**Brand Architecture: Customer Communication Toolkit**

**Introduction**

* **What is the Customer Communication Toolkit?** A set of approved key messages and assets that can be used to communicate the product and packaging branding updates with customers as needed.
* **Why do we need it?** It is important to keep customers informed of the branding update so they understand the rationale behind the change, are not taken by surprise and understand the implications.
* **Where will the toolkit live?** The toolkit will sit within the online Brand Style Guidelines and Media Valet.
* **When should it be used?** The application of new branding on products and packaging will take time – and the extent of change may also differ. There is no need to communicate the branding update until customers are close to being exposed to change. Marketing, Divisional Leads and Key Account Managers should agree if and when it is appropriate to communicate the branding change to customers as the branding rollout begins on products, packaging and beyond.
* **How could the messaging and assets be shared?** Updates could be provided by customer facing Hologic teams, in person or in writing.
* **What’s the desired outtake amongst our customers?** Hologic is a progressive partner that always strives towards improvement and brings customers on the journey. They should clearly understand the Hologic goal to improve the customer experience with a more simplified, unified and cohesive brand.

**Key Messages**

**Brand Simplification and Consistency:** Hologic has acquired many companies and brands throughout its history. We are taking the opportunity to update our product branding, drive consistency across our global portfolio and strengthen the Hologic brand. Having a simplified, unified branding approach makes our products easily identifiable, providing a seamless experience across our leading-edge technologies.

**Customer-Centric Approach**: This product branding update aims to simplify and reduce complexity across our diverse portfolio of leading-edge technologies. Through research and collaboration with our customers[[1]](#footnote-2)1, the new design creates a consistent experience, regardless of which portfolio or product they interact with.

**No Impact on Quality**: Rest assured, our products remain unchanged, offering the same Hologic quality you know and trust.

**Customer FAQ**

**What changes are you making?**

We are making updates to product branding by introducing a new logo design and adjusting colors. This is intended to ensure consistency across our global portfolio and establish a stronger connection to the overall Hologic brand.

**Why are you making this change?**

Having a simple, consistent branding approach makes our products easily identifiable, providing a seamless experience across our diverse portfolio of leading-edge technologies. This change is based on research and collaboration with our valued customers[[2]](#footnote-3)1.

**Have you changed the product as well?**

Rest assured, our products remain unchanged, offering the same Hologic quality you know and trust.

**What does this mean to me?**

You may notice color and branding changes on products and packaging, designed to make our products more recognizable.

**When do the changes come in affect?**

This branding update will gradually roll out across our products.

**What research did you do?**

We conducted robust, independent research with customers around the world to understand how we could make our brand easier to recognise and navigate.[[3]](#footnote-4)

**I am one of your customers, why didn’t you ask me?**

The research[[4]](#footnote-5)1 was conducted by an independent research company to ensure that we could capture feedback from customers worldwide in the most objective and representative way.

**Copy for a customer email or letter**

**[examples to be included]**

**[Subject: Unifying our Hologic Branding]**

Dear [insert customer name],

I am excited to inform you that we are updating the Hologic branding on our products and pacakging. The same quality products you know and trust will now be presented in a visually unified brand.

**Why the Change?**

Having a simple, consistent branding approach makes our products easily identifiable, providing a seamless experience across our diverse portfolio of leading-edge technologies. It follows research and collaboration with valued customers like you.[[5]](#footnote-6)1

For nearly 40 years, Hologic has led the way in advancing women’s health through leading-edge technologies for early detection, diagnosis and treatment. With a diverse portfolio in diagnostics, breast, skeletal, cervical and gynecological health, we are unifying our product brand design.

**What is New?**

Our products will feature uniform product branding, visually similar to the existing Hologic logo. This update will gradually roll out across our products.

**What does this Mean to You?**

No action is needed. You may notice color and branding changes on products and packaging, designed to make our products more recognizable. We simply wanted to inform you of the change in adance.

We appreciate your continued partnership as we strive to better meet your needs. If you have any questions, don't hesitate to reach out to us.

Yours sincerely,

[Your Name]

[Your Title/Position]

**Copy for a PPT Slide**

**[examples to be included]**

**[Headline:]**

**New Unified Product Branding**

Our product branding is being updated to give our global portfolio a more unified and consistent look.

**What's New?**

Hologic products and pacaking will feature new, uniform branding, visually similar to the existing Hologic logo.

**Why the Change?**

A simplified, consistent branding approach makes our products easily identifiable, providing a seamless experience across our diverse portfolio of leading-edge technologies.

**When?**

This update will gradually roll out across our products

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1. 1 Market research was commissioned by Hologic through independent market research agency Suazio. [↑](#footnote-ref-2)
2. 1 1 Market research was commissioned by Hologic through independent market research agency Suazio. [↑](#footnote-ref-3)
3. [↑](#footnote-ref-4)
4. [↑](#footnote-ref-5)
5. 1 Market research was commissioned by Hologic through independent market research agency Suazio. [↑](#footnote-ref-6)