

OneFire Prompt: MICA Brand Refresh

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Objectives

- Update MICA's website
 - Make the website more attractive and easier to use
- Possibly update the MICA logo
 - A more imagery-based logo
- Create more vocal brand positioning with messaging and imagery
 - Website and social media ads
- Bring in new clients and keep existing ones
- Reach a broader audience
- Make the brand experience unique



Research

Doctors actually only spend 33 % of their time with patients, meaning:

"For every hour of direct patient care activity, 2 hours are spent on typing, data entry, and paperwork." -Roy Benaroch M.D

With this in mind, rest and relaxation are important to our audience.







Color Palette and Typography

164C89	
1A7BBD	
7DFA4C	
IFAEGJ	
FF9F39	
FFFB93	

Futura

Light AaBbCcDdEeFfGgHhliJjKkLlMm NnOoPpQqRrSsTiUuVvWwXxYyZz

Medium AaBbCcDdEeFfGgHhliJjKkLlMm NnOoPpQqRrSsTtUuVvWwXxYyZz

Medium Italic AaBbCcDdEeFfGgHhIiJjKkLIMm NnOoPpQqRrSsTtUuVvWwXxYyZz

Bold

AaBbCcDdEeFfGgHhliJjKkLlMm NnOoPpQqRrSsTtUuVvWwXxYyZz





Protecting Doctors Since 1976







What Our Clients Are Saying

"MICA's staff is very helpful and the Risk Management Hotline gives great advice." Minam K. Anund, M.D. | MICA Member Since 2003

Stability Through the Peaks and Valleys of the Insurance Cycle.

Today we provide medical professional liability insurance in Arizona, Colorado, Nevada and Utah, and have been a market leader for over forty years. Over the years, we have proven our value to our members with our outstanding programs and experienced claim staff.

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Email

Download application, complete, and email to micauw@mica-insurance.com

🖂 Mail

Download application, complete, and mail to 2602 E Thomas Rd, Phoenix, AZ 85016.



Click here to get started

Fax Download application, complete, and fax to 602-627-7033. Applications:

Individual Physician Application:

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Advanced Healthcare Professional Application - CNM, CRNA, NP or PA:

Advenced Handbloges Tell's married | 14 87/ Application

Business Entity (Group) Application:

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Facility Application:

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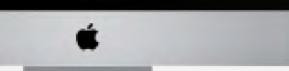
Additional Insured Application: If you employ beathcare professionals and would like to apply for coverage under your policy with shared limits

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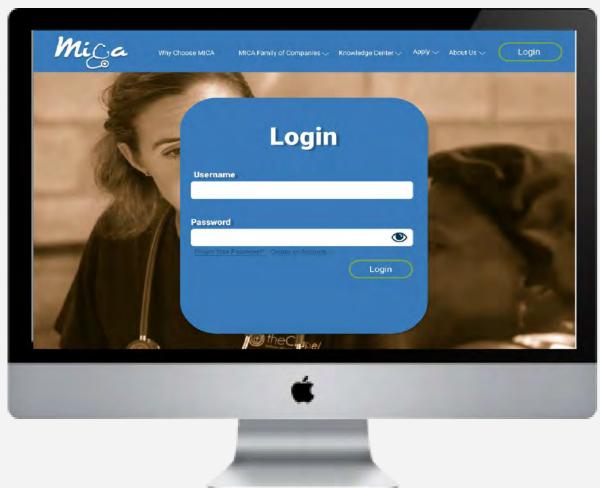
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Website Update





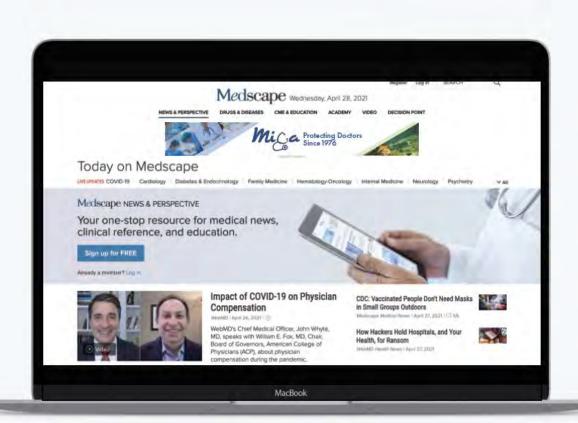
Phone ad







Website Ad









Convention Booth





Convention Merchandise

https://www.mica-insurance.com

CA Protecting Doctors Since 1976



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Handout

Knowledgeable Committed Responsive

Mica

MICA was built **by doctors** to support their uncompromising mission to protect and defend their members, their practices, livelihoods, and personal integrity. Owned by its members since **1976**, protecting doctors is all MICA does.

For medical professionals needing liability insurance they can **trust**.

See how 45 years of experience is making a difference at:

mica-insurance.com

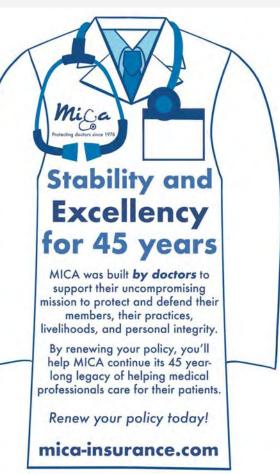
Mica

Protecting doctors since 1976

mica-insurance.com



Direct Mail







Facebook







Budget

- Website redesign ~ 3,000- 20,000
- Direct Mail ~ \$0.55-\$2.50, 300 costs \$300
- Social Media ads ~ \$200 per month, 2,400 yearly
- Convention Booth ~ \$10,000
- Website Ads ~ \$3,000 per month, 36,000 yearly
- Pens with engravings ~ \$5, 100 costs \$500
- Polo shirts ~ \$20, 100 costs \$2,000
- Water bottles ~ \$15, 100 costs \$1,500

Budget for paid media: ~\$39,000

Budget for agency services: ~\$34,000

Conclusion

- The website redesign gave it a fresh look and doesn't repeat information. It also allows new users too easily navigate.
- The new logo now shows future clients what MICA is about visually
- Redoing social media account and being more active on there can help gain new younger clients while still retaining the older ones.
- Having a booth at medical conventions can get possible clients to know about the company through a more personal experience
- Advertisements on websites that doctors typically visit is another great way to get your name out there.
- Social media advertising is a successful marketing tactic that exposes existing and possibly new clients to the company
- Pens, water bottles, and shirts are merchandise people will reuse and keep instead of tossing them when they get home.
- Handouts and direct mails are pocket sized and can be easily held at conventions or kept at home.