NC Biotech Marketing

Branding during a pandemic: How Labcorp launched forward when the world seemed stalled

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August 24, 2021

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About Labcorp

With over 70,000 employees worldwide, our mission to improve health and lives started in North Carolina and spans the globe.

Today, through our comprehensive clinical laboratories, we process more than 3 million patient specimens per week—and, in doing so, help medical professionals and patients make important health decisions.

With the support of our diagnostics capabilities and a commitment to deliver drug trials that are both reliable and rigorous, we're able to support clinical trial research efforts in nearly 100 countries. And that's one of the reasons why fifty of the top drugs developed in 2019 were supported by our clinical data.

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A tale of two launches

Pixel by Labcorp

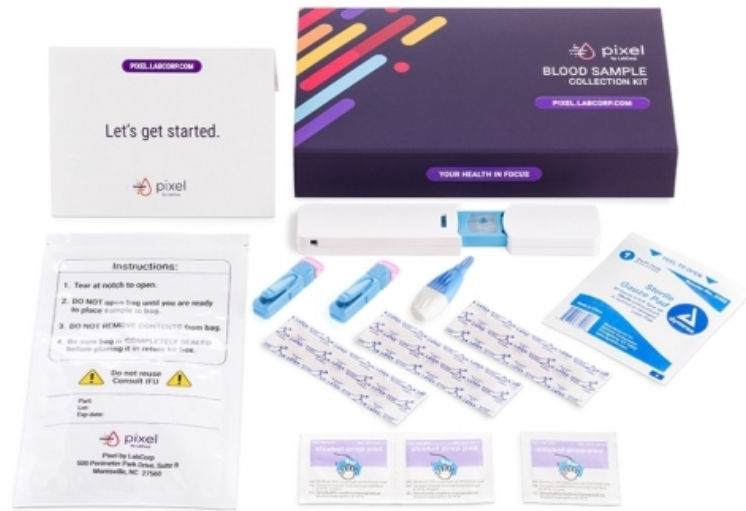Scrappy, urgent product launch in response to the growing need for COVID-19 testing

Labcorp Corporate Brand

A thoughtful, deliberate corporate rebrand in a remote setting

Pixel by Labcorp

How a small, scrappy team launched the world's first at-home kit for COVID-19

Pixel by Labcorp had been around since 2018

November 1, 2018

At-home Blood Collection

July 22, 2019

Consumer-initiated Testing Platform

Launch Timeline

5
March

Labcorp launches COVID test

Labcorp was the first commercial lab in the U.S. to launch an RT-PCR test to detect COVID-19

19
March

Pixel begins work on at-home kit

Labcorp CEO Adam Schechter asks the Pixel team to develop an at-home test for COVID-19

21
April

Pixel launches for healthcare workers

A little over one month later, Pixel receives FDA authorization and goes live for healthcare workers and first responders

12
May

Pixel kits available broadly

Three weeks later, users are notified that Pixel kits are available for anyone who meets CDC guidelines

> " Launch an at-home test kit in less than a month "

LAUNCH STRATEGY

1. The product experience
2. Press release and media
3. Owned digital channels

Creating a Category Through Marketing Assets

1. Key message document

2. Existing Pixel brand guidelines

3. FDA Instructions for Use

Press Release

FAQ: multiple versions for multiple audiences

Media, Consumers, Contact Center, Billing, Managed Care, Labcorp Employee Benefits

Digital Channels (Pixel and Labcorp)

Social posts, Labcorp.com microsite, videos, etc.

Email Sign-Up / Interest Form

Physical Assets

Pixel box, instructions, FedEx requirements, etc.

Nasal swab instructions
How to safely swab your nasal cavity.

The response

The Washington Post

FDA authorizes first rapid, over-the-counter home coronavirus test

"Today's authorization is a major milestone in diagnostic testing for COVID-19," FDA Commissioner Stephen M. Hahn said in a statement.

Dec 15, 2020

TechCrunch

LabCorp's at-home COVID-19 test kit is the first to be authorized by the FDA

LabCorp is a U.S. medical diagnostics company with over 40 years of experience, including at-home testing via its Pixel line for colorectal ...

Apr 21, 2020

The New York Times

Travel and Coronavirus Testing: Your Questions Answered

Some airports have clinics in terminals. Companies, including CareCube and Pixel by LabCorp, will mail a test to you and you send back a sample; ...

Dec 22, 2020

Yahoo Finance

Labcorp Launches COVID-19 Test Kits for Small Businesses to Support Return to Work and Life Safely

Businesses Can Order Pixel by Labcorp® COVID-19 PCR Test Home ... Labcorp (NYSE: LH), a leading global life sciences company, today ...

