

TeamCare

Brand Positioning

THE SITUATION:

The TeamCare mission is to serve Teamster local unions, employers and members by helping them get the most out of generous health and wellness plans. TeamCare asked Zeller Marketing & Design to help them communicate the breadth and depth of these health benefits to members.

OUR SOLUTION:

Through our proprietary “Voice of the Employee” research, we were able to develop a powerful positioning statement and tagline: Delivering better healthcare over the long haul. This statement resonated well with TeamCare’s audience and served as an umbrella for all of their marketing efforts. We also crafted their mission, vision and value proposition statements based on our internal research with key TeamCare employees. In addition, Zeller assisted TeamCare in business development with creative campaigns focused on acquiring new companies to join their health plan.

THE RESULT:

Zeller helped TeamCare create a reputable brand identity to stand out from their competitors, add value to their offerings and engage with their members. The TeamCare branding is consistently used to communicate via print material, email, web, and face-to-face interaction with members.



Delivering better healthcare over the long haul



3.0 Corporate Logo & Communications

The TeamCare Brand Logo, Plan Descriptor and Corporate Tagline

The TeamCare brand stands for leadership in delivering better healthcare benefits over the long haul. Our depth of expertise and top-notch plans allow us to deliver better benefits with a high level of customer service. Our caring approach allows TeamCare plan participants, employees, union representatives and network providers to get all of the benefits they deserve along with helpful advice and immediate answers to any questions or concerns.

Our visual representation, or logo, is shown below. The TeamCare logo consists of four elements:

- The stylized word TEAMCARE®
- Our plan descriptor A CENTRAL STATES HEALTH PLAN
- The “heart” icon
- Our tagline: Delivering better healthcare over the long haul (Please note there is NEVER a period at the end of our tagline)



Corporate Colors

The TeamCare brand uses the following primary colors.

