



Brand Platform – V5  
8.31.15

# BRAND PLATFORM ELEMENTS

Vision

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# OUR VISION

A healthier, happier world.

# Our Vision Alternatives

- A healthier, more fulfilled world
- A healthier, happier, more fulfilled world
- A healthier, happier, better balanced world
- A healthier, more compassionate world
- A healthier, happier, more compassionate world
- A healthier, happier, more humane world
- A healthier, happier, empathetic world

# OUR MISSION

To be your most trusted ally  
in your pursuit of health and well being.

# POSITIONING

For health seekers who want to be well-informed and self-empowered, Healthline is their most valued and trusted resource. Unlike other consumer health information publishers we provide experiences that pair authoritative, approachable, actionable content with compassion and a commitment to a healthier world.

# CONSUMER MESSAGE

We've got your back.

How you feel affects every precious day of your life. Healthline understands that, which is why we're committed to being your most trusted ally in your pursuit of health and well being.

You can depend on us to provide expert content along with genuine caring. Both of which will support, guide and inspire you toward the best possible health outcomes for you and your family.

Bottom line. We're human, just like you. We know that peace of mind can make all the difference in how you feel. So count on us. We'll be here when you need us.

# RATIONAL DIFFERENTIATORS

- Fastest growing health site
- Quality content is authoritative, direct and balanced
- Strength of data – derived from social listening, SEO, trend tracking and surveys – drives superior insights
- Data and insights are catalyst for highly relevant content
- Focus on user engagement and feedback, for example “Is this Helpful?” metric
- Listening fosters meaningful exchanges and deeper consumer connections
- Condition specific communities enhance our understanding and provide invaluable perspective to health seekers



# EMOTIONAL DIFFERENTIATORS

- A culture of compassion and genuine commitment to being a trusted, empathetic ally in the pursuit of health and well being
- Accessible, actionable content provides optimal value and – ultimately – confidence and peace of mind
- Editorial approach encourages engagement and discussion
- Beyond simply informing we provide empathetic experiences that inspire, entertain and show that we understand
- We foster human connections
- Our commitment to health seekers and society is demonstrated by our participation in causes like the AIDS Walk, Heart Walk and MS Walk

# BRAND PERSONALITY

Healthline is trustworthy.

We are smart, passionate and progressive.

We're open, caring and, above all, we're human!

We demonstrate genuine empathy in all our interactions.

# HEALTHLINE FEELS LIKE

Your close friend who just happens to be an expert in all things related to health. She is smart, trustworthy, empathetic, warm and funny. She always makes you feel better about things.

# CORE VALUES

We're **COMMITTED** to being people's most trusted ally  
in the pursuit of health and well being.

We're **SMART**.

**WE WORK TOGETHER** to make important things happen.

We're **EMPATHETIC**.

We're **ALL IN FOR JOYFUL, HEALTHFUL** living.

And we're proud to be **MAKING A DIFFERENCE**.

# TARGET AUDIENCE

People focused on staying well or getting well who want to be well-informed and self-empowered. Primarily women between 25 and 54, who are likely to come from one of these mindsets:

1. People who have a health condition or are researching specific health issues or medical conditions
2. People who have periodic questions about health issues
3. People who take an active interest in their well-being

# User Portraits – The Digmans

## THEIR STARS ALIGNED AND SPARKS FLEW

It must have been destiny that brought Jennifer and Dan Digmans together at an MS Conference called “Finding Your Buried Treasure”. The dynamic soul mates from Mount Pleasant, Michigan say they’re just a normal married couple who both happen to have MS.

### **“We wanted to give a face to people living with Multiple Sclerosis.”**

People who’ve seen the Digmans in action describe them as passionate, funny, real and encouraging. They started a blog because there was a lot of doom and gloom out there. Dan says there wasn’t a picture of a man with MS to be found. “I’m not a Pollyanna,” Jennifer says, “but I do have a positive outlook.

### **“I’m not just a woman in a wheelchair.”**

Jennifer has her masters in Disability Theory. She loves baseball – The Detroit Tigers – and has been to eight Springsteen concerts. She’s an admitted “cheese ball” about their adopted cat Cooper. The college town vibe in Mount Pleasant suits them well. Jennifer recently sat on an ADA panel and they’re both off to New York to participate in a panel co-sponsored by Healthline.

### **“Don’t give the disease more credit than it deserves.”**

Dan, who says he’s the same person he was before he was diagnosed, has a masters in English Literature and works in the marketing department of the university. He’s also a runner. He finds it hard to express what faith means to him but says, “it’s at the center of everything I do.”

### **Strength + Passion = Digmans**

Dan says he’s hopeful but doesn’t sit around waiting for a cure. Jennifer advises us not to sweat the superficial stuff. When asked to describe each other with one word, Dan says, “she’s passionate.” Jennifer says, “he’s strong.” As usual, they’re just telling it like it is.