Branding & Marketing - Agenda

Recap: Figuring out logo and website + getting feedback(Marketing and branding)

EMT & hospital research & GPO- have Google doc of design and branding and when she leaves if bring on another branding and marketing person easier transition.

1. Who are the audience segments?
   1. EMT/Paramedic Managers
      1. Background - technicians
      2. Education - certification
      3. Careful about engineering talk
      4. EMT catalog supply websites
      5. Goal: We want them to purchase or ask about purchasing
      6. Need own market
   2. Investors
      1. Want $ from them
      2. industry information
      3. Mergers & acquisitions
      4. how much to raise in what time period
      5. IP
      6. Savvy and educated
      7. Goal: want them to partner, invest and give contacts
      8. Don’t need their own websites
   3. influencers/partners
      1. people who will want to spread word
      2. Goal: Spread the word and like us on FB and go to the blog and go to Twitter, get in touch with team and point us to helpful people
      3. Need own markets
   4. Can have a mission page + website
      1. Social Cause <http://www.gecitizenship.com/>
      2. Business <http://www3.gehealthcare.com/en/Global_Gateway>
         1. Brief, social mission
         2. If EMT they can go there to social one and it isn’t hard to maneuver
         3. Can put About + Social Mission
         4. 2 web pages, one is very medical like with pictures and the other is colorful and happy for social mission.
2. What are our asks for them?
   1. E.g. subscribe to our newsletter, donate, join, buy, these kinds of asks should be immediate and obvious on the home page
3. What differences, if any, in our messages to each of these segments?
   1. Are these enough to split into two lines?
   2. If so, what are our audiences for either of the lines?
   3. Based on these differences, which colors do we want to use for either of the lines?
      1. Warmilu med
   4. Is two websites confusing?
      1. Could be - to mitigate that, be conscientious about splitting them and focusing attention
4. Do we have key themes we want to convey?
   1. Distill these down to key language, phrases, words
      1. MedLine (for-profit)
         1. technical data sheet
         2. SAFE, Reliable, instant, nonelectric, comfort, and easy to use
         3. Team - professional, support
         4. Medical device
         5. More details
            1. Profitable/economies of scale, ISO certifications
            2. Sustainable
            3. Revenue generating
      2. Non-profit
         1. SAFE, affordability, accessibility, nonelectric, reusability, easy to use
         2. Warm and happy fuzzy feeling
         3. Great mission! Mission statement. (we need to come up with this)
         4. Feel emotional connection and that they can belong/be helpful and spread the word
         5. Simple & humble but effective
         6. They like the story and want to share it
         7. Story: progress of team and who we have been in contact with/who we have touched
         8. feel a part of community/ helping the community (example employ people and source local material)
         9. Simple intangible cost benefits analysis
         10. KMC
         11. What we would do with funding (go to India!)
   2. Language should be as straightforward and simple as possible – we don’t have time for
5. What kind of feeling (friendly, professional, etc.) do we want the audiences to get from the team page?
   1. For-profit
      1. Need more fun bios!
      2. Just go with Warmilu Solutions medline logo
      3. Red and black
   2. Non-profit
      1. Color yellow - warmer
      2. Tracey can work on yellow
         1. 1 or 2 version + test
6. How much do we want to differentiate ourselves from the other medical equipment companies?
   1. Marketing & DHive
   2. Tracey not sure how often or how much
   3. Pros & cons of differentiation?
7. Moving forward, how can we make sure to get feedback on at the very least our visual branding?
   1. During or after Fall Break
   2. Go and ask everyone to check out website and give us feedback
   3. Awards we’ve won
8. Send 2 heat packs to Rach

**Note:**

* [Website feedback as of 7/23](https://docs.google.com/a/umich.edu/document/d/10veWr1Pw5K-QgVmOn009Ss-iXzjTW1vPawx7QgnP7lM/edit?usp=sharing)
* [Summary of web feedback](https://docs.google.com/a/umich.edu/document/d/1og68ABbwvhfq-PykDJW-wBvAkTWJYRQU3IRv2XfIvFQ/edit?usp=sharing)
* [Logo feedback/results](https://docs.google.com/a/umich.edu/document/d/1xjOq-MS_cUq-0BNDVdaisHnANtczectNgTtBn0g6SFs/edit?usp=sharing)
* [Medline Logos](https://docs.google.com/a/umich.edu/forms/d/1pL4ttO45dVF7o99RGt7m7USIzE_iK7rLU_xnr6-FU8s/edit)

Medline Logos below:

* Require University of Michigan login to view this form
* Automatically collect respondent's University of Michigan username
* Show progress bar at the bottom of form pages

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Form Title



**Top half: which of the four do you prefer?**You can rank, if you don't have clear favorites



**Why?**



**Bottom half: do these four evoke the same emotions?**

*  Yes
*  No

**If no, why?**



