Agenda

- Introduction
  - Timeline

- Branding
  - Strategy & Execution
  - Implementation

- PO Marketing
  - Outdoor & Print
  - Digital
  - Weillcornell.ORG Redesign
Overall Marketing Timeline

Pre-launch

September

9/15 & 9/17 Practice Ops. Training Session
Week of 9/21 Staff Trainings on Fall Marketing campaign occur
9/24 .ORG launches
9/27 Fall Marketing Campaign Live
Week of 9/28 Practice level Branding Trainings Occur

Launch

October

10/6 Board meeting & Branding launch day
10/6 Signage installation begins
10/6 New branding templates & collateral delivered

Post-launch

November

November Signage installation continues
11/30 .ORG Phase 2 Live
Branding
Perception vs. Reality

Source: FY 2016
Competitive Set (Previous)
Competitive Set (New)
Previous vs. New

Weill Cornell Medical College

Weill Cornell Medicine
Our Promise

**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.

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

Masterbrand:

Unit-brand:

Co-brand:
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 advertising
- Standardized marketing collateral
- Signature event sponsorship (Atlantic Antic, Taste of Seaport, Columbus Ave. Fair and Summer Streets)
- Internal referral marketing program
- New physician communication plan
- Elevator advertising
- Search Engine Marketing (Google ads)
- Digital display ads
- Website (.ORG)
- Traditional Marketing
- Digital Marketing
- Events & Community Outreach
- Internal Marketing
Outdoor Signage

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

Weill Cornell Medicine

www.weillcornell.org
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.wellcornell.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.wellcornell.org

In Collaboration With

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

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
Welcome to Weill Cornell Physicians

Michael G. Stewart, M.D.
Otolaryngology

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
- Disorders of Nose, Sinus
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!