

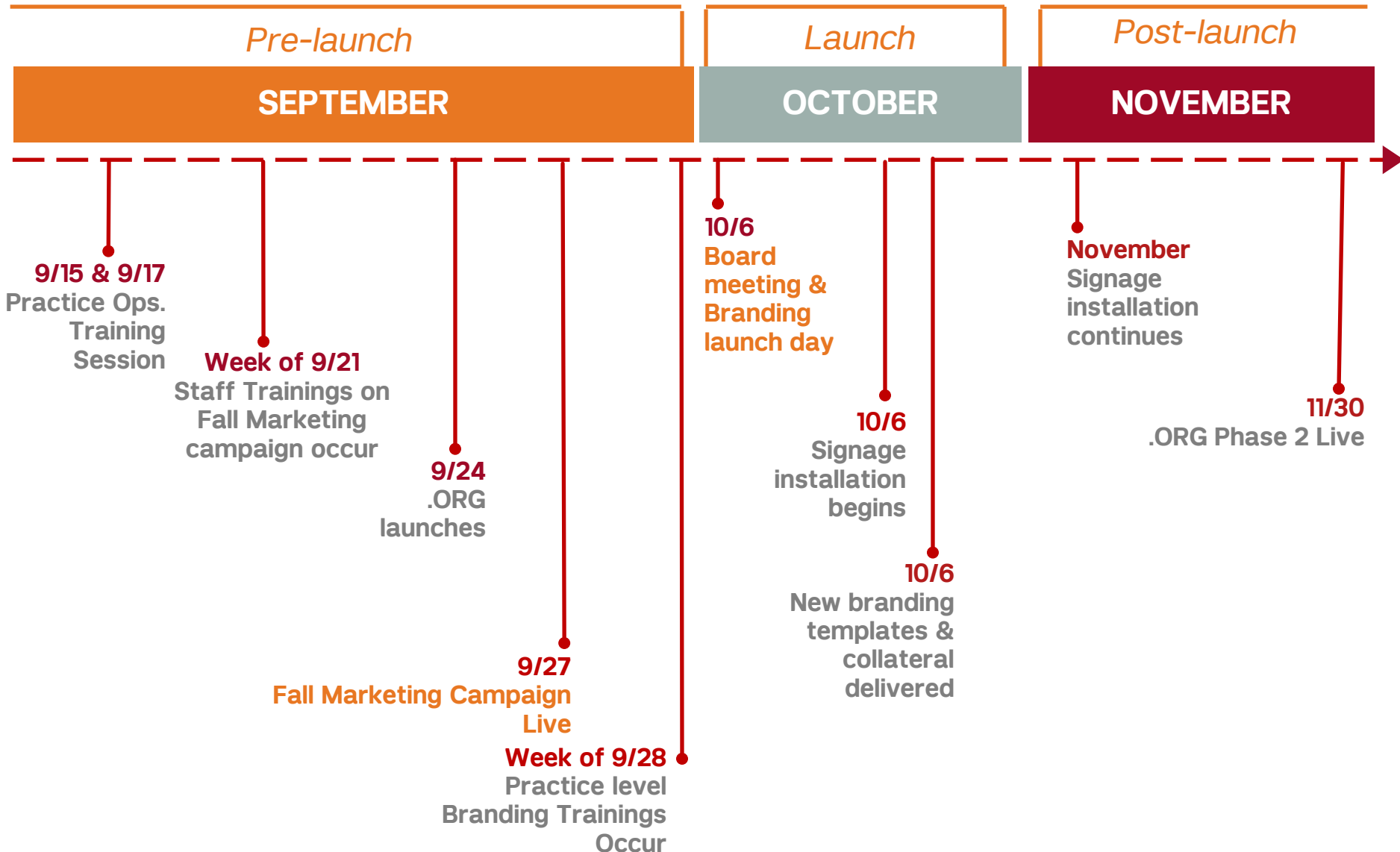
Weill Cornell Medicine: **Institutional Rebranding &** **Marketing Campaign**



