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Making private
health insurance
a personal matter

PEOPLECARE

REBRAND™

2011 REBRAND™ Awards
Merit award winner



Making private health insurance a personal matter

Peoplecare

Task:

Peoplecare is a small, not-for-profit health insurer. They've been an open fund since 2006 and available to everyone in Australia. In 2010, they needed a new brand strategy, identity and tone of voice to help them stand out more effectively in a very competitive market.

Insight:

With Peoplecare, everything starts with personal service, which is what they do best. They don't use automated voice response systems and everyone who calls speaks directly to someone in Peoplecare. And they have a hands-on culture that means that everyone in the growing business identifies with their values and does whatever it takes to do what's right for their customers.

Solution:

The new brand strategy is based on the idea of 'personal is best', which is both a core belief of theirs and it's what they offer their clients. We created a new brand identity that is fresh and simple and has a cheeky language style, best expressed in their tagline 'Love People' which builds on their culture and their philosophy.

The new identity won a Merit award in the 2011 Global rebrand awards.

