



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

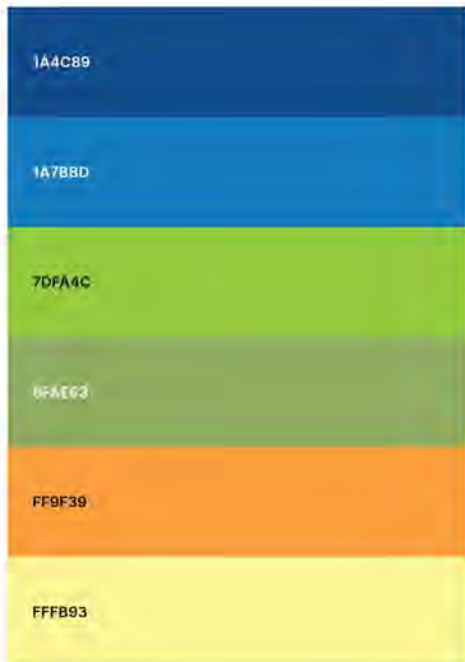
Doctors actually only spend 33 % of their time with patients, meaning:

“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



Futura

Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Medium

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Medium Italic

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz



Logo Update



MiCa



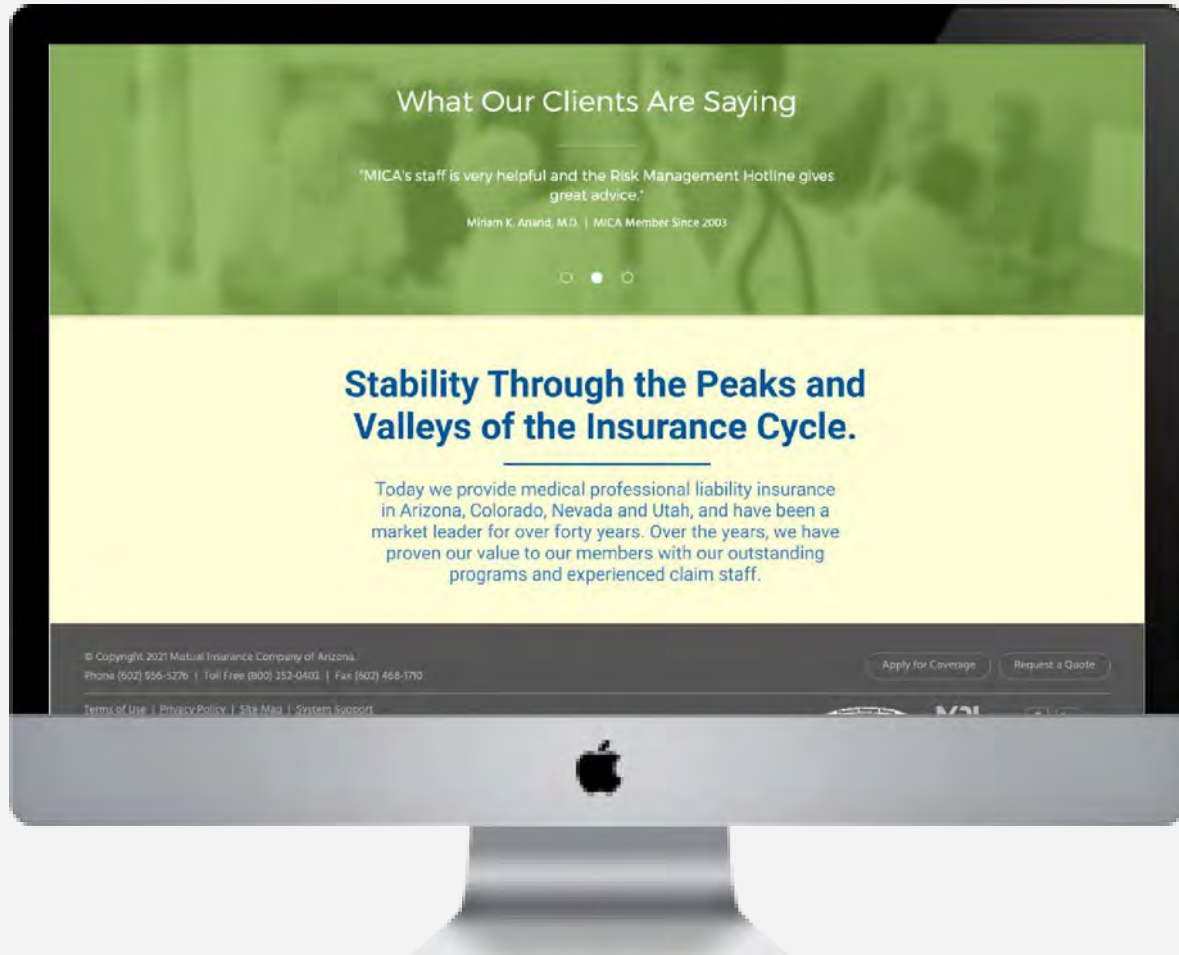
Tagline

Protecting Doctors Since 1976

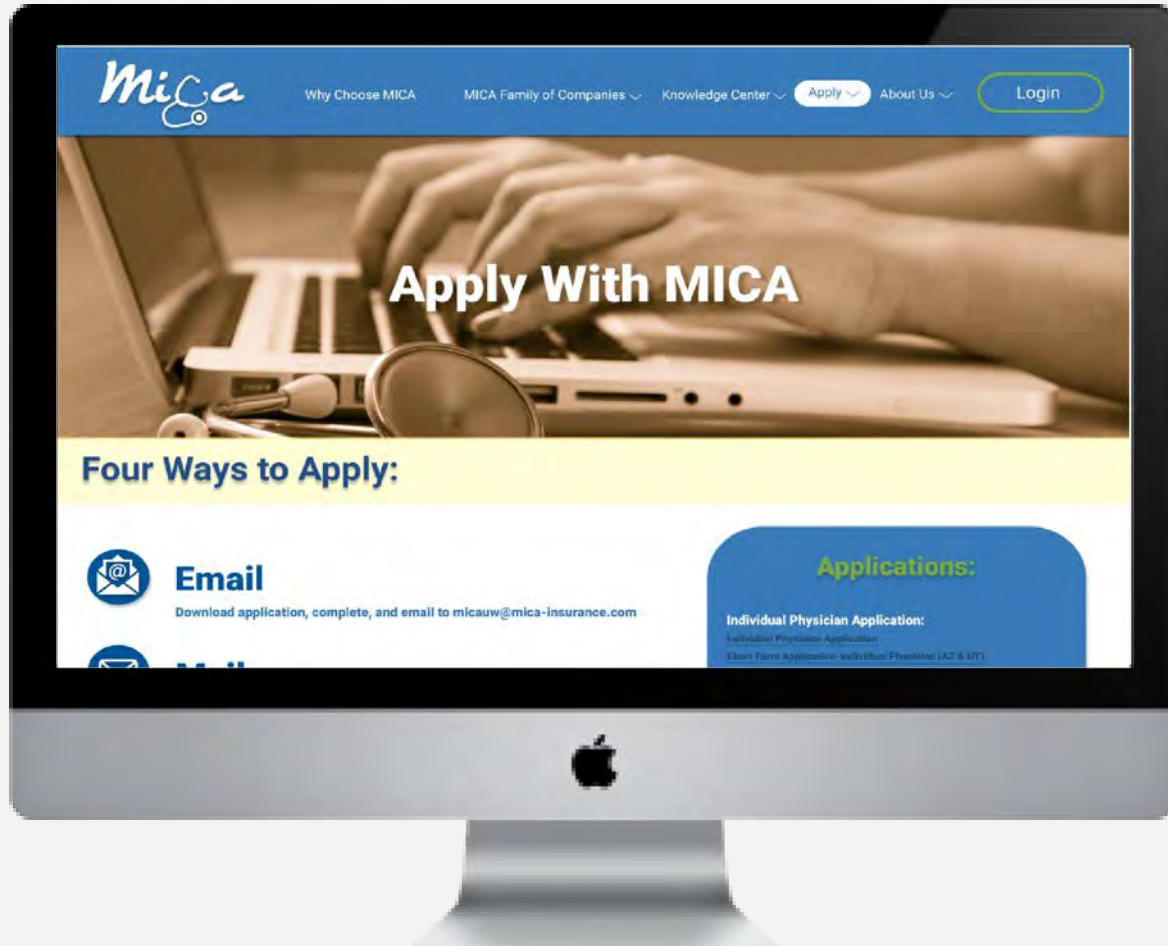
Website Update



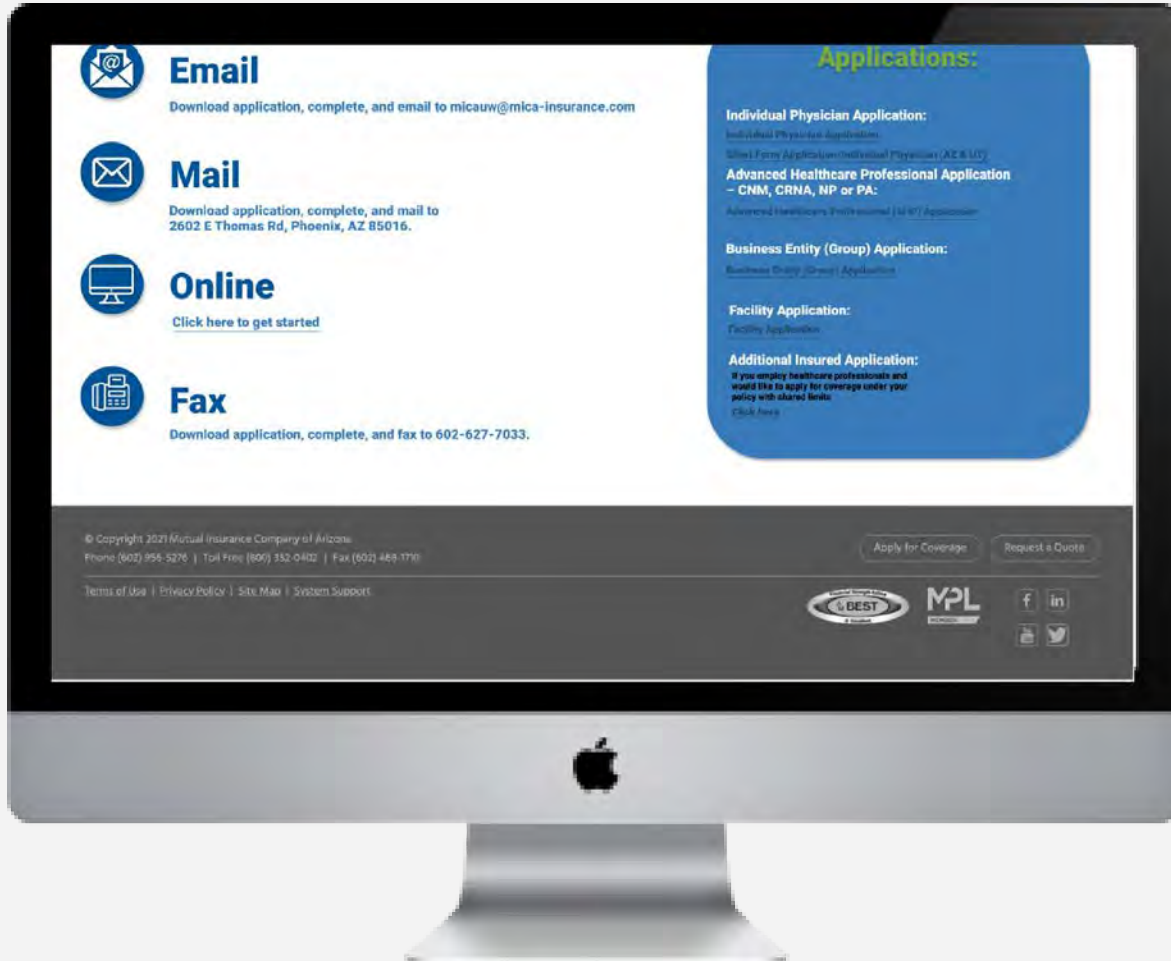
Website Update



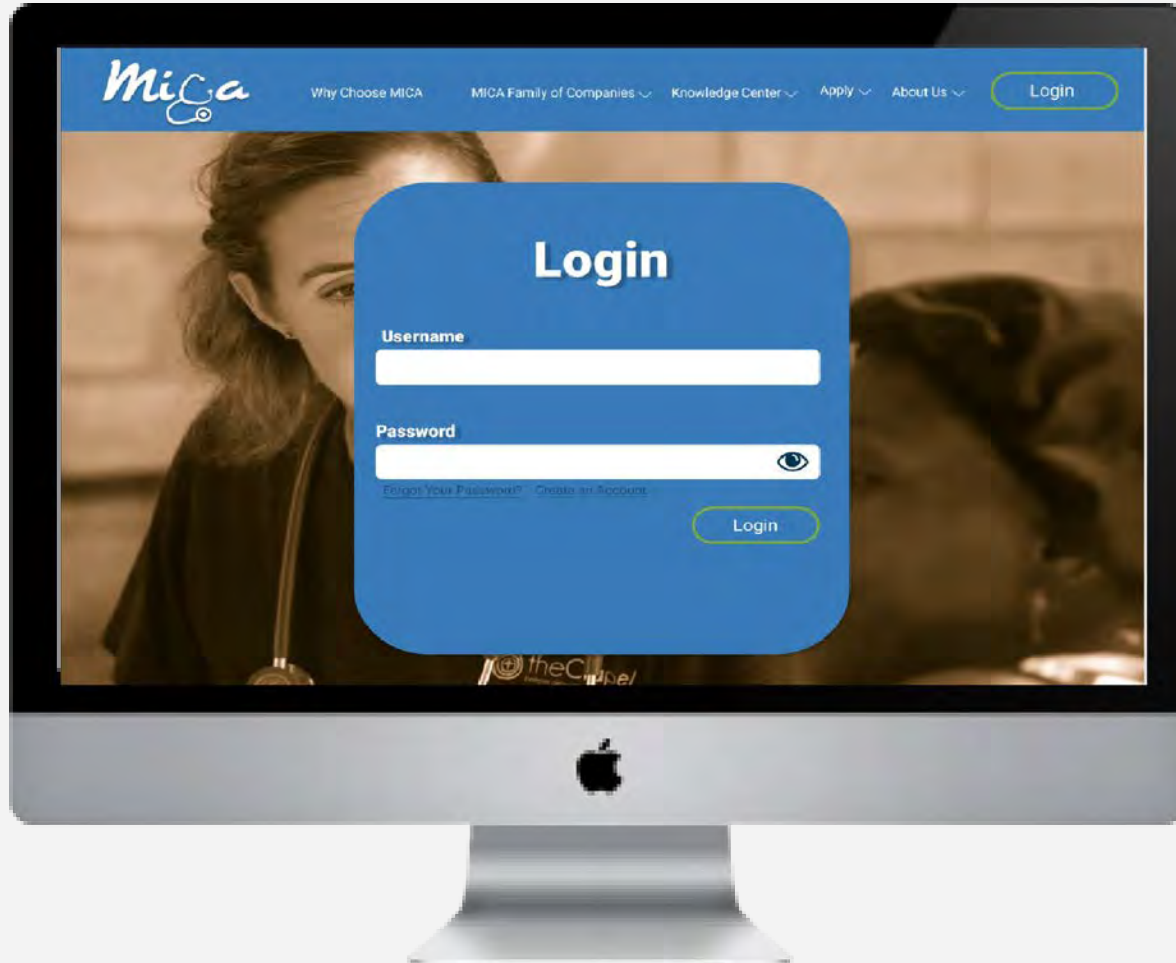
Website Update



Website Update



Website Update



Phone ad



Website Ad



Twitter



The image shows a screenshot of the MICA Twitter profile page. The header features the MICA logo in a blue script font with a stethoscope, and the tagline "Protecting Doctors Since 1976" in a white sans-serif font. The background of the header is a collage of medical professionals in a clinical setting and a hiker on a mountain trail. The profile name "MICA" and handle "@MICA_Insurance" are displayed in white. The bio states: "MICA is a physician-owned and directed mutual insurance company. We provide medical professional liability insurance in Arizona, Colorado, Nevada and Utah." Location and website information are provided below the bio. The page shows 43 following and 52 followers. The navigation bar at the bottom includes "Tweets", "Tweets & replies", "Media", and "Likes".