Agenda

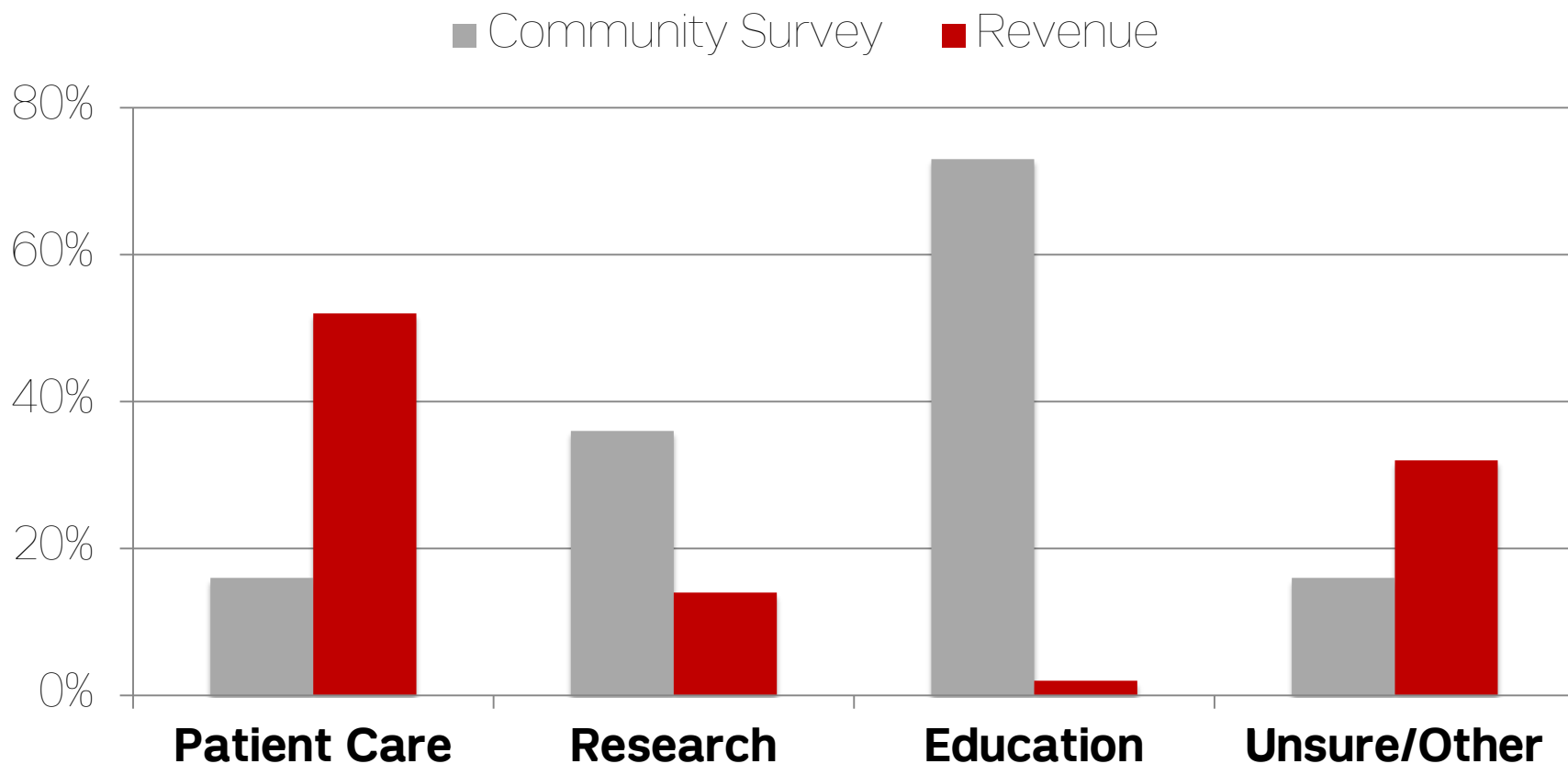
- Introduction
 - Timeline
- Branding
 - Strategy & Execution
 - Implementation
- PO Marketing
 - Outdoor & Print
 - Digital
 - Weillcornell.ORG Redesign

Overall Marketing Timeline



Branding

Perception vs. Reality



Source: FY 2016

Competitive Set (Previous)



