

Health Super

Health Super is a leading industry superannuation fund within the Health and Community Services sector. With over 200,000 members, 2,400 employers and more than \$7 billion in assets under management, Health Super is dedicated to meeting the needs of members throughout their working life and beyond.

After reviewing their strategic plan, Health Super recognised the need to critically analyse the way they present themselves and communicate with both current and prospective members and employers. Working closely with Health Super, Fresh undertook a brand audit to facilitate a deeper understanding of the industry.

Our capabilities and holistic approach to creative brand and communication solutions made us an ideal partner for this project.

From the audit findings, it became clear that Health Super would need to revitalise their brand, with five key objectives in mind:

1. Increase brand awareness and loyalty amongst the target audiences.
2. Clearly define a strong market positioning within their product category.
3. Differentiate Health Super from its key competitors.
4. Develop communication strategies that take the confusion out of a complex topic.
5. Establish consistency in brand identity and communications across the organisation.

In addressing these objectives, Fresh identified a range of challenges, including:

- Low consumer interest in category.
- Superannuation is a heavily regulated industry, with compliance-driven limitations on consumer messaging.
- To challenge the visual aesthetics category norm while consumer expectations.
- Gaining agreement on a strategy among a large number of stakeholders.

Stage One: The Brand Strategy

This strategy was developed to unite the organisation, providing a clear vision and purpose for the brand. Taking into account the consumer insights identified through research and the key objectives, Fresh developed a new brand strategy for Health Super, based on four elements:

1. WHO are we talking to (the 'audience')?
2. WHAT are we offering them (the 'promise')?
3. WHY should they believe our offer (the 'proof')?
4. HOW do we want them to perceive us (the 'feeling')?

These elements combined form the foundation for the Health Super brand vision and guide all branding and communication activities.

Stage Two: The Brand Identity

The second stage was to articulate and build a consistent brand identity, which was broken down into the visual identity elements that would guide Health Super's tone of voice and communications. We gave careful consideration to two key objectives: creating a strong positioning and differentiating Health Super from the competition. With these as our guide, the new brand elements evolved organically.

The landmark is the central focus of the brand, it represents the promise and vision of Health Super. Conceptually, we began exploring this element from a symbolic and semiotic viewpoint. Naturally we desired Health Super to take a leadership position within the Health and Community Services Sector. Combining the graphic elements of the symbolic cross with a heart shape represents bringing together the health and superannuation industries; this truly embodies the caring essence of the brand promise.

To clearly differentiate the brand from its competitors and to harmonise with the symbolic landmark, Fresh chose a bold colour combination of magenta and warm brown, as its primary palette.

The central promise of the brand strategy was communicated in deliberately emotive words through the creative tagline: “We’re there for the people who care” displayed in warm and friendly typeface, true to the core values and brand vision elements. Imagery also plays a critical role in the expression of Health Super’s brand values. People are the cornerstone of the Health Super brand and this is reflected in the photography.

Stage 3: The Communications Strategy

An important stage in the process was the development of an externally focused communication strategy that would build brand awareness and ultimately, increase membership.

In developing this strategy, it was important to incorporate new insights:

- > Key triggers that lead consumers to join or change super funds.
- > Barriers that prevent them from engaging with the Health Super brand.
- > The type of information they seek and their communication preferences.

Stage 4: Implementation

With the brand identity and communication strategy established, Fresh developed and managed a major communications changeover across all aspects of the business.

The Health Super website (insert URL here) was a significant project in itself, requiring a complete overhaul that not only reflected the new identity, but delivered a higher degree of features, functionality and interactivity for members (both current and prospective) and employers.

The final step was to maintain the integrity of the brand across all applications into the future. To support this critical objective, Fresh developed and delivered a comprehensive Brand Style Guidelines and a Website Management Training Program.