

# OneFire MICA Brand Refresh

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# **Brief Objectives & Research**

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# DESIGN BRIEF

## Objectives

- design and implement a plan to create a more effective web presence that differentiates MICA and attracts/converts targeted prospects
- leverage existing risk management content as a valuable thought leadership asset
- update corporate positioning to support distinction and align with target audience needs
- discover and understand the buyer's journey and use that to guide marketing strategy and tactics
- create an inbound/outbound growth strategy
- shorten the sales cycle and improve close rates
- increase customer lifetime value (policy and member retention)
- leverage existing customer/prospect email databases of 12,000 email contacts
- nurture lost customers and missed opportunities (quoted, not bound)

# AUDIENCE PROFILE

## The campaign's target demographic will...

- independent physicians and surgeons (MDs and DOs) in solo or group practice, who may or may not own a medical facility, as defined
- Practice Administrators
- AHPs
- appointed independent insurance agents who sell MPL insurance
- **not included:** dentists, chiropractors, snake oil salesmen, etc.

# MESSAGE

## Our campaign will seek to...

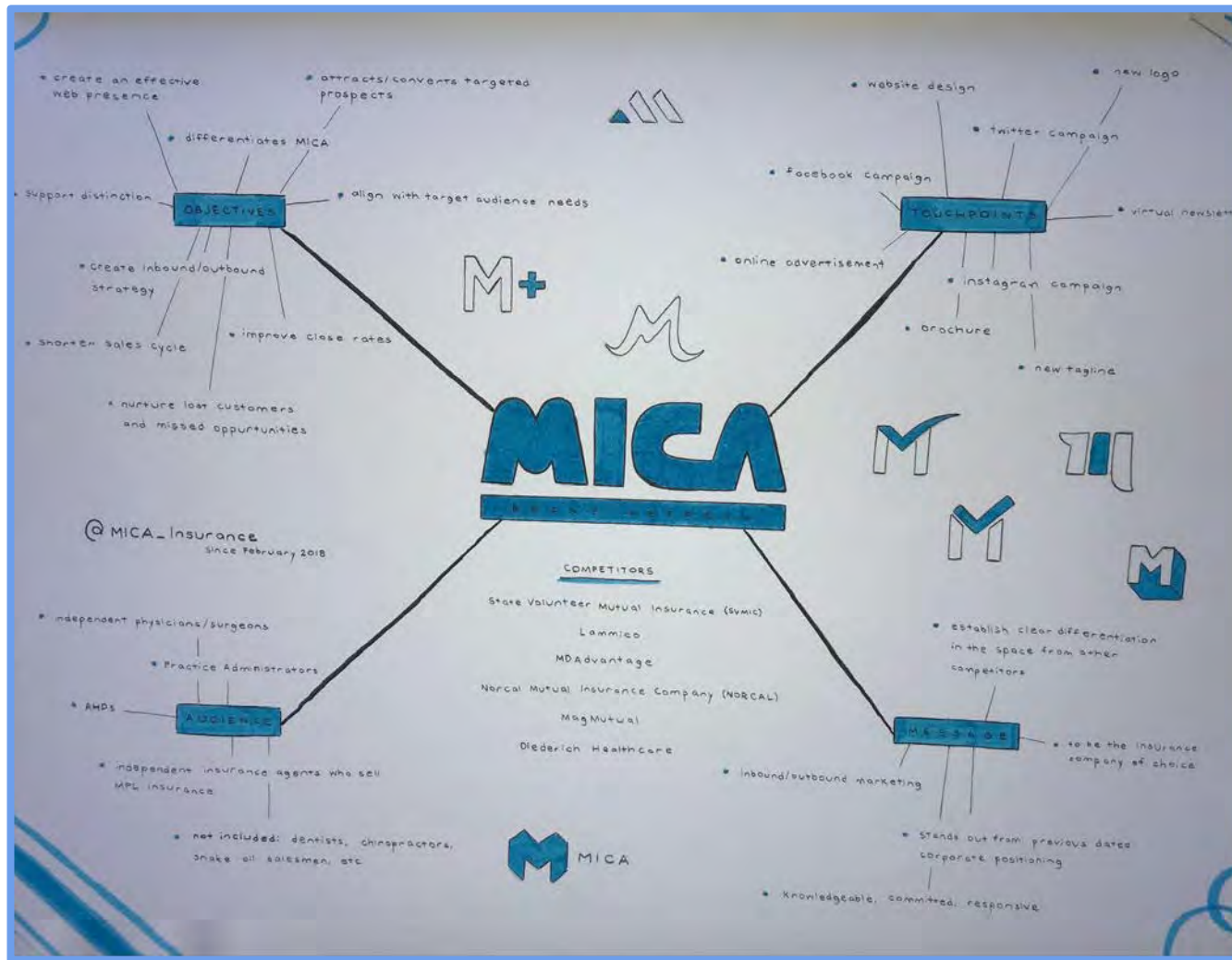
- establish clear differentiation in the space from competitors and other medicinal malpractice insurance companies
- successfully implements inbound or outbound marketing
- stands out from previous corporate positioning which is now somewhat dated
- maintains a knowledgeable, committed, and responsive reputation