COLUMBIA UNIVERSITY

*College of Physicians
and Surgeons*



Penn Medicine



Stanford
MEDICINE



Weill Cornell Medical College



DukeMedicine

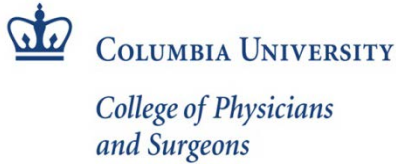


JOHNS HOPKINS
MEDICINE

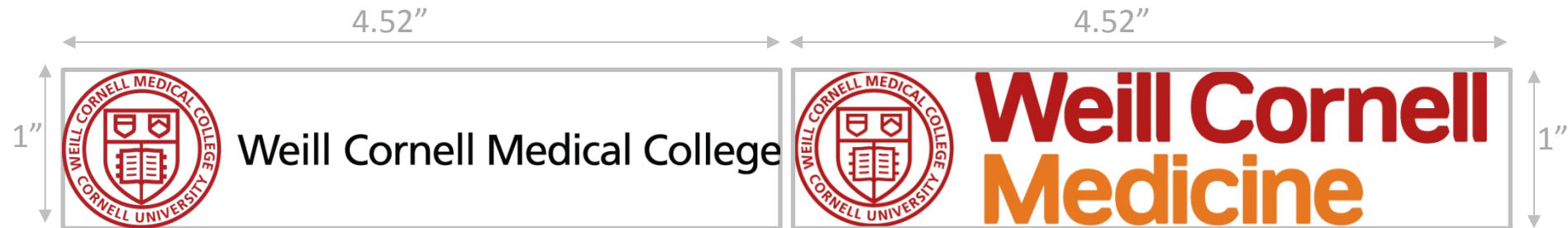


Icahn School of Medicine
at Mount Sinai

Competitive Set (New)



Previous vs. New



Our Promise

22

stakeholder
interviews

Care that connects to you.

Interaction and connection shape the world – and help improve medical results. That's why Weill Cornell Medicine has built such a powerful network of partnerships, across the city and the globe, from the lab to the classroom to the exam room. And it's why we've created a truly collaborative environment.

392

survey
respondents

4

focus groups

All so we can deliver the finest care and the best possible outcomes for our patients – the center of everything we do.

Competitive
analysis

Our Personality

Strength, Power

Bold, category leader

Humanity, Warmth

Forging a connection to patients on a personal level

Get-it-done drive

Energy, urgency, vitality, innovation

Our Descriptor

Care.

Discover.

Teach.

Care. Discover. Teach.



Weill Cornell
Medicine

Care. Discover. Teach.

Logo Variations

Masterbrand:



Weill Cornell
Medicine



Weill Cornell
Medicine

Unit-brand:



Weill Cornell
Medicine
Obstetrics &
Gynecology



Weill Cornell
Medicine
Joan and Sanford I. Weill
Department of Medicine

Co-brand:

