



## Rethinking Brand Architecture

WebMD had grown through acquisitions into a healthcare online powerhouse, but with no common threat and no brand synergies. A portfolio of brands co-existed within the same parent company but with no sense of relationship or interaction leaving a great deal of brand equity on the table.

## Rethinking Brand Architecture Strategy

There was a clear need and opportunity to align the company into divisions that would target different B2C and B2B customer segments under a common roof, all benefiting from the credibility and equity of the parent brand.

WebMD as the parent brand was to house a healthcare portal, a dental care portal and a clinic management tool for healthcare professionals.

Other sub-brands and future acquisitions would fit within these categories in a cohesive manner. All aligning the organization to a new architectural and operational model.



WebMD, as parent company, needed to retain a strong presence with each rebrand, while ensuring that the pre-acquisition brand's value would not be diluted.

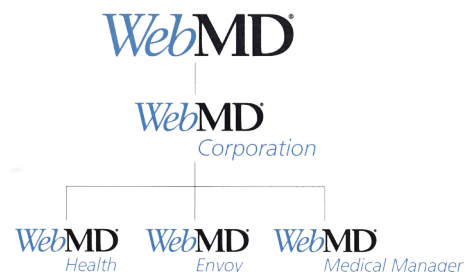
Medscape (physician's portal) and WebMD (consumer portal) were joined to form the umbrella of "WebMD Health."

Dental portal Envoy became WebMD Envoy and Medical Manager took on the same form.

All fell within the WebMD Corporation umbrella.

This strategy enabled all brands to maximize their value and bring a different set of competencies to a joint table.

Further acquisitions as well as smaller properties were to be folded into the three main subdivisions and being rebranded according to the architecture developed.



## New Umbrella Tagline

We developed a new umbrella tagline that would represent parent and all businesses equally and address all audiences - B2B and B2C. "Healthcare Simplified" became both an internal rallying cry for all employees from different backgrounds and different corporate cultures to stand behind in a unified objective. Likewise, it was a comforting message for both physicians and patients that a company is leveraging technology to remove a lot of the headaches associated with the industry.

As part of the brand architecture deliverables, the company included:

- Brand architecture manual for all brands to follow and build consistency into the entire portfolio.
- Corporate collateral materials.
- Newly developed "Healthcare Simplified" tagline for the parent company to communicate effectively what a unified collection of online healthcare services - both B2B and B2C - can further benefit healthcare professionals and patients alike.

Healthcare. Simplified. **WebMD**