## Our campaign will utilize the following touchpoints...

- a redesigned logo and an updated tagline
- an Instagram campaign through posts and stories
- a virtual brochure to send out to email subscribers
- a redesigned informative website (homepage, information page, etc.)

# **Brand Identity**

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Branding Pro  
Branding Pro  
Branding Pro



**Avenir Next**  
**Avenir Next**  
Avenir Next  
Avenir Next  
Avenir Next











# **Touchpoints**

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Responsive

Committed

Knowledgeable

**MICA Insurance**

[www.mica-insurance.com](http://www.mica-insurance.com)



 **MICA INSURANCE**

**RESPONSIVE KNOWLEDGABLE COMMITTED**

[www.mica-insurance.com](http://www.mica-insurance.com)

Feel confident  
with your care



MICA INSURANCE



MICA Insurance

Responsive, Knowledgeable, Committed



Four Ways To Apply.



ONLINE



EMAIL

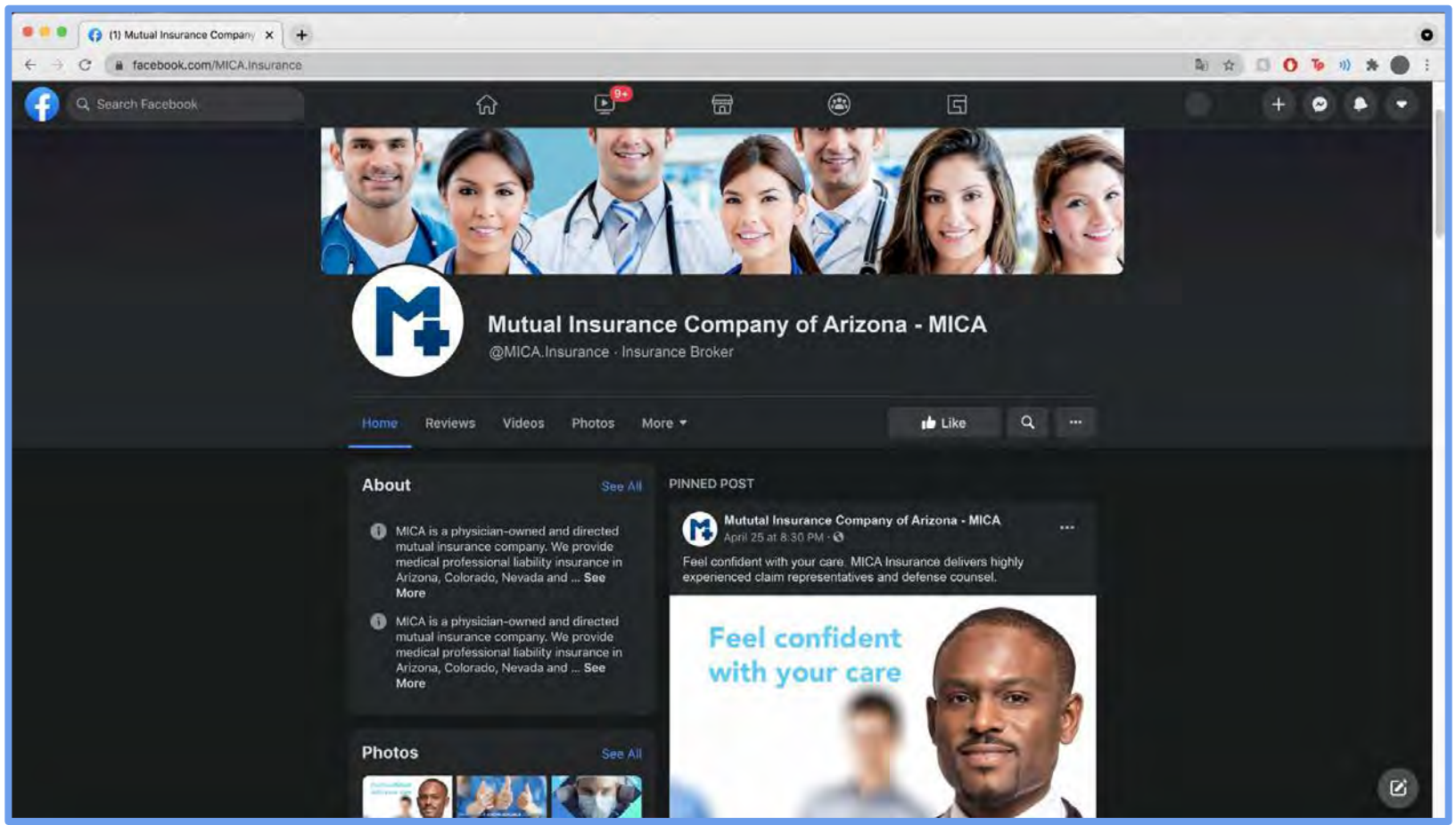


MAIL



FAX

[www.mica-insurance.com](http://www.mica-insurance.com)



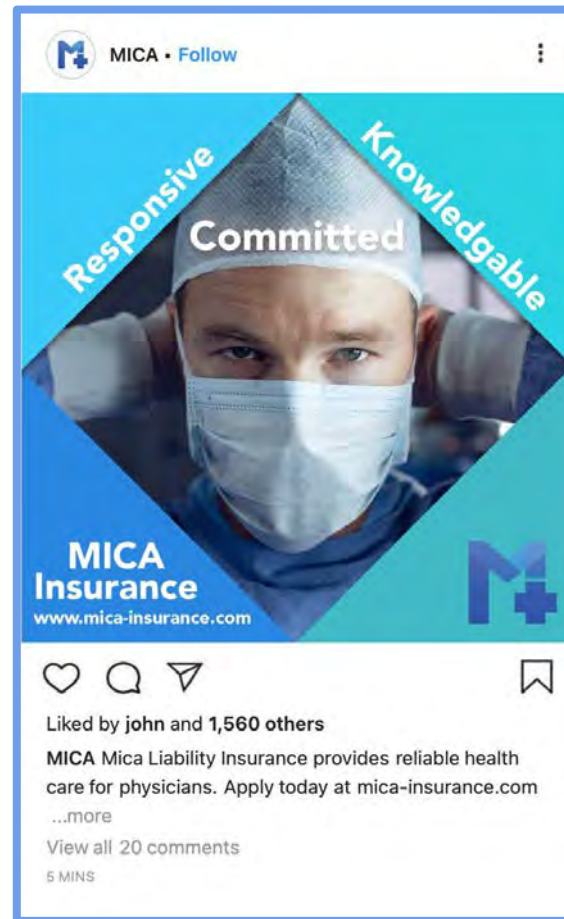
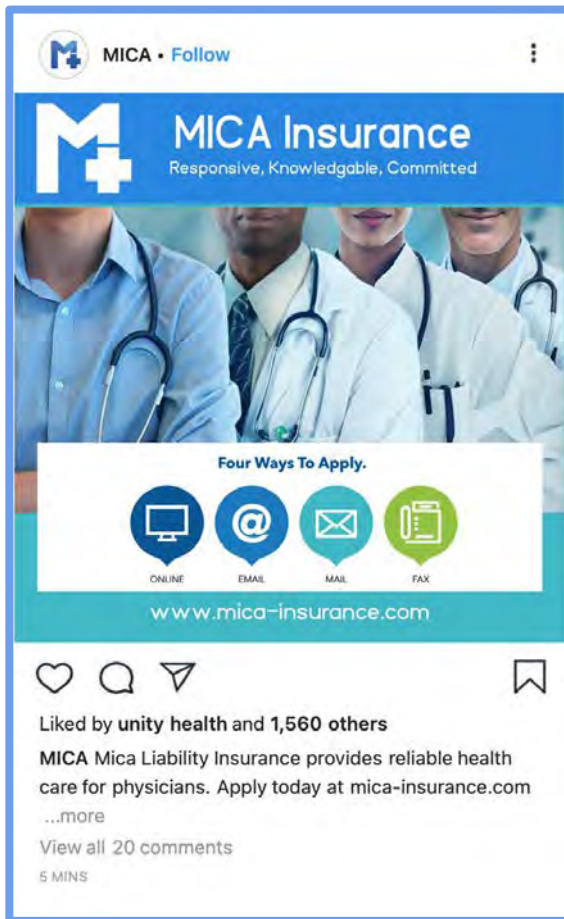
## Brand Identity - Facebook Campaign