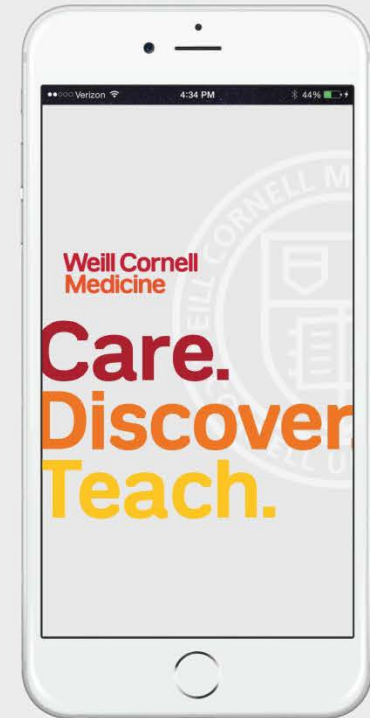


Weill Cornell Medicine



NewYork-Presbyterian

The Role of the Seal



Font Package & Color Palette

Meet 1898 Sans



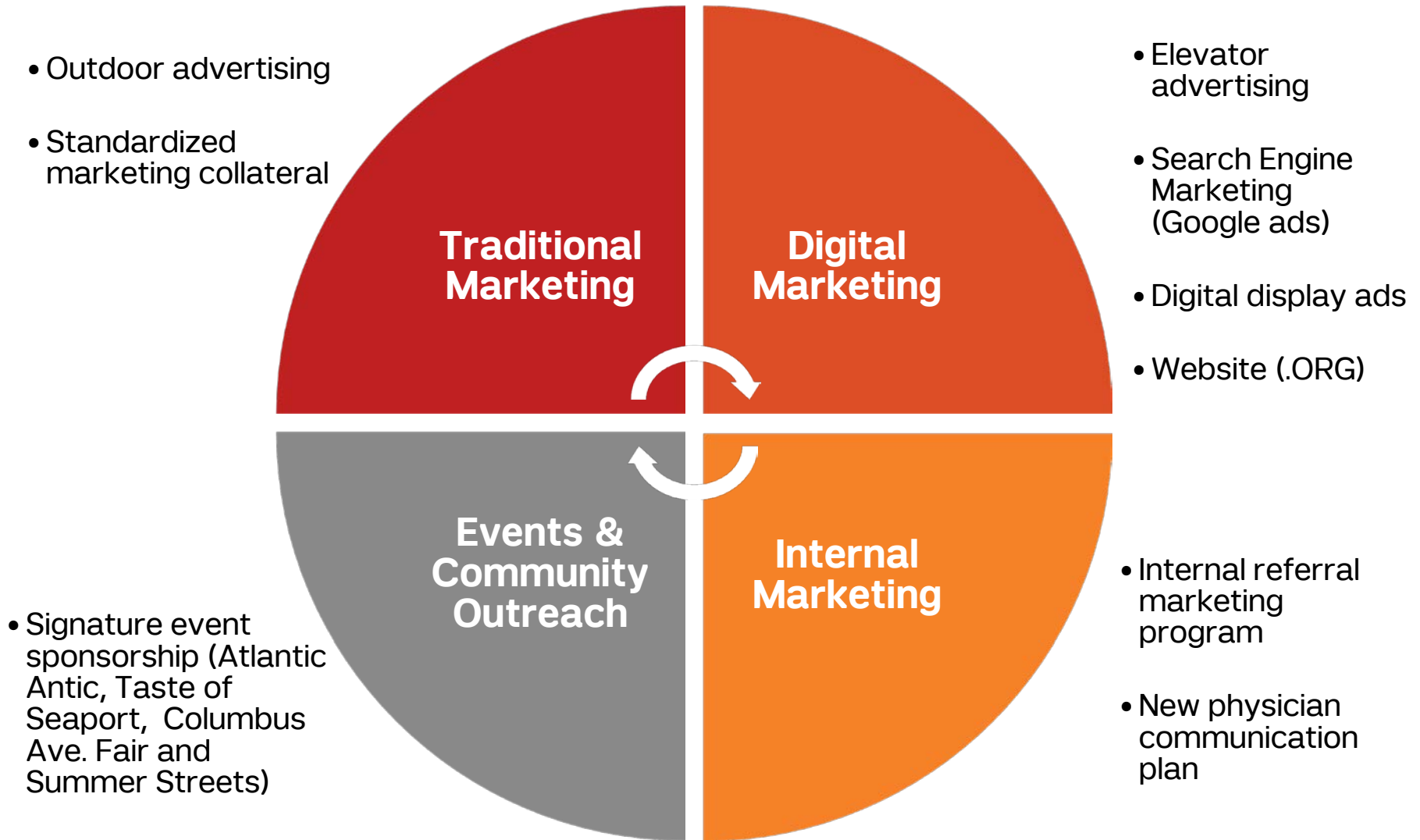
Primary & Secondary Colors

Red
Dark Orange
Bright Orange
Yellow

White
Black
Black 40% 30%
20% 10% 5%

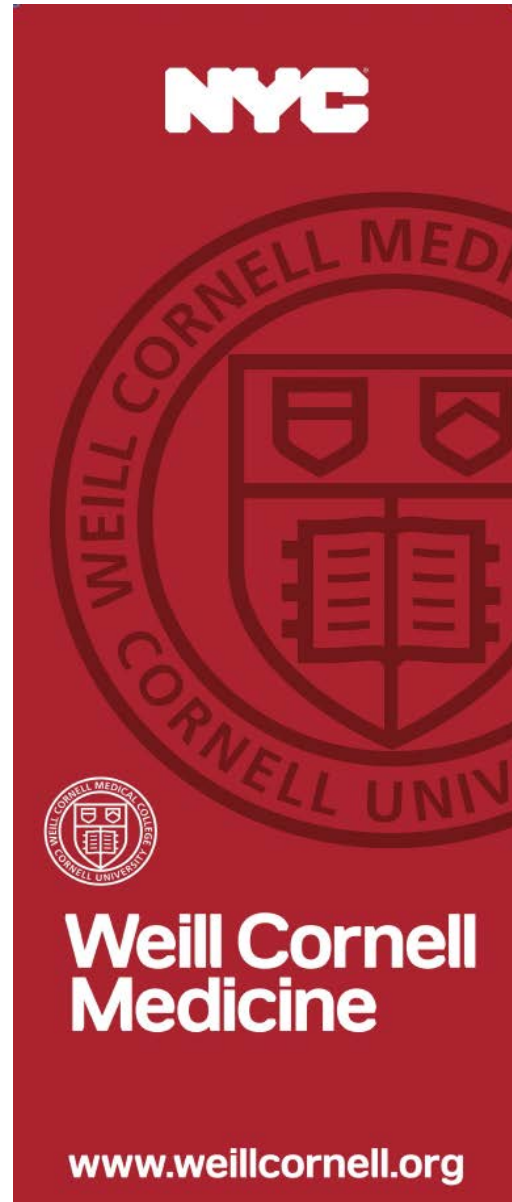
PO Marketing

Fall 2015 Marketing Tactics



Outdoor Signage

Light Pole Banners 9/27:
Manhattan/Brooklyn;
PO/WCPN Locations



Outdoor Signage

PO Bus Shelters 9/27: Manhattan; Select Locations



**You've Arrived
At World-class
Care Right In The
Neighborhood**

See A **Weill Cornell
Medicine Physician**
Today At 2315 Broadway

Call **1-855-WCM-4YOU** To Make An Appointment
Visit Us Online At **www.weillcornell.org**



**World-class Care
Right In The
Neighborhood**

Visit A Weill Cornell
Medicine Physician Today
Two Blocks Away At
156 William Street

Call **1-855-WCM-4YOU**
To Make An Appointment

Visit Us Online At
www.weillcornell.org

In Collaboration With

 **NewYork-Presbyterian**
 **Lower Manhattan Hospital**

Outdoor Signage

Phone Kiosks 9/27: PO/WCPN -
Manhattan/Brooklyn/Queens – Selected Specialties



**Weill Cornell
Medicine**

Cardiac Problems?

Get To The Heart
Of The Matter.

See a
**Weill Cornell Medicine
Cardiologist**
At 2315 Broadway

Call 1-855-WCM-4YOU To Make An Appointment
Visit Us Online At www.weillcornell.org



**Weill Cornell
Medicine**

Shortness Of Breath Is No Laughing Matter.

See a
**Weill Cornell Medicine
Pulmonologist**
today and experience our world-class
care at 61st Street

Call 1-855-WCM-4YOU To Make An Appointment
Visit Us Online At www.weillcornell.org



