

FULL REBRAND PROJECT

BRAND | MESSAGING | POSITIONING

BY REBEKAH TOZER



TIFFANY RYDER
HealthCare Strategist & Consultant



STRATEGY BRIEF

I initiated the project by conducting an in-depth client consultation, gathering essential insights into her brand and business. This comprehensive understanding formed the foundation for the entire project plan and gave a clear scope of work for the project.

[Read Full Strategy Brief Here](#)

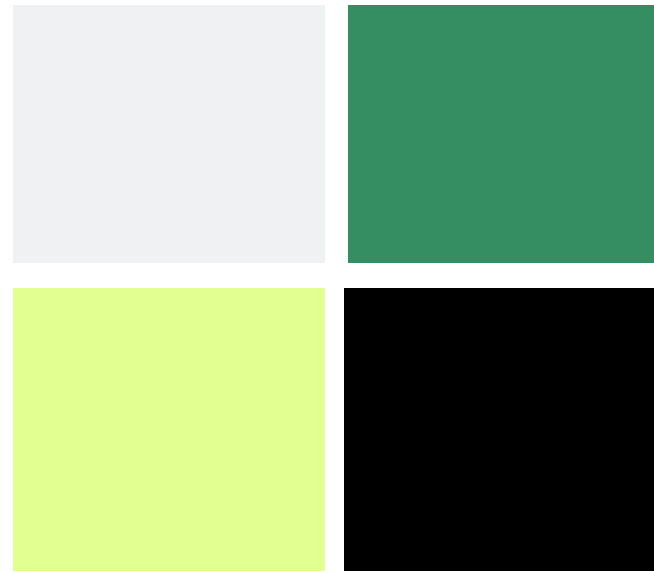


INCLUDED IN PROJECT:

- Developed a premium brand message and copy
- Design a sophisticated and flexible name logo suite
- Establish a complementary brand color palette
- Write all homepage and website copy
- Design, build, and launch a website
- Brand Kit/ Media Kit with all social media assets
- Messaging Strategy
- Brand Guide
- Creative Direction for Branded Photoshoot

TIFFANY RYDER

DRIVING CHANGE IN THE
PRACTICE & BUSINESS OF
HEALTHCARE



BRAND

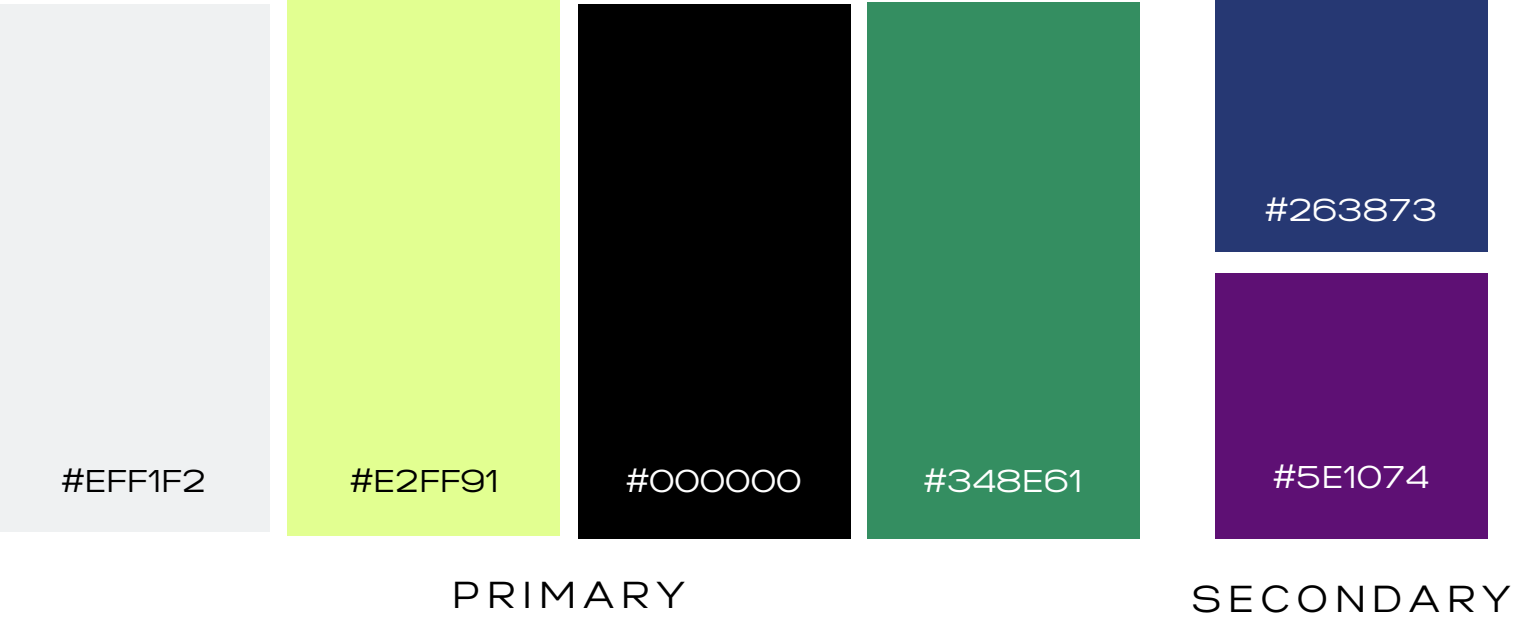
The client desired a full rebrand and positioning of her personal brand and business ventures. In this project, I started with identifying her brand voice, audience, messaging, and positioning. I then led a small team of independent creatives to work with me to create, execute, and implement design, concept, copy implementation, and social media strategy.