Apr 20, 2021

Lessons Learned

1. Product experience is critical

2. Importance of documented brand guidelines and key messaging

3. PR and marketing must support each other

4. Diverse skills and collaborative communication make a great team
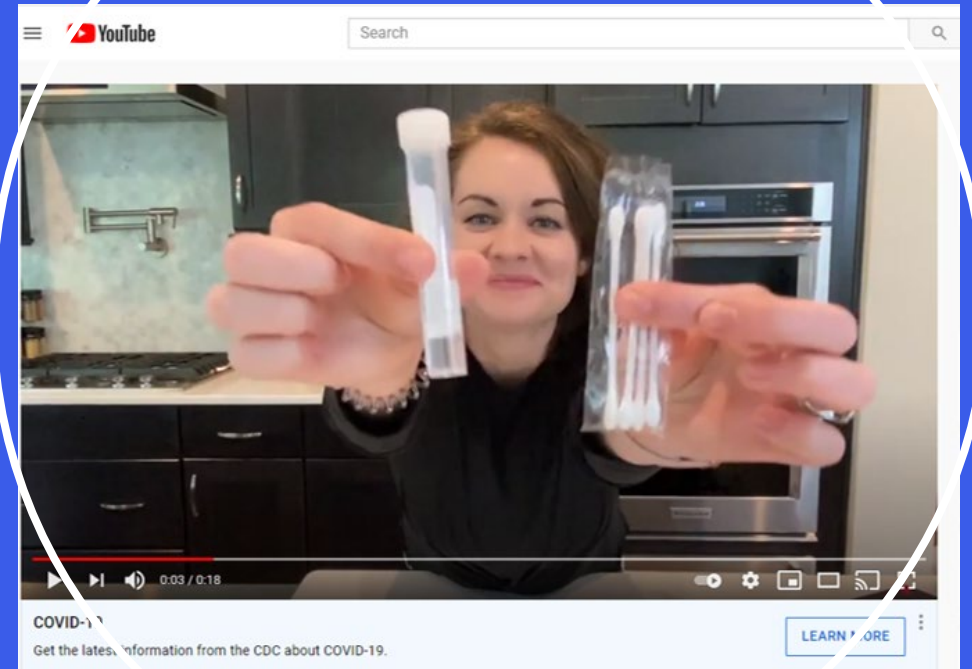
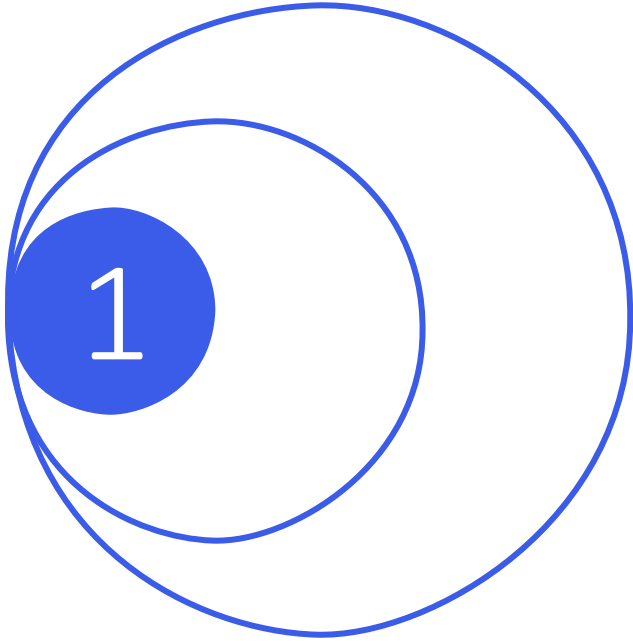*Be careful what you put on the internet*

Brand Evolution

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Branding Process
It takes a team and it takes time.

1. Business leaders who have a vision.
2. Creatives who can translate.
3. Open dialogue and lots of feedback.

Align, Design, Refine

STEP 1 ALIGN

We started with market research of our customers and competitors.

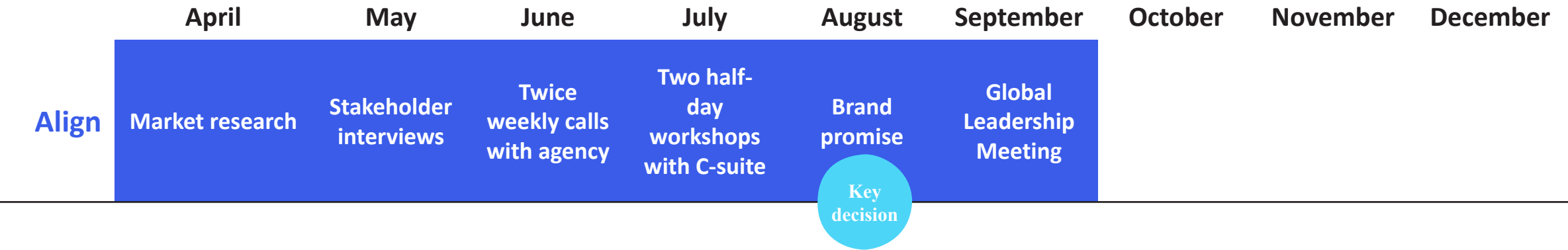We surveyed groups of employees, especially Covance employees.

