

Revised Marketing Materials Analysis

In an article by Lee Ann Obringer called "How Marketing Plans Work", Obringer brought up a point as to why marketing plans are important. During the introduction to this article, she writes: "If they give mixed messages about what your business is, then your customers and potential customers will have a distorted picture." In a way, the same applies to these marketing materials. If the messages of these brochures and flyers are mixed, then the recipients of the different flyers will get a mixed message about the company.

My goal for this portion of the independent component was to redesign AEON's marketing materials so that the main message of the company is evident- no matter which paper is picked up. There are three different marketing materials being distributed by AEON- a postcard, a flyer and a brochure. There was also another flyer I had picked up that has been retired. I also decided to revise this flyer to see if it was possible to give it an update. Although each flyer had its own focus, I edited the content to tie back into what the company is all about: We aim to enhance your quality of life.

A few graphic elements helped me visually tie the information together. For this set of marketing materials, I used a green bar as a border or marker for information and a big blue bar as a border for a specific edge of the paper. I designed a lighter wave graphic to use on each paper. It looked similar to the old wave graphic, yet the elements that would overlap it would still be readable. I also matched all of the fonts and styles across the board for consistency. All of these will help the recipient get a feel for what the company is, and when they see another flyer or brochure from the company, they will be able to recognize it and will feel familiar with it.

For the current flyer, I had switched the information about the company to the back, and the information about the ventilators to the front. The flyer began with the tag line of "Your Partner in Respiratory Care". By starting it with the products that assist in respiratory care, the flyer is more relevant. The main focus of the company- We aim to enhance your quality of life- is discussed in the back,

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but it also focuses a bit on how that message translates into respiratory care. The wave pattern here carried over to the other fliers. The accreditation from the Joint Commission is prominent here, and consistently present in the other materials.

It was easy enough to redo the postcard, so I decided to update it instead. I made the main product featured the latest that AEON provides- the Transcend CPAP. By doing this, I had to decide what information should be included about the product; what was most important and what the reader needed to know about it. I also decided to use the words "proud distributor" because it's a word that would convince the readers that this company believes in this new product.

The original three-panel brochure had two slightly different tag lines by the company ("We aim to..." and "Our aim is to..."). This was where I had found that and turned it into the one seen on the front panel. The opening panel has been reorganized and edited into two distinct sections instead of three large sentences. Now, the first section talks about the professional goals of the company, and the second talks about what they offer and provide. The original positions of the taglines "Dedicated to providing medical equipment with utmost quality and professionalism" and "We aim to enhance your quality of life" were switched. Having the main message in the introduction panel, underneath the front panel, makes the message too repetitive, and the one on the inside introduced a new idea without explaining its meaning. By switching them, the new ideas are all introduced in the same panel. Once the main tagline is brought up again in the body section, the relevance of the main tagline is now evident.

Last was the retired flyer. The fonts of the main company logo did not match the previous ones, so I had to create the other letters from scratch. I got rid of the background color and adjusted it to fit the current motifs and design elements. I removed some of the products listed, as most aren't being sold by AEON anymore. I had adjusted the spacing for all of these materials to make it easier on the eyes, but I believe that the spacing and layout for this flyer was the most improved out of them all.

This was all created on InDesign and Photoshop CS5. There were many minor changes that were made to the design and arrangement of these materials, and

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numerous edits made to the information, but all of this was done to give AEON one consistent message to share with others. Revamping AEON's materials made me realize that sharing your clear and consistent message and creating the connection with the audience- by any means possible- is an important factor in marketing medical supplies.

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