FULL BRAND GUIDE

In addition to the brand, website, and creative assets delivered, the client also received a full brand guide with the following:

- *Brand Values*
- *Brand tone*
- *Audience challenges & goals*
- *Brand Positioning*
- *Brand Differentiators*
- *Brand SWOT Analysis*
- *Brand Unique Selling Proposition*
- *Brand Offers and Marketing Strategy*
- *Messaging Framework*

[See Brand Guide in entirety here](#)





BRAND PHOTOSHOOT

Directed a full photoshoot for all images to be used for the client's website and ongoing brand and marketing presence, Consulted on wardrobe, and provided a shot list and creative direction at the photo shoot.

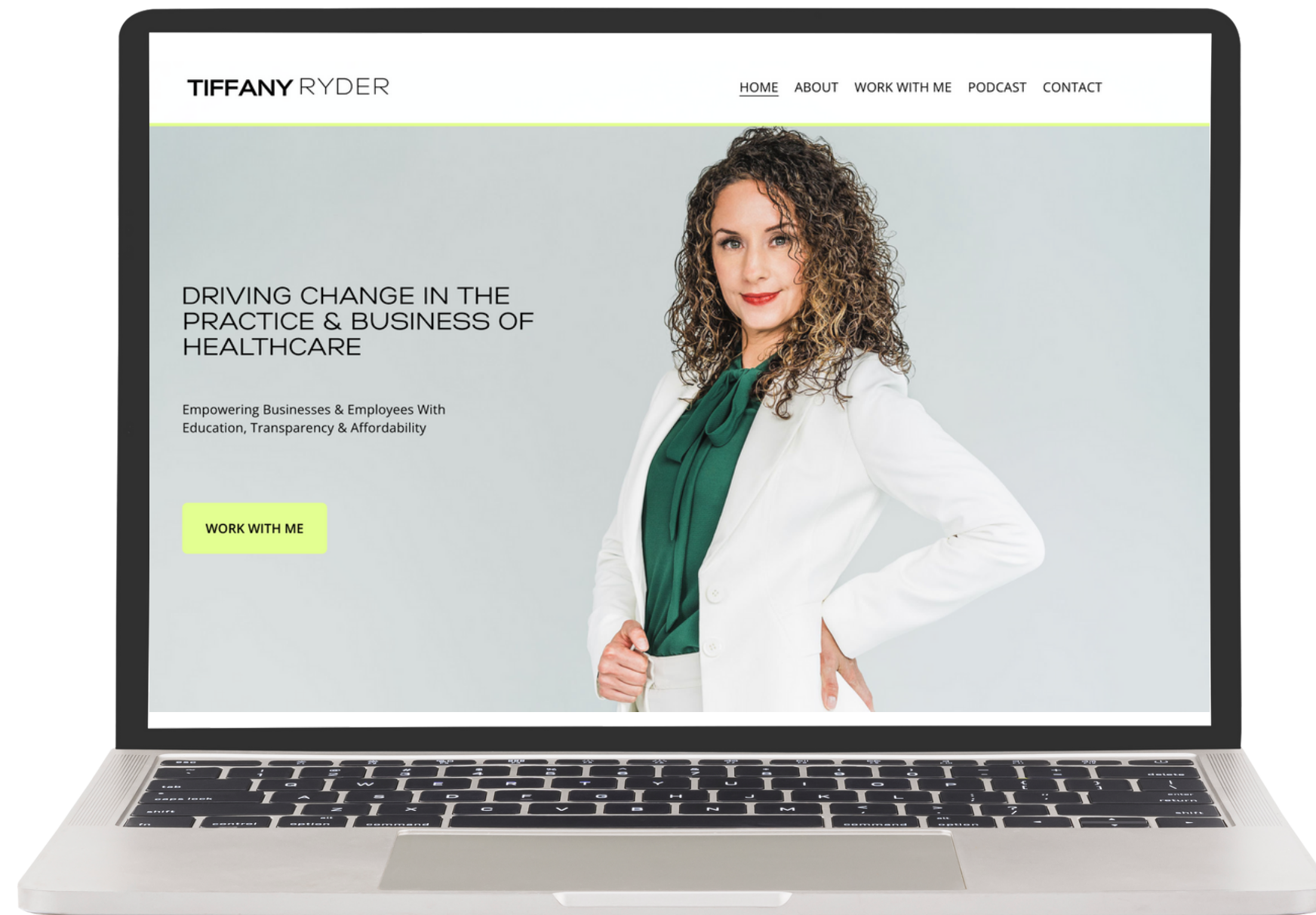
Photography by Easterday Creative



WEBSITE BEFORE

Not only was the client incredibly accomplished, professional, and innovative in her approach as a healthcare strategist, she also had an incredible and unique origin story that was not being leveraged.

She also was published in several media publications and had bookings to speak at prominent industry events. She sought a brand upgrade to match her industry prominence and achieve the recognition her accomplishments deserved.



WEBSITE AFTER

We built a brand that represented the client's ability to empower individuals and businesses by advocating for transparency and access.

