

# BRAND CASE STUDY

HOW OCHSNER HEALTH SYSTEM  
RE-POSITIONED ITSELF

## BACKGROUND AND APPROACH

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Over the past several years, MDRG has conducted brand tracking research for Ochsner Health System. As the years progressed, MDRG found that their existing positioning and tagline, "Healthcare with Peace of Mind," was losing its Ochsner identity and becoming ubiquitous with healthcare in the region.

As a result, Ochsner developed new positioning, created and tested a new campaign, and launched the new positioning into their markets.

## OBJECTIVES

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1. Review the findings that led to the recommendation to re-position Ochsner
2. Dig into the creative testing completed to ensure a successful campaign launch to support the new positioning
3. Understand how research will inform next steps for the brand

# WHY REPOSITION?

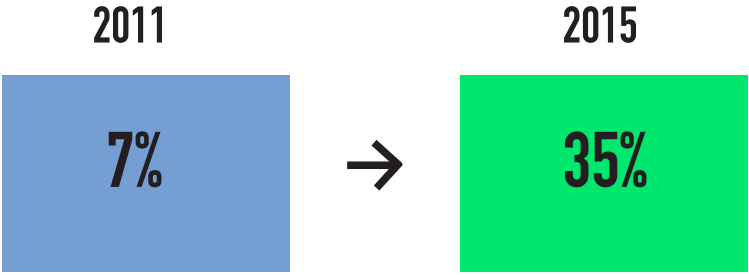


## SITUATION OVERVIEW

The tagline "Healthcare with Peace of Mind" remains an important concept across the Ochsner footprint. While strong percentages associate it with Ochsner, research uncovered a phenomenon that consumers only slightly familiar with the tagline assume it is referring to their own non-Ochsner hospital.

## THE RESEARCH

Percentage of competitors' customers who associate their primary care hospital with the phrase "Healthcare with Peace of Mind":



## INSIGHTS AND ACTIONS

1. If Ochsner wishes to retain the tagline, it will need to explore ways to improve the perception that it is the best, and differentiate itself from others in its delivery of "Healthcare with Peace of Mind."
2. If Ochsner wishes to refresh the tagline, it will require further exploration into ways to differentiate its message.



# RELENTLESS

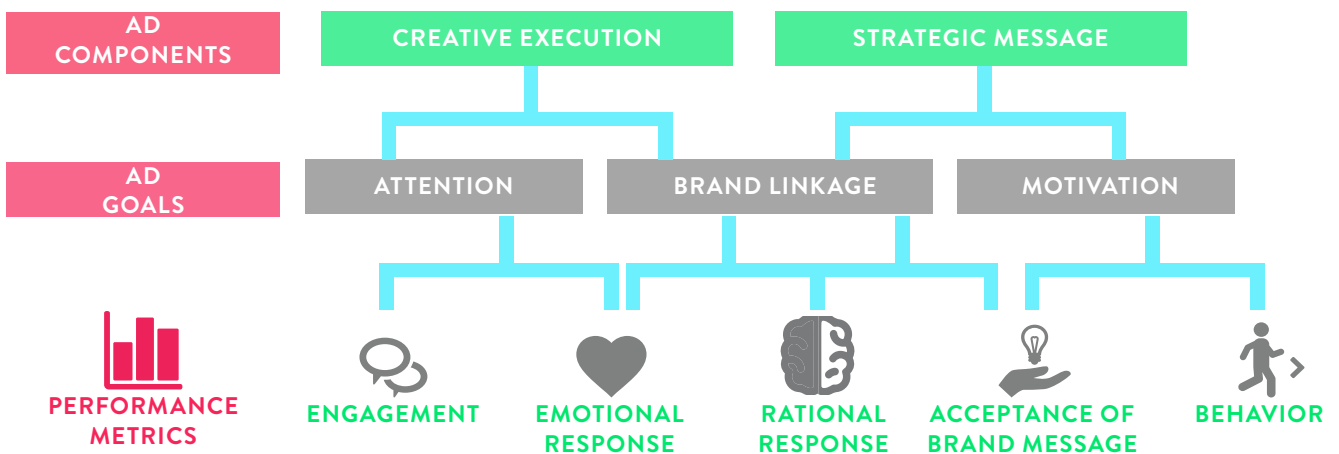
## SITUATION OVERVIEW

Based on 2016 Brand Research, Ochsner developed a new tagline and campaign with the hopes of differentiating themselves in the market. Prior to launching this creative, Ochsner sought to measure consumer feedback on several executions of their new positioning.

