

Markham Natural Health Centre

Project Plan

Ocean Flame Communications Overview: My vision for making Markham Health Centre stand-out is strategic public relations engagements and publicity opportunities, meant to build and expose the services marketing beacon and innovative e-commerce approach of the *experiential brand* we will develop the Markham Health Centre into. I bring to Markham Natural Health Centre (MNHC) my experience in marketing/public relations strategy, as well as contacts and technique in media relations. We will set MNHC apart from competitors through branding opportunities through corporate social responsibility/community relations activities, strategic partnerships, [brand-fitting] endorsements and our experiential branding approach to quality, attentive and interactive service.

These marketing public relations endeavors will all assist us in building the perception of naturopathic medicine as a *complement* as opposed to an alternate, to conventional medicine. We will establish our methodology in our brand-building and ideology sessions.

Selling the experience: Our public relations engagements (industry/public speeches, demonstrations and community relations) and publicity opportunities all lead back to our website and online tools (blogs and video vignettes); these web applications are the primary touch-point in selling the prospective patient on the benefits of our *experiential brand*. *The MNHC experience* is one which embraces the three stated pillars of our *brand-identity* which are **Nature, Innovation and Healthy Living**. The colors, feel/visual texture and soothing whilst informative images of the site accompanied by relaxing music will illustrate our unique approach to service. This service experience which we will design based on research and creativity will be the defining element of the *Markham way* of doing things. This is our unique selling proposition.

The site will feature video presentations on our Doctor and patient consultations, diagnosis, treatment methods and prescription. **Everything about the "Markham way" is personalization.** Making the patient feel that they are the only patient you have. The online video vignettes, blogs on bi-weekly [office-related] activity of the Health Centre's staff as well as text and video testimonials set the stage for our *e-commerce application*. We endeavor to be connected with our patients beyond geographical borders through providing text and/or video (webcam) online consultations as well as prescribe and provide medicine through our online drug store which is complete with a mailing service. Our unique approach to service, from the décor, how the phone is answered (secondary patient touch-point, second to our website) will attain for us attention and respect within the professionals ranks of Naturopathic Medicine as pioneers of a new approach to *medical services marketing*. Secondly it will give us attention within both the realms of service and marketing professionals and ultimately build our brand as a *preferred service* to both prospective and longstanding patients.

Brand identity: Our brand identity is built on Nature, Innovation and Healthy Living. It's from these precepts which we state *who we are* and *what we believe in*. Our services marketing (office décor, procedure/process approach and patient attentiveness), experiential branding and e-commerce application is the embodiment of our **innovation**. Innovation is also embraced through our endorsement of new products and services which we deem helpful to the health and wellness of people and our patients in particular. **N.B.** Strategic partnerships increase our visibility.

Nature: Our products, prescription drugs and treatments are derived from nature. As a result we should endeavor to be involved in nature-related issues in and around the province, especially within our community of operation. It is also strategic that we use the opportunity to convey how

various trees and plants (flora and fauna) are vital to our health and nutrition as cohabitants of this earth. Defining also, how these plants are used in the drugs we so often need and use, whilst giving a slant to naturopathic medicines and treatments...especially the ones we endorse. This broadened approach will garner much publicity for MNHC, especially in a time when "going green" is such a prominent topic. David Suzuki, Nature boards and natural medicine organizations are excellent partners for this endeavor.

Healthy Living: A significant amount of our publicity will come from lifestyle media (female skew). We will be advocates for healthy living (diet, exercise and nutrition). We will become publicly perceived experts on these topics. Our goal is to become an information hub on this subject-matter, one in which media will always seek to speak with on "personal care" matters. Excellent partners of this cause are health food stores/restaurants, healthy bakers, athletes and celebrities who all live and advocate this incredible lifestyle.

Campaign: In the interview I began outlining the principles of our proposed first campaign. Our campaign will be directed as the single most powerful influence in the household which is "Mom". Once we influence this influencer we will begin to see the effective/lucrative ripple effect. Mothers make the purchasing and product/service trial decisions in every household, interesting them in our products and services is imperative in our endeavor to become a known and trusted household brand. Beyond communicating with them through the magazines they know and enjoy, we will appeal to them through their role as caregivers to their families.

The name of the campaign is the "Love & Care" campaign, in which we will be holding family care session for different women organizations and women's groups. Our slogan will be "love you, Love Yours". I have chosen this slogan as women love to take care of themselves physically and emotionally, however they perceive their greater role as caregivers and nurturers to their families. Once you attain the interest and trust of the ladies, the men and children come following. We will incorporate men and children in our appeal technique, however to a lesser extent in this our first 18-24 month campaign.

Name Change: For the name change I propose 'Nature Life Physicians and Therapists'. I propose this name because our business is founded on nature, the appreciation and medicinal harnessing of it. We are also advocates of Life, meaning a healthy lifestyle through healthy eating, exercise and a respect for your body and your life.

Branding: I look forward to discussing my ideas with you regarding the website's tone, [visual] texture, messages, navigation/architecture and e-commerce applications; as well as the approach to be taken to the presentation of your consultative services which will complement the foundation you have created through your public speeches, contributed articles and blogs. In anticipation of our next meeting, I propose the name of our campaign will be "Love & Care" and it will be built on these three conceptual pillars.

Nature: The foundation of naturopathy, which will be expounded upon as we will elaborate how important it is for natural substances to interact with the body's need for various minerals to stimulate healthy development, growth and strong maintenance.

Nutrition: Nutrition is a fundamental precept in naturopathic treatment, as the journey to optimum health is not just achieved through a cocktail of pills; it is achieved and maintained through a healthy diet, a dietary plan you can adhere to and be comfortable in continuing with once your weight loss, stress relief or detoxification goals are achieved.

Energy: Energy, I have researched is very important in natural health. Positive or negative energy is something which is radiated from within your spirit, this kind of energy evoked from joy or depression can affect your health. Energy also relates to that which gives you the vigor for exercise, which is imperative in both the physical and emotional well-being of any person, there is

simply no-telling how much inspiration, rejuvenation and future/kinetic energy may be derived from a daily work-out. Energy also refers to that of revitalizing/latent energy stimulants such as hydrotherapy and heat therapy used in natural medicine.

Our marketing public relations campaign will begin with a media relations campaign aimed at both target audience specific and psycho-demographic specific print and radio journalists, creating interview opportunities presenting the key messages which are, "what is naturopathy?", how it relates to the lives of the busy everyday working person and why is natural health a worthwhile discussion at this point in time. Our grass-roots marketing communications efforts (database produced brochures and direct-mail) will answer where we are, how the customer may [financially] access our services, as well as the combination services menu offered to different patients, catering to their health needs and financial limitations.

Final details and decision will follow in our upcoming ideology session.

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