The client and her services were positioned as a catalyst for positive change and her messaging was streamlined to bring an aligned message to all intended audiences.

[Visit the final website here.](#)

TIFFANY RYDER

HEALTHCARE STRATEGIST | KEYNOTE SPEAKER | PODCAST HOST

Tiffany Ryder is a dynamic and influential speaker, clinician entrepreneur, and advocate for transformative change in the healthcare industry. With over two decades of experience, Tiffany offers thought-provoking insights into the intersection of medicine, business, and empowerment. Her engaging talks inspire diverse audiences, from medical professionals to business leaders, to challenge the status quo and drive positive impact.



TOPICS

Empowering Healthcare Transformation Through Diversity of Thought

Tales from the Pit: Navigating the Crossroads of Primary Care and Emergency Medicine

Patient-Centered Revolution: The Shift to Direct Care Models

Revitalizing Clinician Wellness: Strategies for a Sustainable Healthcare Workforce

Building Healthier Workforces: Evidence-Based Medical Programming for Lasting Impact

NFL Cheerleader to Healthcare Leader: What I learned about Access Along the Way

CONTACT

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WWW.TIFFANYRYDER.COM

BRAND & MEDIA KIT

Provided a Brand Kit in Canva with social media banners & icons for LinkedIn, Podcast and Youtube.