**Weill Cornell
Medicine**

Missing The Sound Of Street Traffic?

See a
**Weill Cornell Medicine
Audiologist**
At 156 William Street
and never miss another beep

Call 1-855-WCM-4YOU To Make An Appointment
Visit Us Online At www.weillcornell.org

 **NewYork-Presbyterian**
 **Lower Manhattan Hospital**

Elevator Advertising

Live 9/27 in 190 buildings across Manhattan & Brooklyn



Digital Advertising

Mobile Display Ads: PO – All Specialties
Geotargeted to PO practice locations



**Weill Cornell
Medicine**

**We've got your
renowned
neurology experts
right here.**

**Call 1-855-WCM-WCMU
for an appointment
www.weillcornell.org**

**We've got your
best-in-class dermatologists
right here.**

**Weill Cornell Medicine.
Care that Connects to You.**



**Weill Cornell
Medicine**

**Call 1-855-WCM-WCMU
for an appointment
www.weillcornell.org**

Previous Weillcornell.org



Weill Cornell Physicians

[About Us](#)

[Clinical Services](#)

[Health Information](#)

[For Your Visit](#)

[Referring Physicians](#)



Find a Physician by or

[Go](#)

Welcome to **Weill Cornell Physicians**



Committed to delivering outstanding care and concern for each patient and family, Weill Cornell Medical Center is a leader in primary and specialty care.

For Your Visit

[Your First Visit](#)

[Maps and Directions](#)

[Accommodations](#)

[International Patient Services](#)

[Interpreter Services](#)

[Patient Rights](#)

[About HIPAA](#)



Weill Cornell Physicians

[About Us](#)

[Clinical Services](#)

[Health Information](#)

[For Your Visit](#)

[Referring Physicians](#)



Find a Physician by or

[Go](#)

Michael G. Stewart, M.D.