MICA
264 Tweets

MICA Protecting Doctors Since 1976

MICA
@MICA_Insurance

MICA is a physician-owned and directed mutual insurance company. We provide medical professional liability insurance in Arizona, Colorado, Nevada and Utah.

Phoenix, AZ mica-insurance.com Joined February 2018

43 Following 52 Followers

Tweets Tweets & replies Media Likes

Convention Booth



Convention Merchandise



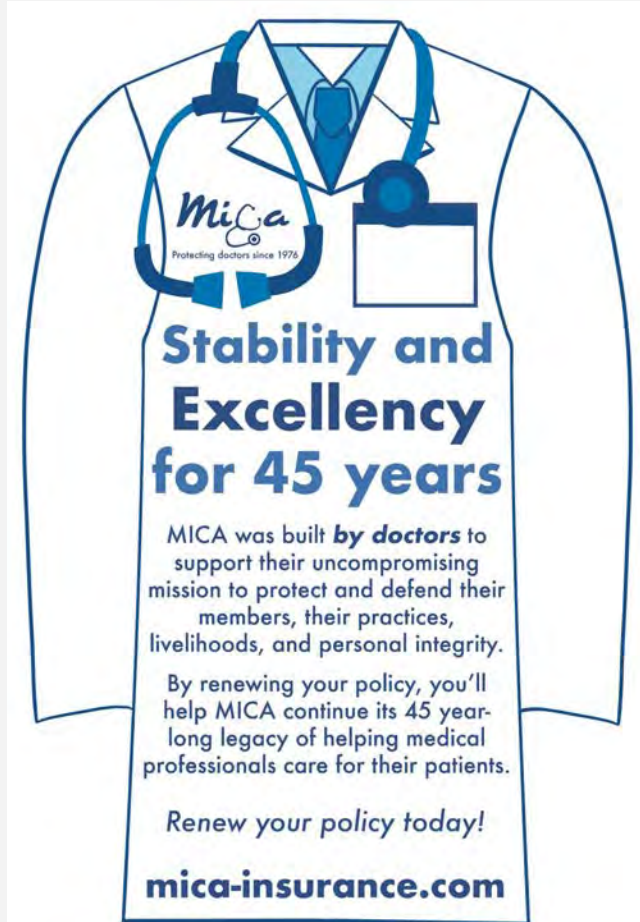
Convention Merchandise



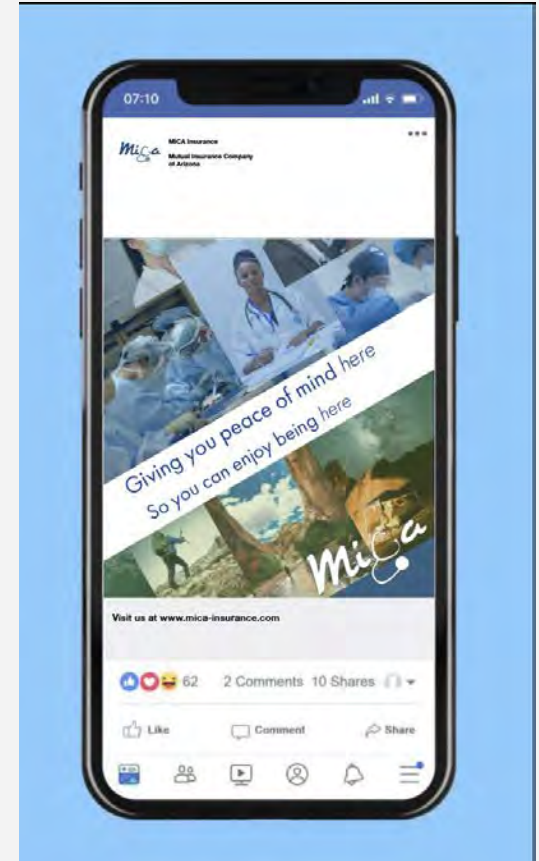
Handout



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.