FINALIST 2013
B2B AWARDS

BARKER+ DZP

Category number: **D.20**

Category name: **Best B2B Brand Initiative**

Programme/Initiative name: **Be The Difference**

Agency: **Barker DZP**

Brand or Client: **PDI Healthcare**

URL or microsite: **pdihc.com**

Summary

There is a silent killer in the U.S. Each year, it claims more lives than breast cancer, automobile accidents and murder—combined. And yet, no one has faced this scourge head on… until now.

The killer is a class of pathogens known as HAIs (Healthcare Acquired Infections). Last year alone, over 100,000 Americans died from infections they acquired while they were in hospital. That's over 270 people every day.

But unlike cancers or crime, HAIs are 100% preventable. With the right products and protocols, hospitals can achieve a rate of Zero HAIs—the holy grail of Infection Prevention.

That's why PDI Healthcare embraced a bold new vision of the future, and rebuilt their brand around leading the way in saving countless lives in the United States and around the globe.

As a trusted company in both surface and skin antisepsis, PDI would evolve from a mere products manufacturer into a passionate and inspiring activist brand offering cutting-edge science and innovative solutions, as well as training, education, recognition, support and advocacy.

Most importantly, their new brand would urge everyone in the chain of Infection Prevention to "BE THE DIFFERENCE" in getting patients back home safely to their loved ones.



Word count:198

ABOUT THE CLIENT COMPANY

PDI Healthcare, a division of NicePak Products, Inc. is the leading supplier of sanitizing wipes for both surfaces and skin in hospitals and other healthcare settings. Their advanced clinical products can kill the 44 most common microorganisms in just three minutes, including increasingly dangerous and prevalent pathogens such as Multi-Drug Resistant Organisms, MRSA, and C. difficile.

STRATEGY- THE BROADER BUSINESS ISSUES THE COMPANY IS FACING

On the eve of federally mandated healthcare reform in the United States, PDI Healthcare identified a rare opportunity to align the company's philanthropic mission along with its emerging commercial interests.

For decades, the company had fought an uphill battle in the fight against deadly Healthcare Acquired Infections; the peculiar economics of American healthcare policies unintentionally rewarded hospitals for needless illness and death. So no matter how effective PDI could make its products, the proper and consistent use of those products was seldom a true priority in the for-profit hospital industry.

The result is both a human and economic tragedy of heartbreaking and troubling proportions—over 2,000,000 preventable serious illnesses and over 100,000 needless deaths each year in the U.S. alone.

But with healthcare reform, all of that would change. Hospitals would be penalized sharply for HAIs. Priorities were about to change, and for the good of everyone.

Seeing this shift on the horizon, PDI realized that it could both help save countless lives as well as grow its business dramatically through a singular, noble initiative: Step out from the pack and lead the fight against HAIs as an activist for patient rights and for efficiency and excellence in healthcare.

That said, as a company seen merely as a products manufacturer—a supplier—they would also require a bold re-invention of their brand to accomplish this goal.

OBJECTIVES OF THE CAMPAIGN

Campaign objectives were aligned to each area of the company, its business, and its varied customer segments.

GENERAL OBJECTIVE:

Establish PDI Healthcare as the leading brand in the passionate fight against Healthcare Acquired Infections through advanced products, R&D, clinical support, training, education, and advocacy.



INWARD (PDI-FACING) OBJECTIVE:

Empower and dignify each and every employee of PDI as someone who is saving lives at the forefront of Infection Prevention.



RECRUITMENT:

Position PDI as the most attractive corporation for the best talent in the industry, because "At the end of the day, you did more than work. You did something that—to someone, somewhere—made all of the difference in the world."

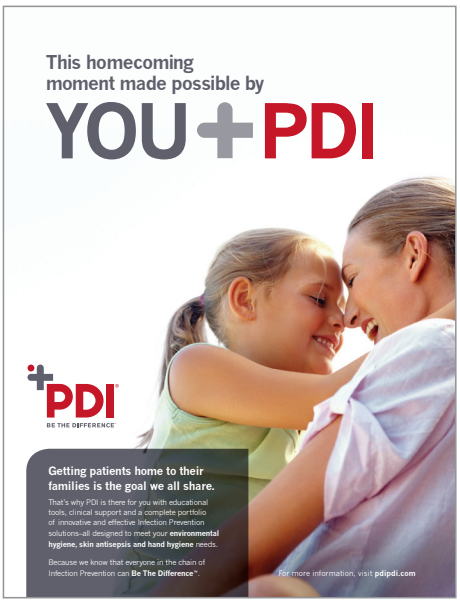
SALES FORCE OBJECTIVE:

Help our reps communicate that "We are not just selling great products. We are helping you save lives."



