



DEFINE, POSITION, DELIVER:
BRAND MANAGEMENT

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S.E.D. Medical Laboratories

A GOOD SOLID BRAND STARTS WITH
YOUR LOGO



Lovelace
Insurance Company

susan g.
komen
FOR THE
cure
CENTRAL
NEW MEXICO

GAP

Gap

FOX BUSINESS
THE POWER TO PROSPER™

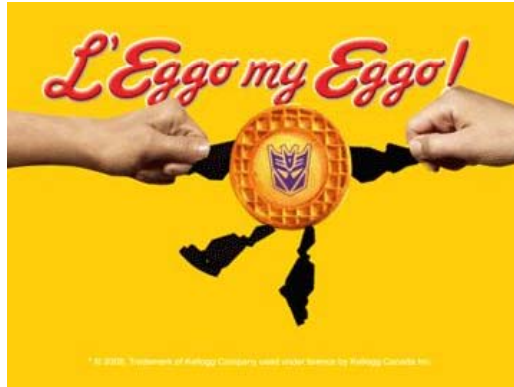
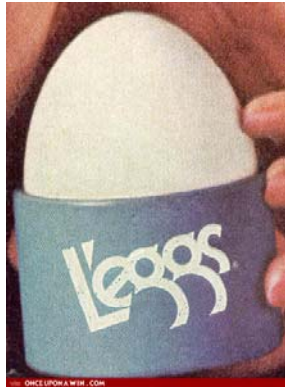
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A GOOD SOLID BRAND STARTS WITH YOUR LOGO



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NEW LOGO



NEW LOOK



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S.E.D.'s LOGO

- Our flask represents lab testing
- Our colors reflect a southwestern look—silver and turquoise
- Digitizing droplet represents SED as a high tech organization
- Place your logo on EVERYTHING you can!

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THE S.E.D. WRAP



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LOVE YOUR LOGO!

- Logos should be timely and timeless
 - Can be updated
 - Icons can change



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THE LIFE OF A LOGO!

- A logo provides an immediate connection to your organization
- Our visual sense collects data – must be positive
- Brain real estate – over 10,000 brand names
- Capture your attention at the intuitive level

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S.E.D. LOGO AND BRANDING



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HOW DO YOU BRAND YOUR LABORATORY?



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DEVELOPING YOUR BRAND'S STRATEGY COURSE

- The American Marketing Association defines a brand as a “name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller group and to differentiate them from others”

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BRANDING... WHAT EXACTLY IS IT?

- Simply put, a brand is a promise. By identifying and authenticating a product or service, it delivers a pledge of satisfaction and quality
- Branding is a promise that becomes an expectation
- No clear definition that is universally accepted

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BRANDING...REALLY... WHAT IS IT?

- Branding is an experience
 - Volvo = Safety
 - 3M = Innovation
 - Public Television = Trust
 - Nordstrom = Service
 - Amazon = Expanse

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BRANDING OBJECTIVES

- Deliver the message clearly
- Confirms your credibility
- Connects your target prospects emotionally
- Motivates the buyer
- Concrete User Loyalty

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SUCCESSFUL BRANDING

- To succeed in branding you must understand the needs and wants of your customers and prospects. Integrate your brand strategies through your company at every point of public contact
- Your brand resides in the hearts and minds of customers. It is the sum total of their experiences and perceptions

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S.E.D. BRAND!

- A strong brand is invaluable in the battle for customers
- Important to spend time investing in researching, defining and building your brand
- **S**ervice – **E**xcellence – **D**edication

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YOUR BRAND IS YOUR PROMISE LIVE AND BREATHE THE CUSTOMER

- Lab **MUST** be market driven – top down
- Orientation for Newbies
- Everyone, Everywhere, Everything, Everyday!
- Marketing staff are client advocates
- Be service obsessive – get into overdrive
- Patients can choose what lab they use
- Treat **ALL** customers with regard and respect

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RISKY BUSINESS!

- **Niche Markets**

“If everyone is thinking alike,
then somebody isn’t thinking.”
General George S. Patton



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S.E.D. PEOPLE P.L.A.N. Public Laboratory Access Network!



- Goddess is our icon
- **Pink is our color**
- Service is our reputation
- Fees are fabulous – cash at time of service only
- For the uninsured, underinsured and health nuts!
- Drug testing on minors
- Allergy Testing

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WORKPLACE DRUG TESTING

- Accredited by College of American Pathologists – Forensic Drug Testing (CAP-FDT) 1988
- Federally Certified SAMHSA (Substance Abuse Mental Health Services Administration) 1990



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If You
Snort It
We
Report It!