## THE RESEARCH

MDRG leveraged multiple methodologies to capture both the conscious and non-conscious responses consumers had to these ads. Beyond the reactions consumers can articulate, MDRG sought to uncover those thoughts and feelings consumers had about the ads that are so ingrained they cannot be articulated.

We did this using our proprietary copy testing model, Prove-It™ (shown below), and enhanced the emotional discovery with Facial Coding.



ADS TESTED

"RELENTLESS" : 60 SECONDS



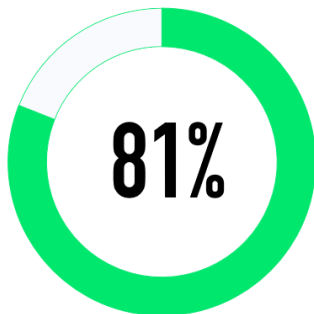
"NETWORK" : 30 SECONDS



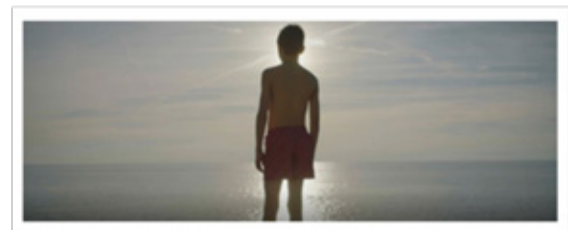
"BIRTHDAY" : 60 SECONDS



REACTION TO "RELENTLESS"

