

Accelerating audience centric brand performance for Big Health:

An ROI workshop with Indicia Worldwide

Indicia Worldwide is a global Changemaker Partner of Iterable. Its bespoke, ROI workshops help brands like Big Health accelerate their customer engagement performance. The mental health service was looking to become a bigger part of the mental health conversation and optimize its' marketing strategy to deliver strong ROI and amplify its investment with the Iterable platform.



“ENLIGHTENING, it allowed me to think about our business model and growth objectives in a whole new light. It’s a new way for us to think and importantly to get into action.”

Big Health ROI Workshop Testimonial

The one-day ROI workshop focused on:

- 1 Establishing the ideal state of the Big Health brand proposition

Deploying insights from sharp data analytics, Indicia Worldwide developed a holistic B2B2C strategy for Big Health to effectively communicate with current and future priority audiences.
- 2 Redefining target audience and stakeholders

Deep insights, revealed through a creative tissue session, reveal the ‘human truth’ of the Big Health brand; how it impacts Big Health purpose, vision and mission.
- 3 Identifying communication priorities and channels for respective audiences

Understanding gaps in Big Health’s current tech stack and comms channels, Indicia Worldwide identified best practices for optimal communications deploying the new Iterable platform.
- 4 Defining requirements for an integrated destination website

As a principal destination, the Big Health website should bring life to the new brand positioning.

Indicia Worldwide: A Global Partner

We bring together creative, data and technology talent to improve marketing efficiencies and deliver an ROI uplift for the Big Health brand:



Alexandra Liebler
Chief Client Officer NAM

Alex leads teams in driving business growth, leveraging 25+ years of cross-functional commercial experience from Kodak, PepsiCo and Carlsberg.



Dan Pallett
Global Head of Planning and Strategy

Dan has over 20 years' strategy experience covering a wide spectrum of data-driven customer experiences, brand building and activation.



Tristan Pride
Global Executive Creative Director

Tristan is an award-winning Creative Director with over 25 years' experience producing, guiding and nurturing omnichannel campaigns and data driven experiences.



Fergus Weldon
Global Chief Data Officer

Having worked across a diverse set of industries, Fergus builds revenue generating analytic solutions and brings large scale data-driven, product innovations to market.



Meghan Gallagher
Business Solutions Consultant, NAM

Meghan is Iterable accredited and has over 8 years of experience in sales, service, Community Cloud, Tableau, CRM, CPQ, and Pardot.



“Wow, I’m not sure what I was expecting, but I was completely blown away by the agency’s prep work, their critical thinking and most importantly, their people.”

Big Health ROI Workshop Testimonial

Realizing ROI

Bringing together a brand's key stakeholders with Indicia Worldwide's subject matter experts in data, tech, creative and strategy, the bespoke workshops focus on how a brand can unlock long-term growth from the Iterable platform.

Exploring the unique challenges businesses are facing, the aim is to collaboratively distinguish which solutions will have the biggest impact on the brands' marketing performance. When activated, the initiatives will deliver both immediate and long-term, sustainable ROI on the brands' marketing investment.

“We are ready to move forward with new ways of thinking and with a new partner; Indicia Worldwide, who we feel we can trust to drive us forward.”

Big Health ROI Workshop Testimonial

Realizing ROI for Big Health

18 attendees (Big Health and Indicia Worldwide combined)

An immersive and collaborative **1 day workshop**

- + Establishing a clear direction for the Big Health brand, focused on an emotional connection with patient outcomes, to shape the communications strategy and portfolio of products
- + Jointly developing 3 new personas to better inform Big Health's segmentation and targeting strategy for each of their communication channels
- + Mapping out 3 best in class customer journeys, via the Iterable platform, to combine the right message at the right time across omni-channel and non-linear journey across the Big Health sales funnel
- + Alignment on existing gaps in Big Health's tech stack and comms channels to develop a roadmap to implementation
- + Jointly defining the Big Health Corporate and Product website requirements that will allow our personas to discover more about Big Health and convert them to users of your products and advocates thereafter
- + This agile and collaborative process means quickly moving into UX development for an improved web experience, central to the comms strategy

Interested in an ROI workshop for your own brand?

Book a call today with Harris Atkins, CEO NAM

harris.atkins@indicia.konicaminolta.com

Our immersive experience offered the Big Health team time to focus on the key challenges they face unlocking the Iterable platform to cut through to consumers.