We conducted 1:1 stakeholder interviews with executive decision-makers.

Held a half-day virtual brand workshop guided by the 1:1 conversations to get full alignment

Used those inputs to craft our brand promise.

competitors

customers

Labcorp employees

Covance employees

executives

agency partners

But it was a complex process lasting most of 2020

	April	May	June	July	August	September	October	November	December
Align	Market research	Stakeholder interviews	Twice weekly calls with agency	Two half-day workshops with C-suite	Brand promise	Global Leadership Meeting			

Key decision

We are your source for advancing health: powering clear, confident decisions.

Align, Design, Refine

STEP 2 DESIGN

Using stakeholder feedback, our creative team at Publicis Groupe began concepting.

A smaller group of marketers gave weekly feedback.

Each concept was a trailhead that could be explored further.

Align, Design, Refine

3

STEP 3 REFINE

The creatives at Publicis continued to refine based on the sub-team's feedback.

Once our internal group felt confident, we brought two options to the C-Suite and then ultimately the board, refining at each step.
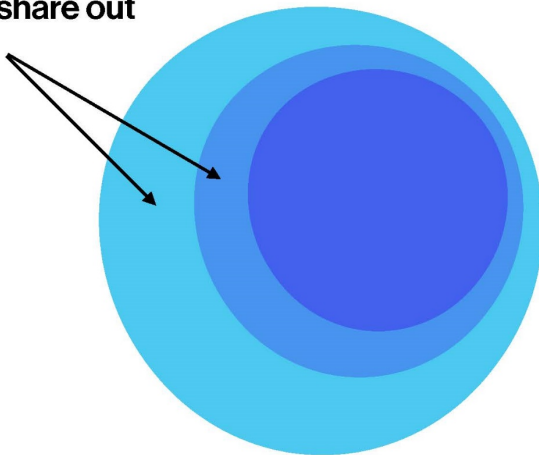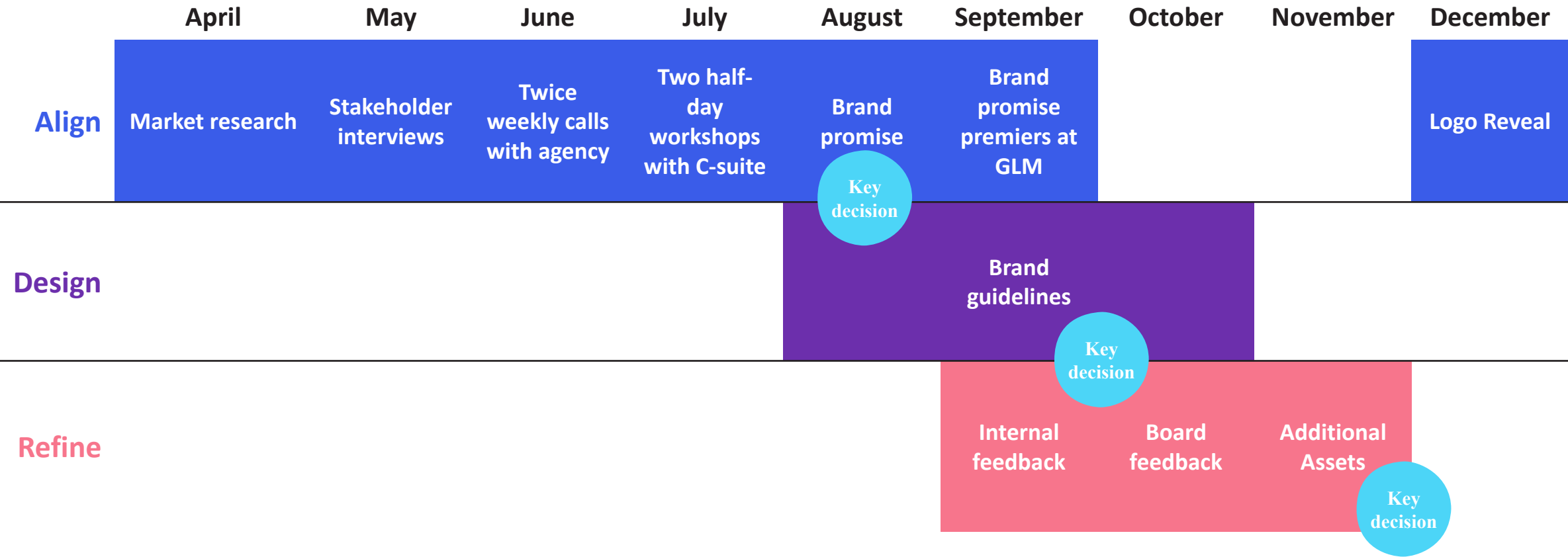
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It starts with us as the source
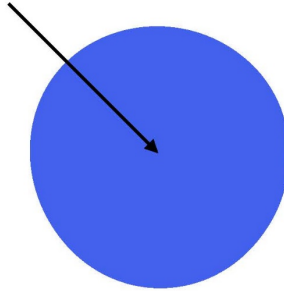
And these layers represent the knowledge we share out

