

Case Study

Wodonga Osteopathic Clinic Brand refresh: An investment in the future



We first started working with Adam of Wodonga Osteopathic Clinic in November 2013 after being referred by my local masseur for treatment of a back injury. After some initial frustration in not being able to find information about the clinic online, what I encountered was a friendly, honest, and personable character that worked his magic within 6 weeks.

Having started the business in 2005, Adam now operates with a team of ten, seven of which are highly qualified and experienced professional Osteopathic therapists. An Osteopath is widely known for treating people with bad backs and recurring headaches, but many patients of Wodonga Osteopathic Clinic have found osteopathy helpful for a wide variety of conditions.



"Fiona and her team always communicate with confidence. They are goal orientated and step you through the entire process. They keep you on course, gently prompting to keep the project moving so you can achieve your desired outcome.

Having had a ten-year history with our old logo I was nervous about the change. The refresh of our 'green man' has been a winner with our patients commenting our new polished image. The direct connection to our old brand has retained our identity with our existing clientele.

Fiona and her team know our business. It is like servicing your car, looking after your health, you need someone local and reliable. Someone with whom you can build a rapport and trust that they will be there when you need them. Someone that will risk challenging you on how you are doing things and how you might do them differently.

We rely on Fiona and her team for the security of our website, the professional finish of the work they produce and to prompt me to keep our brand and website relevant and maintained. They are a long-term partner of Wodonga Osteopathic Clinic and we look forward to continuing that relationship into the future."

Adam Mason • Wodonga Osteopathic Clinic

✓ The Challenge

With the business growing and a need to remain contemporary the decision to freshen up the brand came in June 2018.

Upon a request from a staff member wanting uniforms Adam realised that the business had evolved, and he needed to take the next step. He needed to invest in the business and the brand to reflect the professionalism of the organisation. To enhance how Wodonga Osteopathic Clinic was perceived both internally to staff and externally to consumers.

With no Brand Style Guide in place the brand had become confused. There was a lack of consistency and cohesiveness. The original logo had been developed over 13 years ago and was becoming tired, it was not as easily identifiable as their competitors. With the growth had come a new appointment booking system, therefore the website also needed an upgrade.

To remain a leading presence in true patient care and retain a quality team Adam wanted to prove long-term commitment to both his staff and patients.

✓ The Approach

Like many businesses starting out, the creator of Adam's first logo had been a friend doing it on the side, which was extremely appreciated. This time he needed more clarity and a clear pathway. He needed to know what was being offered, what were the steps that needed to be taken and if it could happen in stages. Having the process clearly mapped out helped with decision making and budgeting.

As we all know, business owners wear many hats and taking on a project like this is a big ask. Through our methodological approach we enable business owners to stay on course. To reduce decision fatigue, we offer a choice within a choice. We provide three concepts of each element for you to make your decision. Don't worry, sometimes we have worked on over 30 possibilities before we provide you with the three that we feel fit best with your brand strategy.

Having a choice within a choice speeds up the decision process. Having already worked with you on your brand strategy, identified your strengths, chosen your colour palette and narrowed your tone of voice, getting buy in from your team becomes easier. Approaching staff and colleagues with three concepts to review and discuss is less overwhelming and narrows their focus. It enables you to engage them in the process within the constraints of the decisions you have already made.



Results

"Developing a strong consistent brand has unified us as a team. The process of refreshing the website content made us rethink our offer and narrow-in on our ideal customer.

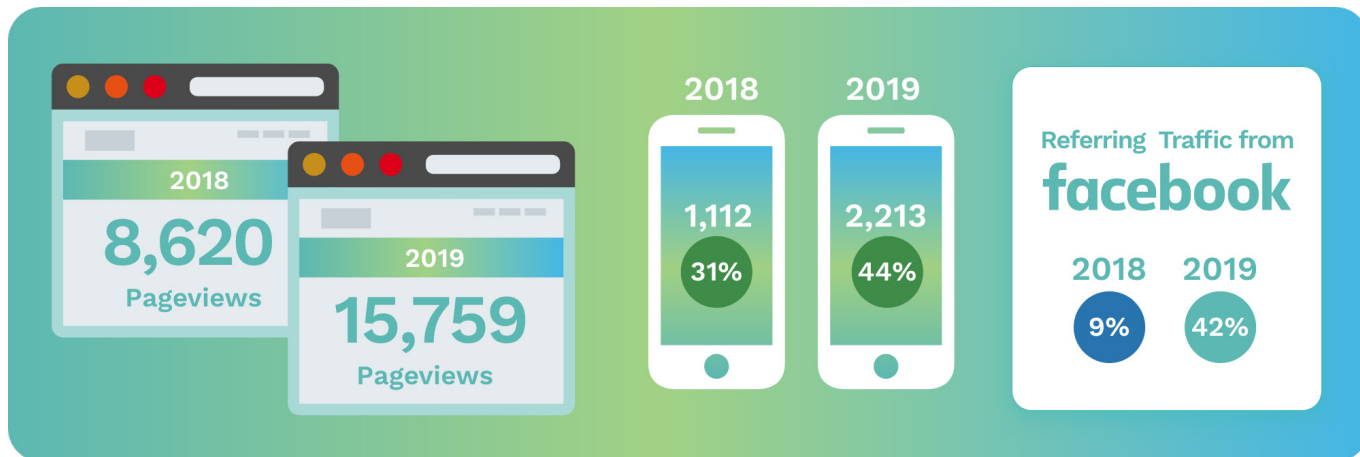
The website directs potential clients to the practitioner they feel would be more suitable; with whom they are likely to connect. Empowering our patients with choice is good for customer satisfaction which in turn is good for referrals. And a good referral base makes for a strong business.

The implementation of the online booking system saves on overheads and buys back time. With a renewed confidence in our online presence we are no longer advertising in multiple spaces. We have consolidated our energy to focus on the website, Facebook, and Instagram. A less scattered approach."

Adam Mason

Wodonga Osteopathic Clinic

✓ Website Stats



✓ Return on Investment

Since starting the branding process Adam has seen increased buy in from his team and a renewed passion for the business.

Adam is also looking into the future and believes culturally there has been a shift.

"The money and time invested in our rebrand will be invaluable in the changing consumer environment. The education of digital users has increased significantly in the past months. Grandma has learnt how to Zoom, she and a lot of her generation have overcome their fear of booking and buying online. Having a well branded online presence, not just the website but all online assets including social media profiles will be imperative to our success and survival as a business."