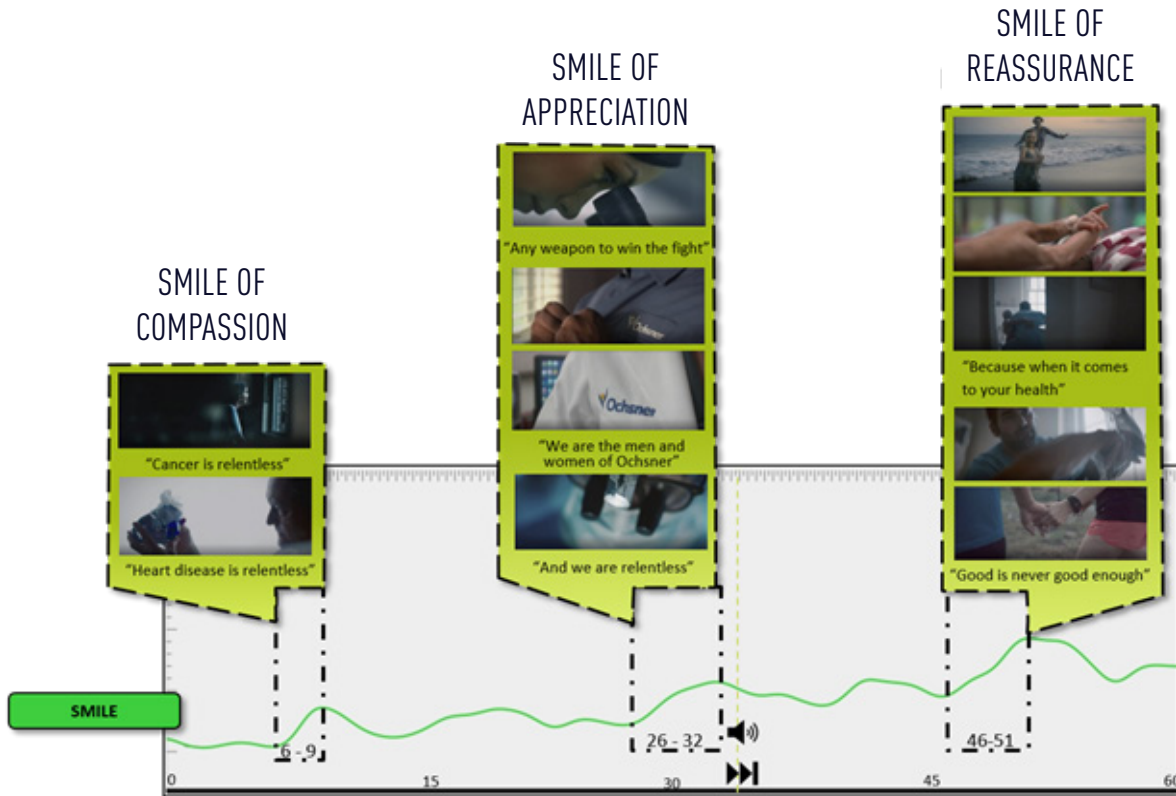


OVERALL  
POSITIVE  
REACTION

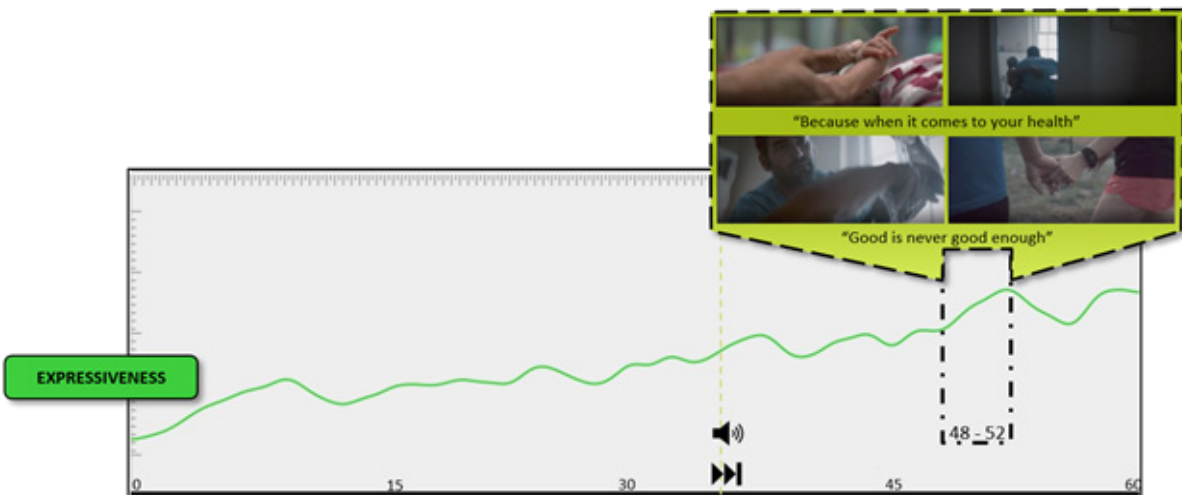


- Ochsner is compassionate
- Ochsner is an innovative leader in healthcare

### "RELENTLESS" FACIAL CODING RESULTS



BELOW: Aggregate measures of all reactions, overall emotional engagement

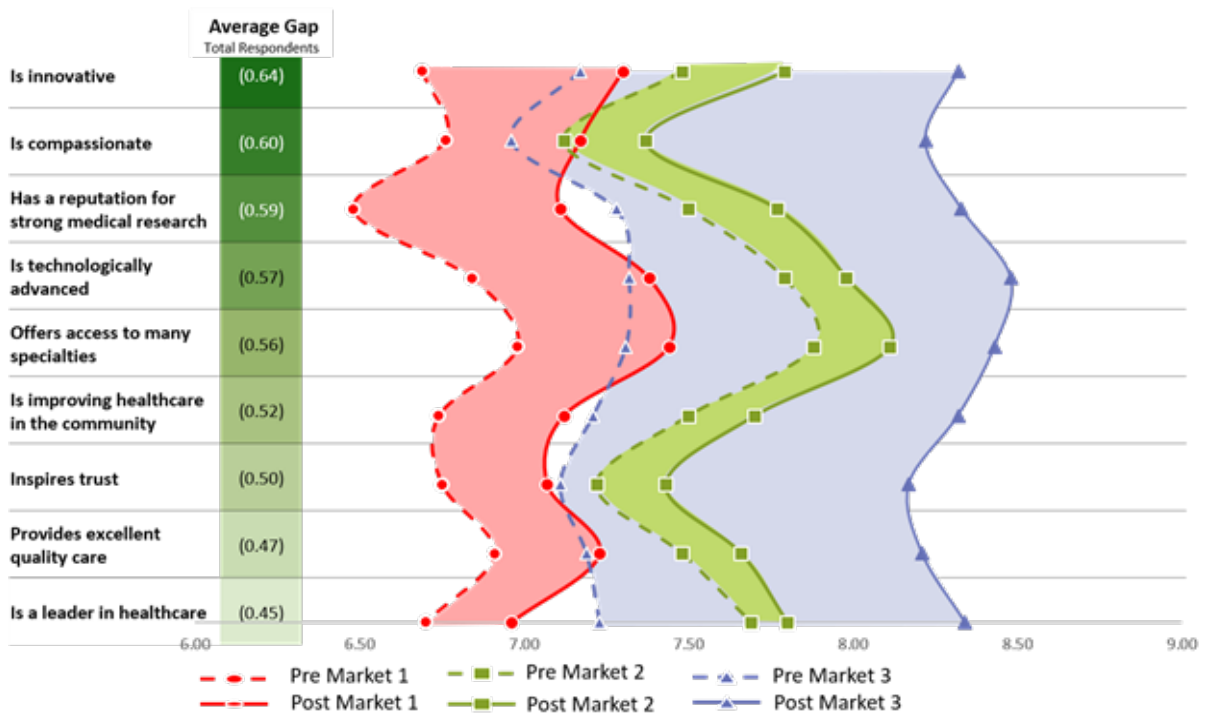


FAVORABILITY TOWARDS OCHSNER

INCREASE IN FAVORABILITY  
POST "RELENTLESS"



IMPRESSIONS OF OCHSNER PRE/POST EXPOSURES TO "RELENTLESS"



INSIGHTS AND ACTIONS

Due to the overall positive reaction to both the tagline "Innovating Healthcare" and the "Relentless" campaign, MDRG recommended moving forward with the campaign. For future iterations of creative, it will be important for Ochsner to keep the following in mind:

1. Continue to focus on **compassion and innovation**, as these are relatively low scoring attributes that were positively impacted through "Relentless."
2. Continue to focus on **inspiring trust** as, again, this is a relatively low scoring attribute but with slightly less lift from "Relentless."

