

CASE STUDY



Nationwide Better Health

True integration. Combining three distinct entities into one new brand.

SITUATION

How do we establish a leadership position in a growing multi-billion dollar market in which we are a new player?

Nationwide®, a Fortune 100® company, saw an unmet need in integrating health and productivity services — something that had previously remained an unattainable industry ideal. With the acquisition of FutureHealth®, an established leader in disease and medical management, Nationwide seized the opportunity to enter this growing category. In mid-2006, Nationwide united its subsidiary, GatesMcDonald®, a premier absence and disability management administrator, and new acquisition, FutureHealth®, under one roof. This union created the industry's first integrated disease and disability management offering that would help create healthier employees, increase productivity and lower health care costs. The challenge for Nationwide was not only to devise a name for this new enterprise, but also establish a strong position in the growing health and productivity market in which the Nationwide name was relatively new and unproven.

SOLUTION

Baker drew upon a deep understanding of Nationwide's business strategies and goals, to create Nationwide Better Health — a new brand that expressed the company's vision to deliver an integrated approach to health and productivity in the workplace. As part of the launch of Nationwide Better Health, Baker then created an integrated marketing communications campaign that brought this story to life.

RESULTS

Equipped with a new name and robust communication tools, Nationwide Better Health entered the market with an effective sales program and soon doubled its sales force. Post-merger, it enjoyed employee retention rates of more than 90 percent. Within two years of its launch, Nationwide Better Health landed multiple, major accounts, enhanced its products and services, and expanded its infrastructure and capabilities. With the creation of Nationwide Better Health, Baker helped Nationwide not only successfully launch a new line of business, but also rapidly grow its market presence and influence.

CENTERS OF EXCELLENCE:

Brand Strategy and Development
Marketing Communications

NATIONWIDE BETTER HEALTH PROGRAM:

Brand Audit and Assessment
Competitive Benchmarking
Audience Insights
Brand Positioning and Platform
Naming
Identity
Messaging and Voice
Brand Photography Library
Sales Brochure
Video
Website Content

↓ VIDEO

