



Redesigning Client Case Studies

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Brand: FirstCare
Sector: B2B Services
Country: United Kingdom

Category: Design; Design : POSM; Above The Line : Print; Below The Line : Sales Promotions, Direct Marketing
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Budget: \$1 440
Status: Closed
Language of Solutions: English

1 Step Brand Builder

[who has written the BootB Brief for BootB Creators ?]

FirstCare are the UK's largest absence manager provider. Companies that employ more than 1,000 people can use the FirstCare service to manage employee absenteeism.

When an employee is absent from work they phone FirstCare who record the absence and notify the employer. The FirstCare nurses also give medical advice to sick employees to get them back to health as quickly as possible.

FirstCare works with companies like British Gas, Coca-Cola Enterprises and the NHS

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

Client Case Studies

We are looking at remodelling our existing 'tired' design to be something that is more appealing to the eye and conveys the message that FirstCare is a supportive service for both employees and employers.

3 Step Target Audience

[who should you influence ?]

CEO's, Operations Directors, CFO/FD, Human Resource Directors that are likely to buy the service and employees that are likely to use the service.

When buyers pick up and read the case study we need them to want to pick up the phone and ring us.

4 Step Proposition

[what does the Brand want the target audience to get / understand / do ?]

The FirstCare service are:

- ∞ Works - it reduces absence and saves the client money;
- ∞ Supports employees - medical advice and support at the point of need;
- ∞ Can be trusted - is used by large brand name companies;
- ∞ Is well established - is the best in the market;
- ∞ Shows your employees that you care about absence and its effects on both those who are unwell (by providing medical support) and those who are at work feeling the strain of their absent colleagues (by taking positive steps to reduce absence)

5 Step Support

[why should the target audience believe in the Brand's proposition ?]

The FirstCare service covers over 100,000 employees in the UK. Last year we saved our clients in total over £40m by reducing employee absenteeism and we helped tens of thousands of sick employees get better quicker

6 Step Character

[what are the features that define the personality of the Brand ?]

Trustworthy, efficient, based on data, successful and supportive

7 Step Media Plan / Placement

[where will your work appear?]

Electronic (PDF's) will be sent to new client prospects and placed on our website. Hard copies will be used at conferences and exhibitions. The template designed will be used for approximately 20 case studies. Each one will have a print run of about 5,000.

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

The design will ideally be in Adobe Illustrator format so that the collateral can be used as a template for other case studies, but other formats will be considered providing the design is easy to translate.

We are looking for 1 complete case study (ie front and back) you can chose to re-do any of the four attached

The current case studies are printed on A4 in full colour double sided, size/orientation can be adjusted providing it remains in standard sizes.

Existing case studies are attached from both FirstCare and Active Health Partner Clients.

FirstCare recently acquired Active Health Partners and this brand is being phased out so please only use it for content/inspiration.

The FirstCare colours are attached as a guide, we are aware that they are a little 'dull' so please feel free to amend as you see fit.

The various icons attached are used on our website and are intended to make the brand appear firendly and supportive and are for inspiration only.

The service diagram (firstcare_diagram.jpg) is used on the second side to explain what we do feel free to change or leave as is.

All image EPS/AI files can be provided if required

Attachments

273738/0000.jpg	36.45 Kb
273738/0001.png	70.84 Kb
273738/0002.png	48.79 Kb
273738/0003.png	53.89 Kb
273738/0004.pdf	1.06 Mb
273738/0005.pdf	1.27 Mb
273738/0006.pdf	1.59 Mb
273738/0007.pdf	169.43 Kb
273738/0008.jpg	1.29 Mb