

Accurate Home Care

VISION, BRAND IDENTITY & INTEGRATED MARKETING

Opportunity

Accurate Home Care's biggest hurdle to growth was the home care industry's general lack of awareness and negative reputation. The company's brand needed to occupy a powerful place in the minds of clients and consumers in order to redefine home care and rise above the cloud. Accurate hired LaBreche to develop a brand identity that would support a new standard for the home care industry.

Insight

After developing a strong company vision and conducting a brand audit, LaBreche centered Accurate's brand positioning on its unparalleled care delivery and management. The agency designed a new logo and developed a bold, memorable and distinct tagline. Then, LaBreche developed a fully integrated marketing communications program to show the market what Accurate stands for and why it matters.

Outcome

The brand platform LaBreche developed was the foundation for a video, Web site, collateral materials and branded apparel that Accurate launched during a cross-state tour in August. Accurate exposed its brand to more than 200 clients and employees while logging 3,072 miles across Minnesota. The public relations program garnered over 3 million impressions in the first five months and the company's integrated marketing plan continues to drive impact.



500 Washington Ave S, Suite 2020
Minneapolis, Minnesota 55415

T 612.338.0901
F 612.338.0921

www.labreche.com

La B R E C H E