# BRAND TRACKING

## THE RESEARCH

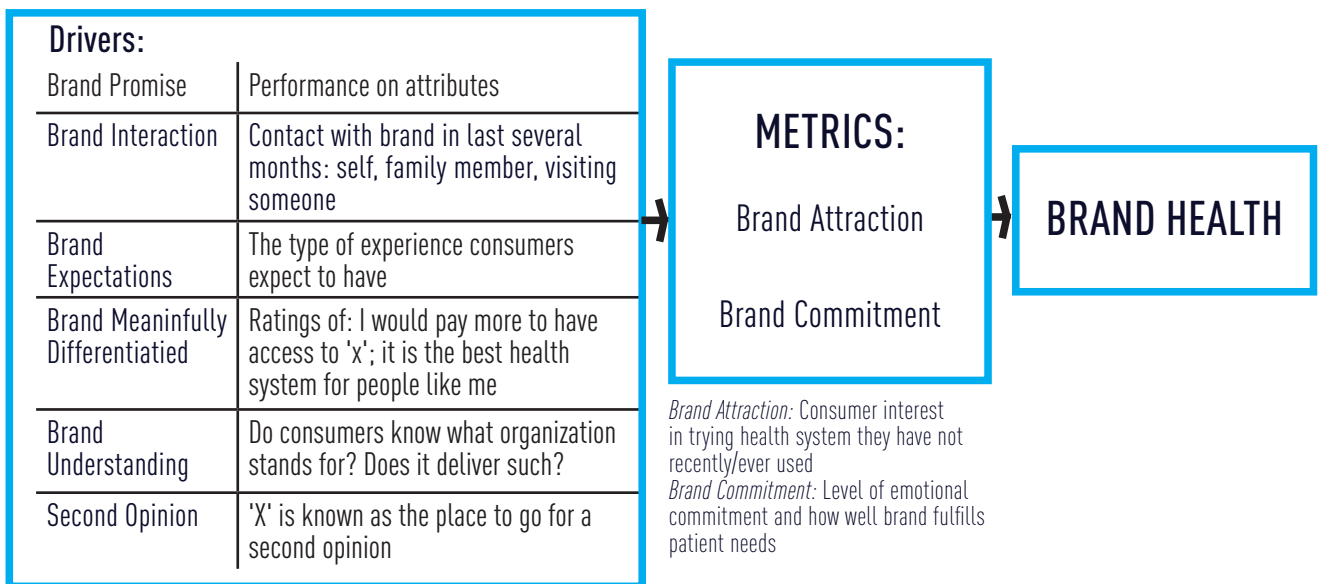
MDRG conducted Full Brand Studies for Ochsner since 2007, as well as research (2013 and 2015) to quantify opportunities in nearby markets.

In 2017, this brand study was set to continue to measure the brand and quantify opportunities. However, in addition, it sought to understand the impact of the new tagline "Innovating Healthcare" and new positioning as demonstrated in the "Relentless" Campaign.

The MDRG Brand Research Model was used to measure brand health in this in-depth Full Brand Study:



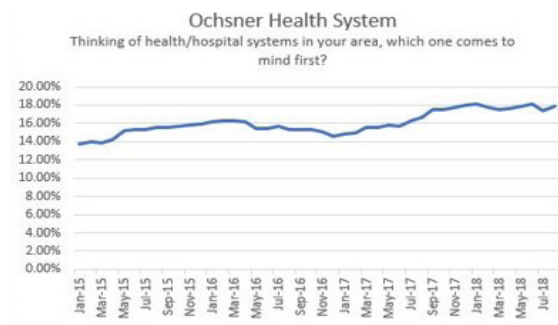
MDRG measured six key driver categories to explain Attraction and Commitment. In addition to prioritizing the six drivers, MDRG provided a performance score for each driver.





## THE RESULTS (ONE MARKET)

The 2018 brand study showed that the top ranked brand attribute increased between 5% and 10%. Additionally, Ochsner's unaided awareness score steadily climbed since the campaign's launch. These increases demonstrate the campaign was well-received, and further solidifies Ochsner in its move forward.



## INSIGHTS AND ACTIONS

From MDRG's recommendations, Ochsner Health System moved forward with the tagline and campaign. The increases in the brand attributes and awareness demonstrate the campaign was well-received, and further solidifies Ochsner in its move forward. For future increases, it will be important for Ochsner to:

1. Continue utilizing the "Innovating Healthcare" and "Relentless" campaign.
2. Continue monitoring the overall brand health with the Brand Health Score™ tracker. The tracker combines primary and secondary data to generate a single number, easily comparable to geographic competitors.