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BRANDING: BUILDING TRUST

- Trust is one of the most powerful forms of motivation and inspiration!
- People:
 - Want to be trusted
 - Respond to trust
 - Thrive on trust
 - Want to believe in trust



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BRANDING AND ADVERTISING

- “The whole purpose of branding is to differentiate your product in the marketplace and to get consumers to identify it as different, better and special.”



-Sergio Zyman
former Chief Marketing Officer
Coca Cola

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DO THINGS REALLY GO BETTER WITH COKE?

- Advertising is a promise that protects a brand. News is what gives a brand its credibility or takes it away. Remember when Coca Cola re-engineered its recipe many years ago? NO amount of advertising could salvage the new formula

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BRANDING RECOVERY



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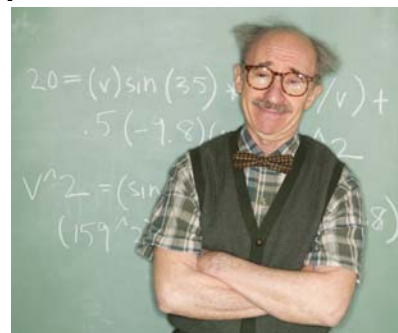


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BRANDING SUCCESS AND CREDIBILITY

There are some basic elements to establishing credibility:

- Experience
- Knowledge
- Presentation



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BRANDING RECOVERY

Toyota recalls 1.53 million vehicles worldwide for brake fluid and fuel pump problems

 **TOYOTA** October 21, 2010

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IT'S ALL ABOUT YOU!

- Your personal brand can make the difference between you and your competitors and becomes your reputation!
 - Your responsiveness
 - Your knowledge
 - Your professionalism
 - Your passion
 - = Your reputation to serve your clients

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PERSONAL BRAND



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**POT
HEROIN
CRACK
METH
ECSTASY**

DRUGS HAVE NO BUSINESS IN YOUR BUSINESS.



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**ACCURATE
METICULOUS
PROFESSIONAL
DEPENDABLE
CONVENIENT**

IMPROVED MEDICAL OUTCOMES DEPEND ON ACCURATE TEST RESULTS.



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**TAKE
CHARGE
OF YOUR
HEALTH**

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CHOLESTEROL
GLUCOSE
PROSTATE
THYROID
ALLERGY

LAB TESTS WITHOUT A DOCTOR'S ORDER.



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Motivation

by George!

Motivation is a result of self discipline and attitude

~Nanci George

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Zig Ziglar

“People often say that motivation doesn’t last. Well, neither does bathing – that’s why we recommend it daily.”



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BUILDING YOUR BRAND!

- Visits
- Brochures – Directory of Services – Signs (buildings, cars)
- Web page
- Yellow pages
- Ads in medical society publications – newspapers
- Newsletters
- Exhibit at tradeshow and conferences
- Educational seminars
- Social media

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CLIENT
TOYS
CAN BE
FUN
TOO!



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BACK IN THE DAY ... S.E.D. SHORTS WERE STYLIN'



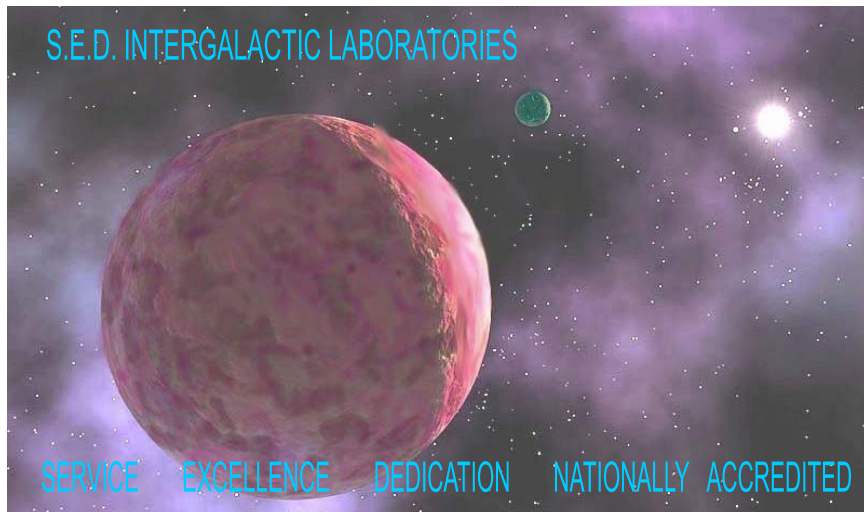
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S.E.D. INTERGALACTIC LABORATORIES



SERVICE EXCELLENCE DEDICATION NATIONALLY ACCREDITED

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HAPPY HOLIDAYS FROM SED MEDICAL LABORATORIES!