But it was a complex process lasting most of 2020

	April	May	June	July	August	September	October	November	December
Align	Market research	Stakeholder interviews	Twice weekly calls with agency	Two half-day workshops with C-suite	Brand promise	Brand promise premiers at GLM			Logo Reveal
Design						Brand guidelines			
Refine					Internal feedback	Board feedback	Additional Assets		

Key decision

Key decision

Key decision

Rolling out our new brand identity across all touch-points

Rolling out our new brand identity across all touch-points

24

CORE TEAM MEMBERS

125
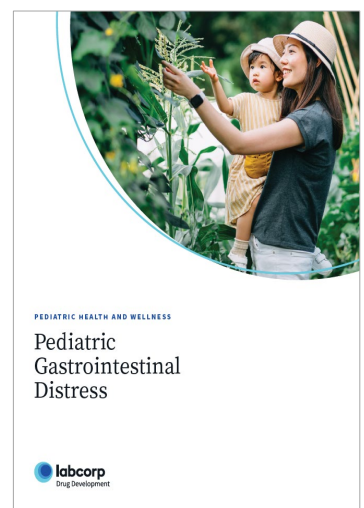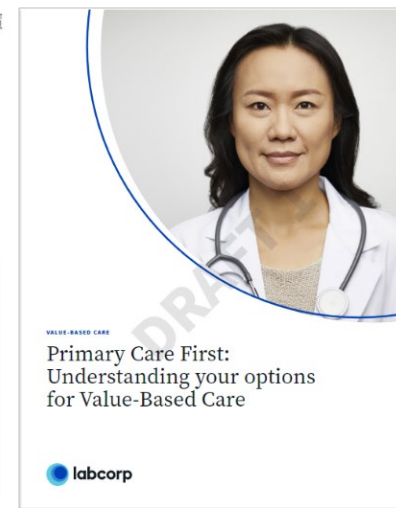
BRAND AMBASSADORS

+

HUNDREDS OF PROJECTS
THOUSANDS OF ASSETS
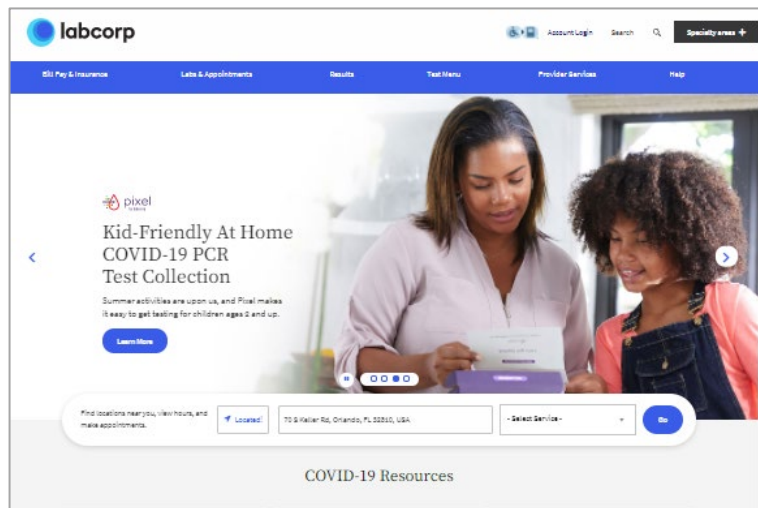
Branding Lessons Learned

- Get alignment at every step, whether a key message document or a global brand promise.

- Have patience. Big changes take time, and the work doesn't stop with your launch moment.

- Marketing is a team sport. Feedback and iteration are the tools.

Thank you.

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