## Brand Identity - Instagram Campaign





## Brand Identity - Instagram Campaign



## Brand Identity - Twitter Campaign

## Our Story

MICA is a physician-owned and directed mutual insurance company. We were founded in 1976 after the largest medical professional liability (MPL) insurance carrier announced it was no longer writing MPL insurance coverage for the physicians of Arizona. Founded by Arizona physicians, with a loan from the Arizona Medical Association (ArMA), MICA offers 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 more than forty years. Over the years, we have proven our value to our members, with stable pricing, prudent underwriting principles, outstanding risk management programs and an experienced claim staff. We truly value the loyalty and trust that our members place in MICA.

**General Contact Information - Report a claim**  
(602) 956-5276

**Toll-free**  
(800) 352-0402

**General Fax**  
(602) 468-1710

**Corporate Office**  
2602 E. Thomas Rd. Phoenix, AZ 85016

**Knowledgeable. Committed. Responsive.**

**Greetings valued customer!**

The *Mutual Insurance Company of Arizona* is here to remind you why we are #1 in providing insurance for you and your private practice!



### **Medical Facilities Covered**

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### **MICA will consider the following types of medical facilities:**

- Ambulatory Surgical Center
- Dialysis Center
- Laboratory
- Outpatient Physical Therapy/Speech Therapy
- Outpatient Surgery Center
- Outpatient Treatment Center
- Rural and Community Health Clinic

### **Medical Occupations Covered**

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### **Claims Expertise**

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### **CME Courses**

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### **Financial Strength**

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### **Risk Management**

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### **4 Ways to Apply**



#### **Online**

Apply online.  
<https://www.mica-insurance.com/Apply>



#### **Email**

Apply by email. Download application, complete, and email to [micauw@mica-insurance.com](mailto:micauw@mica-insurance.com)



