

NEXUS IDENTITY / CAMPAIGN

PROJECT OUTCOME/RESEARCH & DESIGN

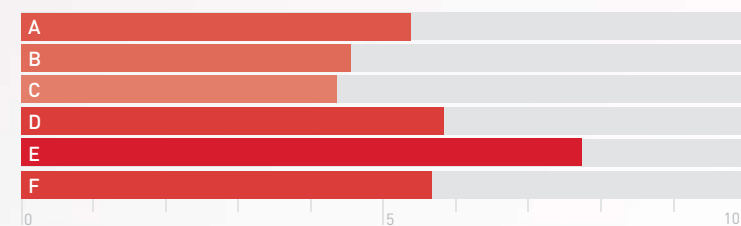
- › DEFINED NEXUS BRAND IMAGE
- › DESIGNED IDENTITY SYSTEM AND MEDIA KIT
- › CREATED EFFECTIVE MARKETING STRATEGY AND IMPLEMENTATION OUTLINE

SAMPLE RESEARCH—QUESTION 13 OF 22

The survey tested short phrase descriptions to see which one communicated Nexus' services most clearly with consumers.

Rate each of the following names.

- A. Pain Care
- B. Pain Clinic
- C. Pain Institute
- D. Pain Management
- E. Pain Relief Center
- F. Pain Physician Group



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...i-Interview responses identified and defined the current client's needs and helped outline a strategy to effectively communicate in their market.



COMPANY BACKGROUND

Since the beginning, Nexus Pain Care has focused on successfully minimizing or depleting their patient's chronic pain. Through new and proven techniques, Nexus strives to treat each patient on an individual basis, assessing each patient's pain, treatment, and care on a case-by-case basis. For Nexus the goal is simple—find the source of the pain, treat it, and send the patient off on the road to recovery.

THE CONSUMER DISCONNECT

As a new pain treatment facility, Nexus Pain Care approached RED to research their cliental and suggest an appropriate identity and promotional campaign for their company and services.

DESIGN TO RESEARCH

RED began by conducting research. A twenty-two-question survey was proctored to a target group—males and females between the ages of 30 and 75 who either suffered from chronic pain or knew individuals

who did. The survey tried to further define Nexus' consumer base and their needs.

Research results provided information regarding:

- Patient Approach—where they seek help, what they expect, etc.
- Treatment Environment—personal approach with a kind, caring, and educated staff.
- Prefer Physician or Family Referral—suggested strategy for working with local doctors and word-of-mouth approach.

RESEARCH TO DESIGN

RED began to design and create the Nexus brand as well as a marketing approach based on the research findings. A brand mark was established first, along with a Nexus identity

system. A media kit, complete with patient success stories and company literature followed. The media kit was given to local doctors for patient referral and was also made available to Nexus patients who wanted to refer others to Nexus in a word-of-mouth approach. RED also created signage that displayed in peak visitation spots in the local area. Finally, designers created a style guide explaining branding, colors, logo, and other design elements and how they should be used in maintaining the legitimacy of the Nexus brand.

CONCLUSION

To date, Nexus uses the branding and marketing approach designed by RED to promote their company and services. They continue to partner with RED in efforts to further expand their cliental by various marketing approaches that fit under the umbrella of the current branding strategy

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