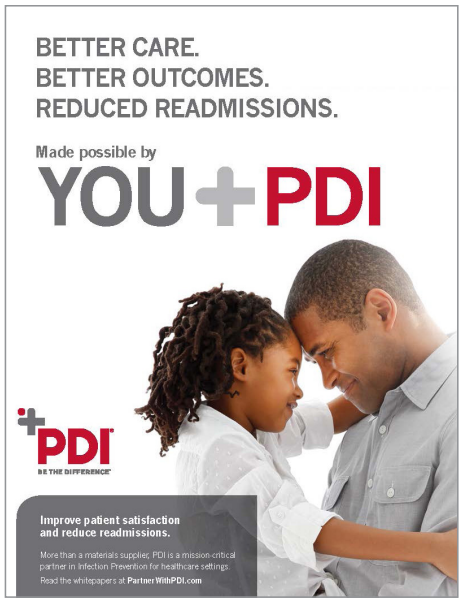
CUSTOMER OBJECTIVE (FRONT LINE INFECTION PREVENTION NURSES AND MANAGERS):

Help them understand that "We have a shared mission—to get people back home to their loved ones." We know how much they care. And we are here to support them as a trusted partner.



CUSTOMER OBJECTIVE (EXECUTIVE, C-SUITE):

Communicate that the social mission of healthcare and the economic realities of healthcare are finally aligned when it comes to HAIs: "PDI saves both money and lives."



THE TARGET AUDIENCE:

This top to bottom re-branding campaign touched every audience related to the company:

Employees, Potential Employees, Infection Prevention Nurses, Procurement Officers, Healthcare CEOs, Distributors, Regulators, Scientists, Journalists, Government.

The agency's approach was: One Objective. Multiple Strategies. Micro-targeted Tactics.

MEDIA CHANNELS/TECHNIQUES USED:

• Brand Identity

Before:



After:





• Stationery, Digital Assets, Templates



Main Submission

• Brochures and Collateral Materials



• Live Events







• Industry Trade Shows

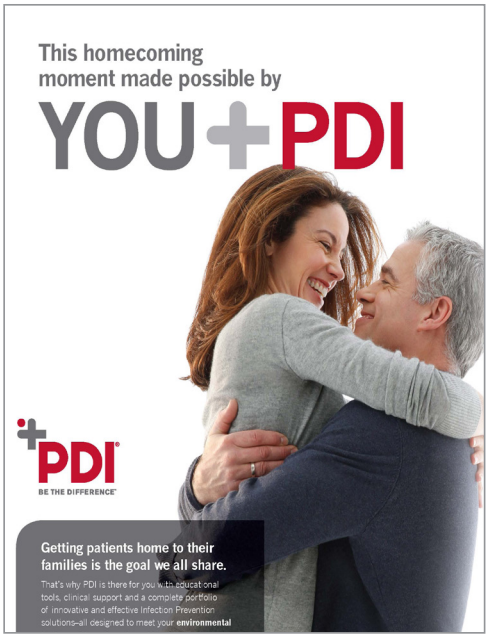




• Promotions

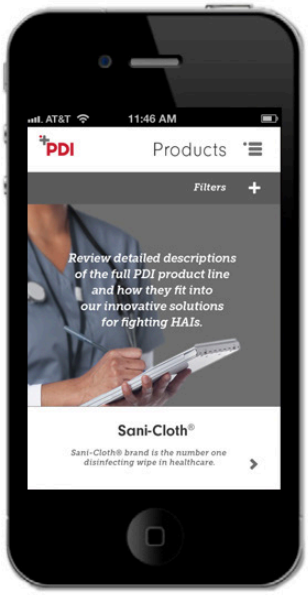


• B2B Print Campaigns



• Mobile Apps







• Brand Leadership Videos



• Sales Videos

• Website
www.pdihc.com



TIMESCALES OF THE CAMPAIGN

- Phase 1: Market Research / Q4 '11
- Phase 2: Launch of Brand Positioning & Identity / Q2 '12
- Phase 3: Advertising, Collateral, Trade Shows / Q3 '12 to present
- Phase 4: Optimization, Reporting, Analysis / Q2 '13 to present

BUDGETS

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

RESULTS

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

CLIENT TESTIMONIAL

I can't imagine a branding initiative more worthy of a major award. The agency's work in capturing and activating our corporate vision has been remarkable, from humanizing our logo, to creating such a powerful, challenging and inspiring positioning line in BE THE DIFFERENCE, to the advertising work and the new website.

The response has been astonishing. It has literally affected every aspect of our company and our market.

- Aimé Lenz, VP of Marketing, PDI

SUPPORTING MATERIAL SUPPLIED

- Two presentation boards

SUBMISSION ENDS