

CUSTOMER SUCCESS

# Brand Strategy

**composure**  
DIGITAL

 Omnicure



## Find out how clear guidelines transformed Omnicure's marketing.

Our exploration the brand's authentic personality and core audiences helped them target customers with precision.

# Brand guidelines take the team from startup to scaled-up.

## The challenge

Omnicare's tele-ICU platform was gaining traction just as COVID-19 created a shortage of intensivists across the country. Although they had high-visibility partnerships and soaring interest from prospects, they needed a consistent brand that would let them build recognition and loyalty that could last long-term.

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## What we did

Our research revealed that healthcare providers were looking for support and a bias for action in the ICUs and critical care facilities—groups handling the most critical cases during the pandemic. So we helped Omnicure adopt brand positioning that made them the competent experts, capable of helping healthcare organizations stay agile during unpredictable patient influxes.

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## How it helped

Omnicare got a clear sense of how to tell their story and who they were trying to reach. That foundation helped the team discover new ways to show up as an industry leader with solutions to some of healthcare's most urgent problems.

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## How it helped

Omnicare learned how to tell their story in a compelling way, and how to grab the attention of their ideal customer. Our brand direction inspired new marketing campaigns and revealed the path to becoming an industry leader.

# We helped Omnicure answer questions like:

**Who are our buyers, and what do they care about?**

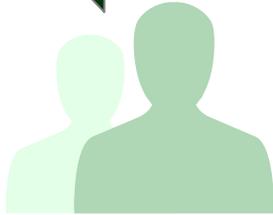
**What questions do we need to answer for each group?**

**How does our product connect to our branding?**

**How do we make our industry more comfortable with disruption?**

**How does our writing change in different situations?**

**How are buyers different from users?**



With actionable guidelines they can use for years to come.

# What it's like to work with us:



## Miriam Bookey

"Ashley delivers impeccable and thoughtful research, strategy, and creative work. She brings both depth of experience and fresh perspective — truly an impressive combination. We feel confident putting her in a central role on projects (Headspace, Oracle, etc) as she is responsible and collaborative, taking direction and guiding others with ease. We feel wildly lucky to partner with her and intend to do so again and again and again."



## Chris Elliott

"It is impossible to stop Ashley thinking. You can see her crunching on concepts from the moment the brief arrives, already devising enhancements as initial concepts develop, ways she can refine, enhance and challenge by listening to and activating others as the work comes to life. She dives deep, explores, does the research and finds something to love, the reason to get excited about every project she is contributing to. It's a rare gift to those teams, accounts and ultimately the customers that experience her work."



## Aaron Porvaznik

"Ashley is a passionate, creative leader who always delivers amazing results. Her strategic thinking, unique point-of-view, and attention to every single detail elevate the work she is part of. She is 100% committed to the success of the team and the client while being a constant advocate for the end-user. She's also a wonderful human being! I highly recommend working with Ashley."



## Jenny Haight

"She gets it." Those were the words of my co-founder when we first started working with Ashley in Summer 2015, and they continue to be the simplest and truest way to sum-up the immense value she provides as a strategic consultant. Ashley digs deep to identify and then shape data insights into guidance that's not only meaningful at a broader planning level, but also truly useful in the day-to-day. If ever there were a handbook on how to contextualize and develop your brand, Ashley will be the one you want to have holding the pen."

# Now, it's your turn.

Realign your marketing with your vision so you can make a bigger impact. Grow your business without losing a sense of intention and purpose.

Let's work together to find the **one big thing** that can move your business forward today.

**Build a brand customers won't forget**

**Create content that actually converts**

**Share your expertise with the world**

**Transform the customer experience**

**Reach your business goals faster**

**Outshine the competition**

# How it works



## **The Fit Call**

In just 15 minutes, you'll learn if working with Composure Digital is the right move for you. We'll share what we do best and learn what you need most. No cost, no commitments.

## **Brand Posture Workshop**

In 90 minutes, we'll help you see where your brand stands tall, where it's slouching, and craft a plan to make a striking impression on your dream customers.

## **Your Tailored Solution**

We'll recommend a suite of services based on what we learned in your Brand Posture Workshop. This could include brand development, marketing strategy, and/or content.

# Services



## Brand development

Define your brand's unique personality so you can stand out in a noisy world.



## Marketing strategy

Position your brand as a leader with a content plan that uses data to find your biggest strengths and opportunities.



## Process creation

Turn success into a formula that your team can repeat for years to come.



## Copywriting

Engage, educate, and inspire your customers with writing that lets your business shine.

# Find out what's right for you

**Book your free 15-minute fit call today.**

We'll talk about your biggest challenges and if I can help.  
No cost, no commitments.

Let's talk



# Get to know me better



I'm Ashley Laabs, founder of Composure Digital. I help purpose-driven businesses thrive. If you're ready to level-up your brand with marketing that reflects your values, let's talk.

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[Book a fit call](#)