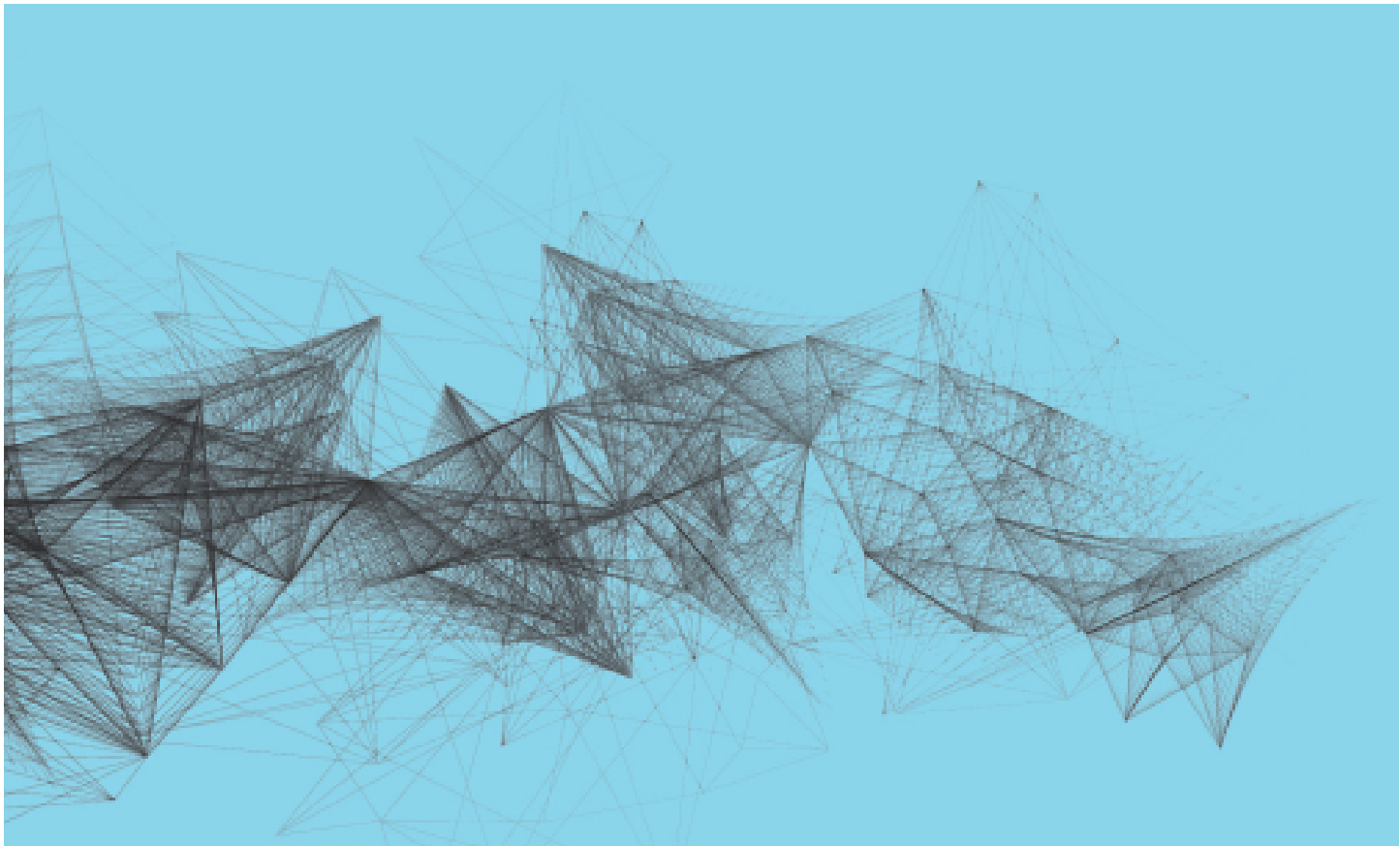
# STRATEGIC PARTNERSHIP

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## MDRG AS A PARTNER IN RESEARCH

Gathering deep insights is our forte. However, these insights are only as strong as the partnerships we form with our clients. It's only through collaboration, strategic thinking and proactivity in addressing business challenges that real insights are uncovered, and are able to be leveraged to make the greatest impact on your business.

This case study is a great example of working with clients through their business challenges and partnering to ensure the direction moving forward will lead to sustained success.



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