Otolaryngology

[Physician Bio](#)

[Insurances](#)

[Publications](#)

[Honors and Awards](#)

[Research](#)



Named one of New York magazine's Best Doctors from 2007-2015

Named to Castle Connolly America's Top Doctors from 2007-2015

Dr. Stewart is Professor and Chairman of the Department of Otolaryngology - Head and Neck Surgery at Weill Medical College of Cornell University, and Otolaryngologist-in-Chief at New York-Presbyterian Hospital/Weill Cornell Medical Center.

He also serves as Vice Dean of the Medical College, and the E. Darracott Vaughan,

Specialties

Ear, Nose, and Throat

Laryngology

ENT (Ear, Nose, and Throat)

Otolaryngology

Rhinology

Otorhinolaryngology (ENT)

Clinical Expertise

Facial Trauma

Sinusitis

Voice Disorder

Endoscopic Sinus Surgery

Disorder of Nasal Sinus

Contact Info

[Sleep Apnea](#)

1305 York Avenue
5th Floor
New York, NY 10021

Phone: (646) 962-6673

Fax: (646) 962-0030

[Sinus Surgery](#)

1305 York Avenue
5th Floor
New York, NY 10021

Phone: (646) 962-6673

Fax: (646) 962-0030

[General Otolaryngology](#)

1305 York Avenue
5th Floor



Weill Cornell Medical College

New Weillcornell.org

[News](#) [Events](#) [Giving](#) [Careers](#) [Contact Us](#) [Health Library](#)

[Find A Physician](#)

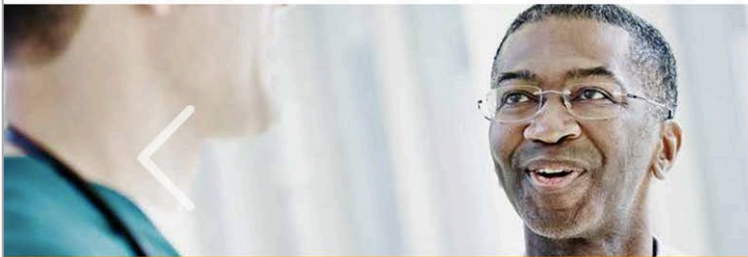
[Patient Portal](#)

Patient Care

[Clinical Services and Practices](#) [Health Resources](#) [Referring Physicians](#) [About Us](#)





We are Weill Cornell Medicine.

Welcome message and statement about what the user will find on the website. This is just sample content and should be replaced by someone who is more eloquent than myself. And more text can go here too!



H2 Title 30 Characters [w/sp] will wrap if necessary

No action button as the entire carousel slide will have click action. Short inherited font style from body copy. Multiple characters with a link out go here and here and here.

[< PREVIOUS](#)[NEXT >](#)

[News](#) [Events](#) [Giving](#) [Careers](#) [Contact Us](#) [Health Library](#)

[Find A Physician](#)

[Patient Portal](#)

Patient Care

[Clinical Services and Practices](#) [Health Resources](#) [Referring Physicians](#) [About Us](#)

Home > Find A Physician > Physicians Listing > Michael G. Stewart, M.D.

Michael G. Stewart, M.D.

Primary Specialty: Otolaryngology





[View Media](#)[View Research](#)

Language: English

Gender: Male

Patient Reviews: ★★★★★

[Specialties/Expertise](#)

[33 Insurances Accepted](#)

[Education/Training](#)

[News/Upcoming Events](#)

[View larger map](#)



1. General Otolaryngology
1305 York Ave, 5th Floor
New York, NY 10021
P: (646) 962-6673 | F: (646) 962-0030
Mon-Fri 9:00am - 4:00pm
Sat 9:00am - 6:00pm

[Schedule Online](#)

2. Sinus Surgery
1305 York Ave, 5th Floor

Personal Statement

<http://beta.weillcornell.org/comps/>

Marketing Logos & Templates

Marketing will deliver the following templates via brand.weill.cornell.edu:

- Stationery
- Business cards
- PowerPoint presentations
- Word documents
- Standardized collateral templates: brochures, postcards, flyers, posters
- FAQs
- Social media icons
- Email signature

Thank You!