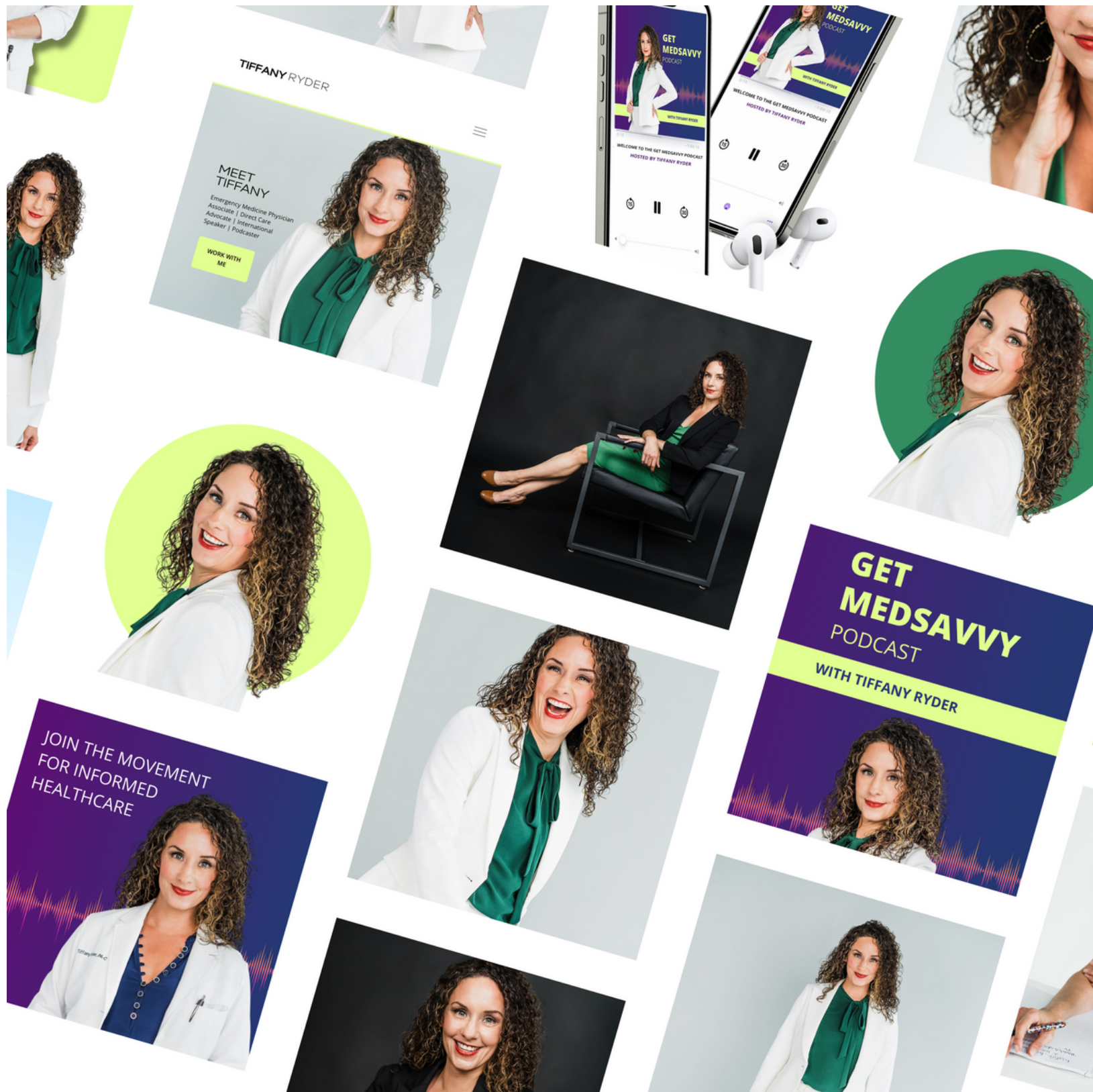
Provided a much-needed Media Kit to access on her website with photos, Bio, Logo, and Accomplishments.

Market category frame of reference <i>(Your Services)</i>	
<i>This is the market category we compete in. It serves as shorthand for our customers and it sets the frame of reference that will be used to compare us against other solutions.</i>	
BASIC FORMAT	Healthcare Solutions Expert providing accessible and impactful healthcare options for individuals and businesses.
SOPHISTICATED FORMAT	Tiffany Ryder is a Visionary Healthcare Strategist. With her customized plans and benefits consulting, she sets a new standard for cost-effective healthcare services, while prioritizing transparency and empowerment. As a trailblazer in the field, Tiffany's unwavering commitment to driving impactful change makes her the ultimate choice for revolutionizing your health journey and organizational success.
Competitive alternatives	
<i>If your ideal client or audience wants to get the job done, what other solutions could they use instead of ours?</i>	
WHAT IT IS?	HOW DO I DIFFERENTIATE AGAINST IT?
Generic Healthcare Broker	A standard healthcare broker providing general healthcare plans and benefits consulting, without a focus on customized and innovative solutions . They would have cookie-cutter generic outcomes which could meet the pressing need, however could become a factor in employee retention and satisfaction. <i>With Tiffany, you'll experience tailored care that prioritizes accessibility, affordability, and individual empowerment, ensuring your organization is well-positioned for success.</i>
Traditional Healthcare Provider	A traditional healthcare provider offering standard healthcare plans without a transparent and empowering approach , missing out on tailored solutions and focused primarily on a clinical perspective and not with the organizational success as a criterion to a successful solution. <i>In contrast to traditional healthcare providers, Tiffany's</i>

MESSAGING

A framework for the brand message that outlines key messages the brand wants to communicate. With this single source of truth, the brand will be able to communicate clearly across all desired channels while staying in alignment with the brand voice.

[See the Messaging Framework in full here.](#)



SOCIAL FILES

All social files were created and written with descriptions to be used for marketing purposes. Updates were made to all identity pieces such as cover photos, thumbnails, email signatures, ect to ensure brand alignment across all channels