

Creative Brief

Author: Green Team

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Client: Way Out West Spine + Mobility

Product: Spine + Mobility Services

Background/Overview

Way Out West Spine + Mobility is a newly established clinic focused on the diagnosis and treatment of patients with mobility issues and chronic pain. Dr. Mike Martinez, the clinic's founder and lead physician, designs minimally invasive treatment plans for his patients to get them back to an active lifestyle without dependence on controlled substances. The ultimate goal Dr. Martinez has for each patient that receives care from Way Out West Spine + Mobility is for them to regain the ability to seek adventure, which they may have been putting off due to their condition.

What's the situation and why are we communicating?

As with any new medical clinic, Way Out West currently has a low volume of patients and lacks a presence on social media and review sites. These factors are contributing to the lack of awareness among potential clients. In addition, the absence of testimonials and reviews from current or previous patients can diminish trust and or credibility in the eyes of potential patients.

What are the communication objectives?

As a new, specialized clinic, Way Out West has the opportunity to position itself as a pioneer in the Fort Worth medical market. In order to do this and increase the number of patients coming to the clinic, we will pursue two strategies. The first is to create social media business profiles that produce on-brand content to build awareness among potential customers. The second is the design and production of a purchase card to be distributed to current patients encouraging them to leave a review of the services provided by Dr. Martinez and his team. In turn, this will enhance trust among potential new patients seeking care.

Who are we talking to?

Our target audience includes anyone in the Fort Worth area suffering from spine and mobility limitations. Typically, these are people between 50 and 80 years old, who are combating chronic pain, potentially with a dependence on prescription pain medication, preferably on private insurance.

In addition to targeting those who are struggling with pain, we are also reaching out to their family members, who can recommend Way Out West as a clinic to provide care for their loved ones. The ideal client is dedicated to working hard with Dr. Martinez to get back to doing what is most important to them, without the use of controlled substances.

Persona



Susan Smith is 67-years old and lives in Fort Worth with her husband, Larry, and her Schnauzer, Louie. She holds her family very dear to her. With four active grandchildren, aged from 7 to 11, she stays busy supporting them in their variety of extracurriculars. Susan's highlight of every week is attending her grandchildren's sporting events and being present as much as she can.

Unfortunately, over the past five years, her lower back pain has prevented her from attending those events each week. Susan and her husband are living comfortably as a result of her retirement plan. Residing in middle-upper income with private insurance, Susan is seeking a clinic that can treat the root cause of her lower back pain, without the reliance on controlled substances.

She is ready to get back to living her best life by being present and active with her grandchildren as they grow older.

Key Insight

Treating the underlying cause of spine and mobility problems is the most effective way to get patients back to their best life.

Rationale:

People struggling with mobility issues tend to put their adventurous aspirations on the backburner. By working with Dr. Martinez to treat the root cause of their pain — instead of thinly masking it with an unhealthy reliance on controlled substances — they can get back to a healthy lifestyle, ready to seek out new adventures.

What's the current/desired positioning?

We want to position Way Out West as a clinic that is tirelessly dedicated to getting its patients back to an active lifestyle the *right* way— without having to use controlled substances for temporary relief. Dr. Martinez and his team are committed to providing a

diagnosis and designing a treatment plan specially tailored to each patient's individual needs and goals. Way Out West is specifically looking for patients who are motivated and willing to put in hard work alongside Dr. Martinez and his team.

What's the attitude?

Adventurous, youthful in mind and spirit (if not in body), western, honest, empowering, "doctor next door"

Are there specific mandates and deliverables?

Social media campaign and analytics, purchase cards, photoshoot, administrative (see estimate)

Is there a specific timeline to keep in mind

- Tuesday Sept. 17 - Present Creative Brief to Sarah
 - Will be sent to client after it is approved
- Tuesday Sept. 24 - Initial concept presentation submitted to Sarah (4 concepts)
- Tuesday Oct. 1 - Present final concept to Sarah with mockups and visuals of the ideas that have been approved by her
- Between Oct. 2 - Oct. 4 - Schedule a meeting with client to present concept ideas
- Oct. 7 - Launch social media campaign

Client Approval _____ **Date** _____