatments.
 - Quality of our customer support.
 - Surgeon-Patient relationship.
- Tourism capabilities.
- General customer experience

There are at least two segments in the market:

- People in need of Dental treatment, considering a vacation period
- People on leisure travel, considering dental treatment.

COMPETITORS

- Dental Tourism agencies targeting UK Market
- UK Dental clinics offering services abroad (via partners or their external delegations)
- Dental clinics outside UK promoting themselves in the UK market
- Medial tourism agencies

VALUES

Values are the foundations of our identity.

Our business core values provide a boundary of behaviour for the brand to operate according to a specific philosophy of conduct.

The values guide our decisions and actions to push our brand forward towards what we want our clients to say about us. We want them to say that we are a company you can trust, full of knowledgeable people who can empathise with the customer and guide them through a journey.

The values are a projection of what we want the customer to feel and the memories we want them to have after they use our service. We want our customer-centred service to work together with the tourism capabilities of Spain to speak for ourselves and turn every customer into the best prescriber of our service.

Our values are:

- Trust
- Quality
- Customer satisfaction
-

Building a healthier society is our mission, and we will do it by providing access to high-quality dental healthcare at affordable prices in UK's favourite travel destination.

WORK CLOUD



DESIGN

The style of the logo and the trademark has to be simple, clear and honest.

5 QUESTIONS DEFINING OUR IDENTITY

WHO WE ARE?

The Founder, Oscar Martinez, has a background in Project Management and has completed projects in different fields like TV, Engineering or Construction. Oscar always had the vision of running his business, and this project merges with one of his passions, helping others.

James Dang is the lead partner in the UK.

He is the founder and co-founder of multiple businesses and has an extensive experience in business development. James is currently an assistant for the Vietnam embassy in the UK. Currently, his main business is event management in fields like corporate, sports, music & arts.

Alejandro Serna is the lead partner in Spain.

He is the founder of a dental clinic and a dental laboratory in Madrid, operating for decades with great success. For the last five years, Alejandro has developed a successful process to provide dental healthcare to foreign tourists, expanding his influence across borders.

James & Alex share the same passion as Oscar, helping others while enjoying life's journey.

WHAT IS THE HISTORY BEHIND US?

With a strong desire to bring better health across borders and help as many people as possible to improve their quality of life, Alejandro started a partnership with a Dental tourism agency focused on France and Belgium markets.

With his friend Oscar permanently moving to the UK (Late 2019) and the experience of more than 200 foreign patients, Alejandro thought the same idea could be replicated in the UK market.

WHY WE ARE STARTING THIS BUSINESS?

A healthy person is a happier person.

A person comfortable with his appearance is an individual with self-confidence and the ability to socialize and work without pain, discomfort or embarrassment.

This business mission is to improve the **health** levels of people in the UK, ensuring our clients have a service tailored to their dental needs and vacation desires.

Our services will benefit the general and mental health of our clients.

WHY IS THIS RELEVANT FOR THE TARGET?

For the World Health Organisation, oral health is a crucial indicator of overall health, well-being and quality of life.

Most oral diseases are associated with other non-communicable diseases such as cardiovascular diseases, diabetes, cancers, pneumonia, obesity and premature birth.

Luckily most oral health conditions are largely preventable and can be treated in their early stages. Unfortunately, treatment is often not affordable as usually not part of universal health coverage packages.

Oral Health encompasses psychosocial dimensions, such as self-confidence, well-being and the ability to socialize and work without pain, discomfort and embarrassment.

Studies reveal half of the UK nation are so self-conscious about their teeth that it affects them almost a daily basis.

Millions of Britons are consciously not smiling for fear of revealing their teeth, triggering a negative cycle containing feelings of anxiety, lack of confidence and low self-esteem, seriously affecting mental health.

The Spanish dental care services, together with Spain's tourism offer, provide a powerful way to improve the quality of life of the people.

IS THAT A SIGNIFICANT DIFFERENCE?

Spain has been the favourite destination for British people for years, being the 1st in the ranking with 4.3M in 2021, far away from Portugal, the second destination with 1.83M. (In pre-covid years, the amount of Britons visiting Spain was 18.81M in 2017)

The Spanish capital is our working environment for the launching stage of the business. Madrid has daily two hours flights from different London Airports and excellent public transport communication via train, bus or taxi.

Operationally, the value provided by our partners is crucial.

James has the contacts, experience and resources to fuel the project in the UK.

Alejandro provides clinics and surgeons in Spain. Additionally, he provides a laboratory, a crucial strategic advantage allowing us to sort out any issue in the shortest timeframe possible.

Our close relationship with VIAX Dental provides additional value to our project, ensuring we work with the most advanced tools in the industry. VIAX is a multinational company with the legal rights to distribute FirstFit™, a cutting-edge technology for cosmetic treatment.

HOW WE WILL ACHIEVE OUR GOAL?

Our agency's goal is to provide access to quality oral care at competitive prices. We will provide our clients with the best solutions in our hands to get dental healthcare at the same time they can enjoy holidays.

We believe a tailored service providing the correct information and constant support to patients through the entire process; is the best way to achieve a great customer experience.

A robust Pre & Post treatment communication will help us overcome the obstacle of not having a quality oral care service at affordable prices in your local area.

WHAT WE WILL DO?

Our business will be digital. The webpage will be the main platform with the support of additional social media platforms.

During the initial stage, we will explore different advertisement strategies to ensure we can initiate contact with the potential patients in the best possible way. Once we build momentum, we will mostly rely on our reputation and the recommendations of former patients.

We believe regular uploads of high-value content to our platforms are the best way to help the client deciding working with us. The content will focus on the most relevant subjects to our customers and will be written by expert copywriters and backed by reputable doctors.

We will test different channels of communication until the feedback from our clients help us decide and concentrate our resources on the most valuable methods.

This approach of co-creation, based on data analysis and validation with real customers will be one of our core processes. Nobody but our clients knows better what they want.

WHAT MAKES US UNIQUE?

- Spain's health care system has been ranked among the best in the world for years.
- Our Spanish partner already has a successful process, providing dental healthcare to foreign tourists
- We have a robust system to deal with the customer after care, and other potential customer pain points.
- All surgeons we work with are registered with the Spanish Dental Council, the equivalent to the General Dental Council in the UK and English speakers at full professional proficiency.
- UK prices for Dental treatments are from 40% to 70% higher at the same level of service.
- Spain is historically the favourite holiday destination for UK's population.
- Collaboration with VIAX Dental ensures we have access to FirstFit, a leading technology in cosmetic dentistry.
- We can provide finance options to our customers

WHY NOW?

We firmly believe this is a great moment to activate the business.

- 84% of UK population suffers from tooth decay.
- UK's NHS dental surgeries have reported that they have thousands of people on their waiting lists for up to 3 years
- Half of Britons do not like their teeth and believe that they hold them back at work and in their personal lives, a new survey claims
- The Medical tourism industry in Europe is established.
- Data shows that dental tourism in the UK is a trend with signs of growth.
- COVID-19 regulations have nearly disappear.
- Travelling is back to normal circumstances.
- The team of partners complement each other, building a balance organisation.