ASSIGNMENT

Create a brand identity that clearly communicates the Exchange to Minnesotans.
PROCESS
OUR PROCESS

Phase 1
BRAND DISCOVERY

Phase 2
BRAND CREATION

Phase 3
BRAND TESTING

Phase 4
BRAND FINALIZATION

10 WEEKS
OUR PROCESS

Phase 1
BRAND DISCOVERY

Phase 2
BRAND CREATION

Phase 3
BRAND TESTING

Phase 4
BRAND FINALIZATION

Secondary Research
Category Brand Audit
4 Group Sessions
11 Individual Interviews
OUR PROCESS

Phase 1
BRAND DISCOVERY

Phase 2
BRAND CREATION

Phase 3
BRAND TESTING

Phase 4
BRAND FINALIZATION

Naming Exploration
Descriptor Development
Inspiration Board
Logo Options
OUR PROCESS

Phase 1
BRAND DISCOVERY

Phase 2
BRAND CREATION

Phase 3
BRAND TESTING

Phase 4
BRAND FINALIZATION

Small Business Owners
Uninsured Individuals
Insured Individuals (Non-Group)
Agent/Brokers
KEY BRAND CONSIDERATIONS
KEY BRAND CONSIDERATIONS

SALTER MITCHELL

STAKEHOLDER INPUT

BRAND AUDIT

STRAIGHTFORWARD

POSITIVE

FOR ALL

NON-GOVERNMENTAL

ADDITIONAL OBSERVATIONS

» Feel unique to Minnesota

» Make this the “Go-To” resource for purchasing insurance

» Emphasis on “Choice” and “Options”
CATEGORY BRAND AUDIT
MN HEALTH LANDSCAPE
NAMING EXPLORATION
NAMING CONSIDERATIONS

» Differentiating, ownable and unique
» Clear, concise and simple
» Reflective of Minnesota (literally or conceptually)
» Consumer-oriented (total brand)
» Culturally appropriate/translatable (Hispanic, Somali, Hmong, etc.)
» Accepted “internally”
» Not polarizing (brand will live along side many others)
» Availability (Google, Trademark, URL)
» Descriptor support
NAMING PROCESS

- GENERATED OVER 200 INITIAL NAMES
- REVIEWED 30 WITH HIX TEAM
- PRESENTED 8 TO STAKEHOLDERS
- SELECTED 2 FINALISTS
LOGO EXPLORATION
LOGO CONSIDERATIONS

» Stand out in Minnesota market
» Continue to bring in elements of “choice” and “options”
» Communicate connection, community and inclusion
» Explore additional reference to Minnesota
» Make it feel warm, personal, friendly and human; vibrant – not governmental
» An eye towards related design elements, execution and co-branding
» Narrowed logo options down to four finalists
QUALITATIVE TESTING
QUALITATIVE TESTING METHODOLOGY

JANUARY 21 - 24

1-ON-1 PHONE INTERVIEWS AND FOCUS GROUPS (53 PEOPLE)

SOLID GEOGRAPHIC AND ETHNIC REPRESENTATION

- SMALL BUSINESS OWNERS
- UNINSURED INDIVIDUALS
- INSURED INDIVIDUALS (NON-GROUP)
- AGENT/BROKERS
NEXT STEPS
OUR PROCESS

Phase 1
BRAND DISCOVERY

Phase 2
BRAND CREATION

Phase 3
BRAND TESTING

Phase 4
BRAND FINALIZATION

Target Completion: Feb. 15

Select Name
Finalize Logo
Develop Style Guide
Develop Templates