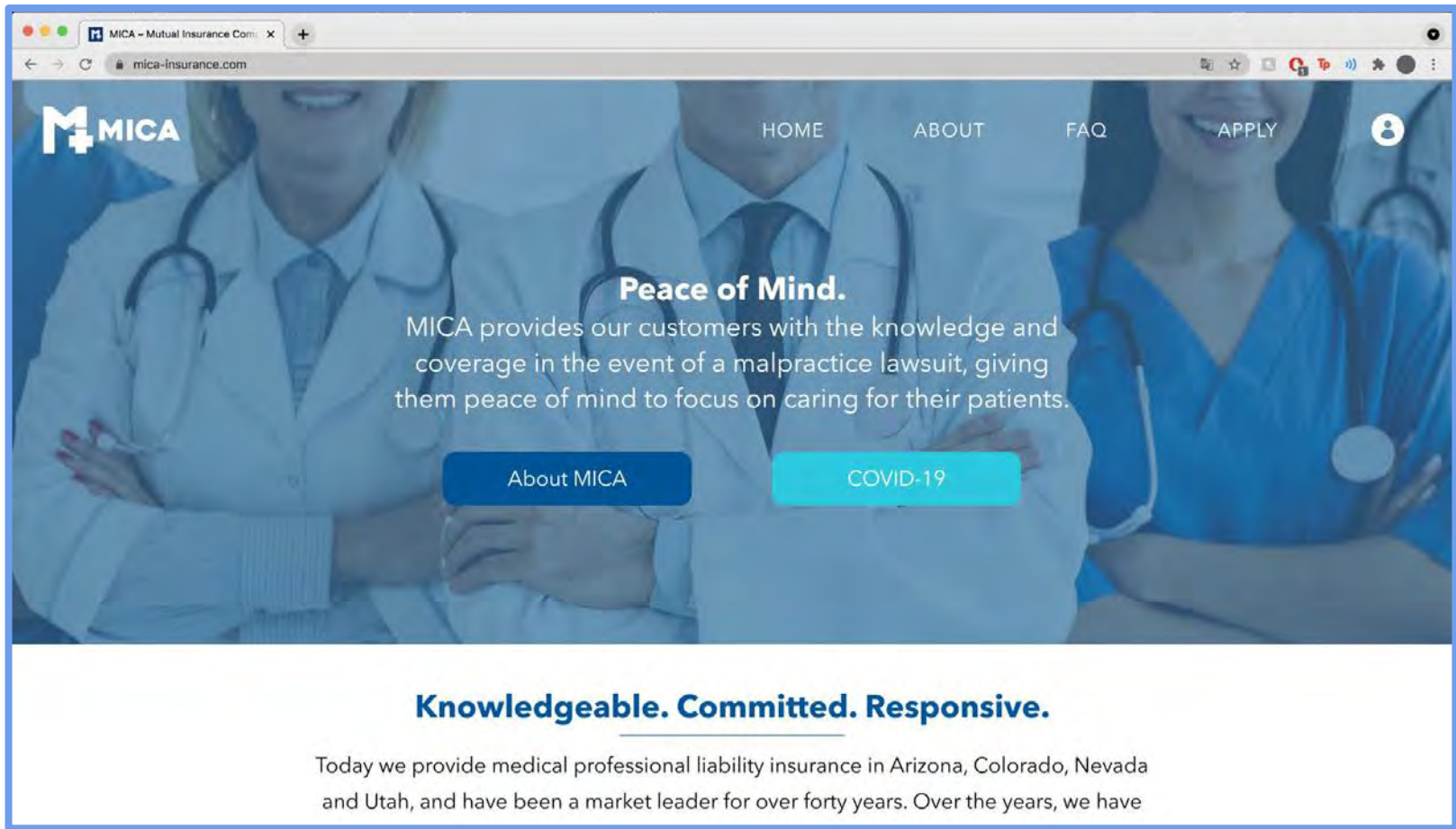
#### **Mail**

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



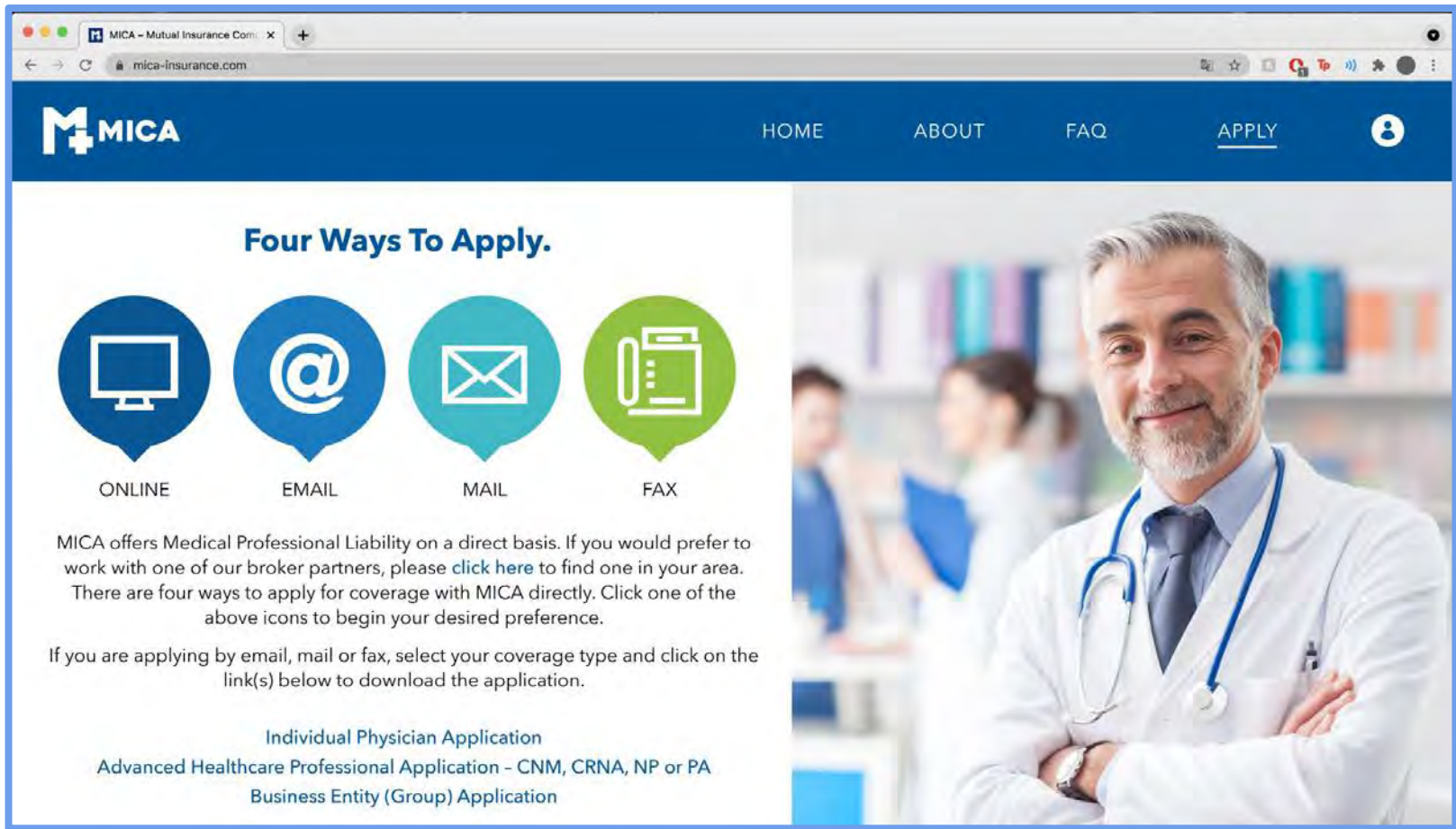
#### **Fax**

Apply by fax. Download application, complete, and fax to 602-627-7033.









# CONCLUSION

**Our MICA brand refresh has the opportunity to promote a successful campaign because...**

- the campaign establishes a clear differentiation in the space from competitors and other medicinal malpractice insurance companies.
- the campaign successfully implements both inbound or outbound marketing.
- the campaign stands out from previous corporate positioning which is now somewhat dated.
- the campaign maintains a knowledgeable, committed, and responsive reputation.
- the campaign ignites the interest of the target audience and leaves a lasting impression.
- the rebrand is easy to follow/understand, modernized, and up-to-date with successful design trends.