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# A BBN AMERICAS **CASE STUDY**

Compass Group



## Case Study

# Compass Group: Branding and portfolio strategy

## Challenge

- ◉ Compass Canada's patient dining division, Morisson, needed a "brand story" to help communicate its industry leading offerings within the healthcare patient space. While they had a successful dining program, they were developing new offerings to combat competitive activity and remain relevant as innovators.
- ◉ They asked BBN Canada to help craft a story and positioning for Compass to have a more impactful deliverable when bidding on large hospital patient dining contracts.
- ◉ BBN Canada approached the ask leveraging Navigator, employing a deep discovery process to understand the brand perceptions, competitors, insights and opportunities.

## Solution

- ◉ BBN Canada conducted a series of interviews and workshops with key members of the client teams, did qual and quant studies with both customers and end user patients, and researched the brand equity that existed for the dining program name – all informing the development of a new brand and portfolio approach. The process included:
  - ◉ Discovery workshops/key stakeholder interviews
  - ◉ Development of a new brand platform and name
  - ◉ Development of new name, identity and articulation for new dining programs
  - ◉ [New Dining program Launch video](#)

## Results

- ◉ Enthusiastic adoption of the new brand platform and sub-brand identities by all corporate key stakeholders.
- ◉ Successful roll out of new sub-brand identities and hospital communications have led to new wins and engagements.

# Compass One

At Compass One, our commitment to the comfort and care of your patients is at the core of everything we do.

We know only too well how disruptive a hospital stay can be, which is why we provide patients with unforgettable, delicious meals. It's not only a welcome break from the monotony of their hospital room, but offers an anticipated pleasant distraction during their stay.

For patients, mealtime is the one moment, where choice, control and preference are theirs. A meal crafted with care can deliver comfort and familiarity – often lacking during a hospital stay. This can become the guiding reason a patient will reflect on their hospital experience positively, and will improve patient outcomes.

We underpin our passion for food and service with cleanliness and environmental best practices that are in accordance with the highest industry standards.

Our mission is to bridge the gap between the hospital and home by providing your patients with care, quality and comfort.

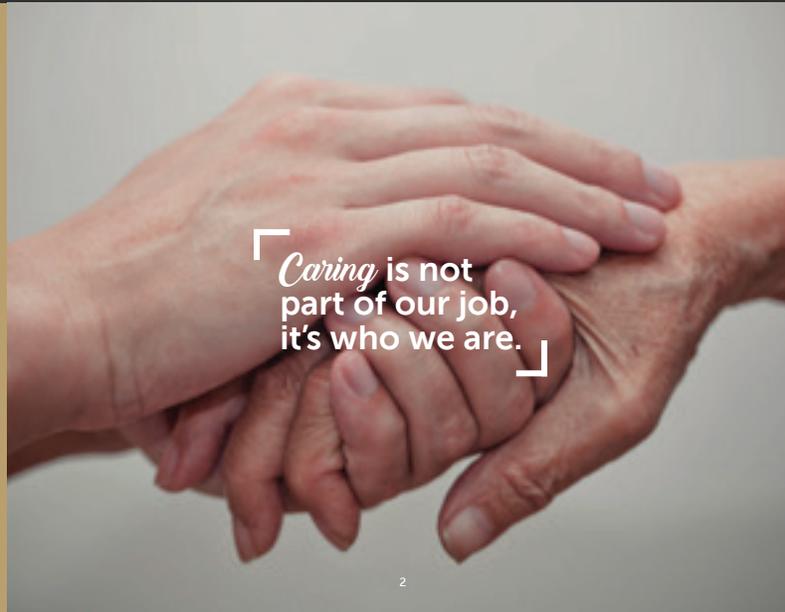
Compass One is proud to offer a suite of patient-inspired dining options, with the choice for you to implement one or more of these options simultaneously to suit your specific needs. Ultimately, we've developed each model to enrich your patient's road to healing and to elevate the reputation of your institution.

## Key benefits, in short

Compass One is committed to bringing patients:

- The familiarity of home, through quality crafted cuisine
- Flavourful, fresh, high quality meals
- Greater choice of meal options
- Real people serving real people
- Highest standard environmental services
- Hybrid model combination flexibility
- Improved patient outcomes

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### comfort kitchen

A revolutionary model, delivering enhanced patient outcomes and meal experiences.

- Comfort at it's core with authentic home-style cooking
- On-site culinary team allows customization and flexibility
- Meals prepared fresh daily, broiled, baked, steamed or roasted
- Authentic flavours of freshly prepared high quality food
- Food delivered within 2 hours of ordering



### steamplicity

The standard in delivering consistently prepared nutritious meals, every time!

- Proprietary Steamplicity® system, the healthiest cooking method for the retention of nutrients.
- Large variety of options, to suit all tastes and therapeutic needs.
- Low capital outlay, less meal prep, less storage of ingredients and less space required to deliver meals.
- Patient satisfaction scores over 95%
- Food delivered within 2 hours of ordering

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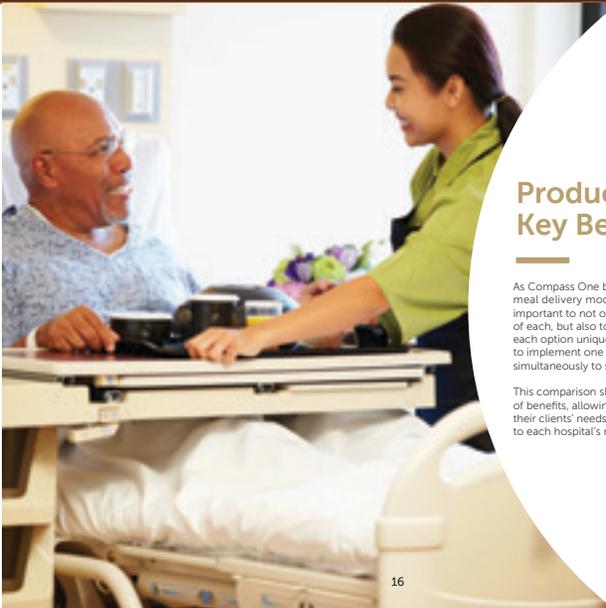


### dining on call

A hotel room-service style model with a variety of prepared on-site meal choices

- An eat on demand meal model, just like room service
- Wide variety menu to suit all taste
- Meals freshly cooked on-site and delivered promptly, at any time
- Easy ordering from mobile device or bedside phone
- Patient satisfaction scores at 99%
- Food delivered to their room within 45 minutes

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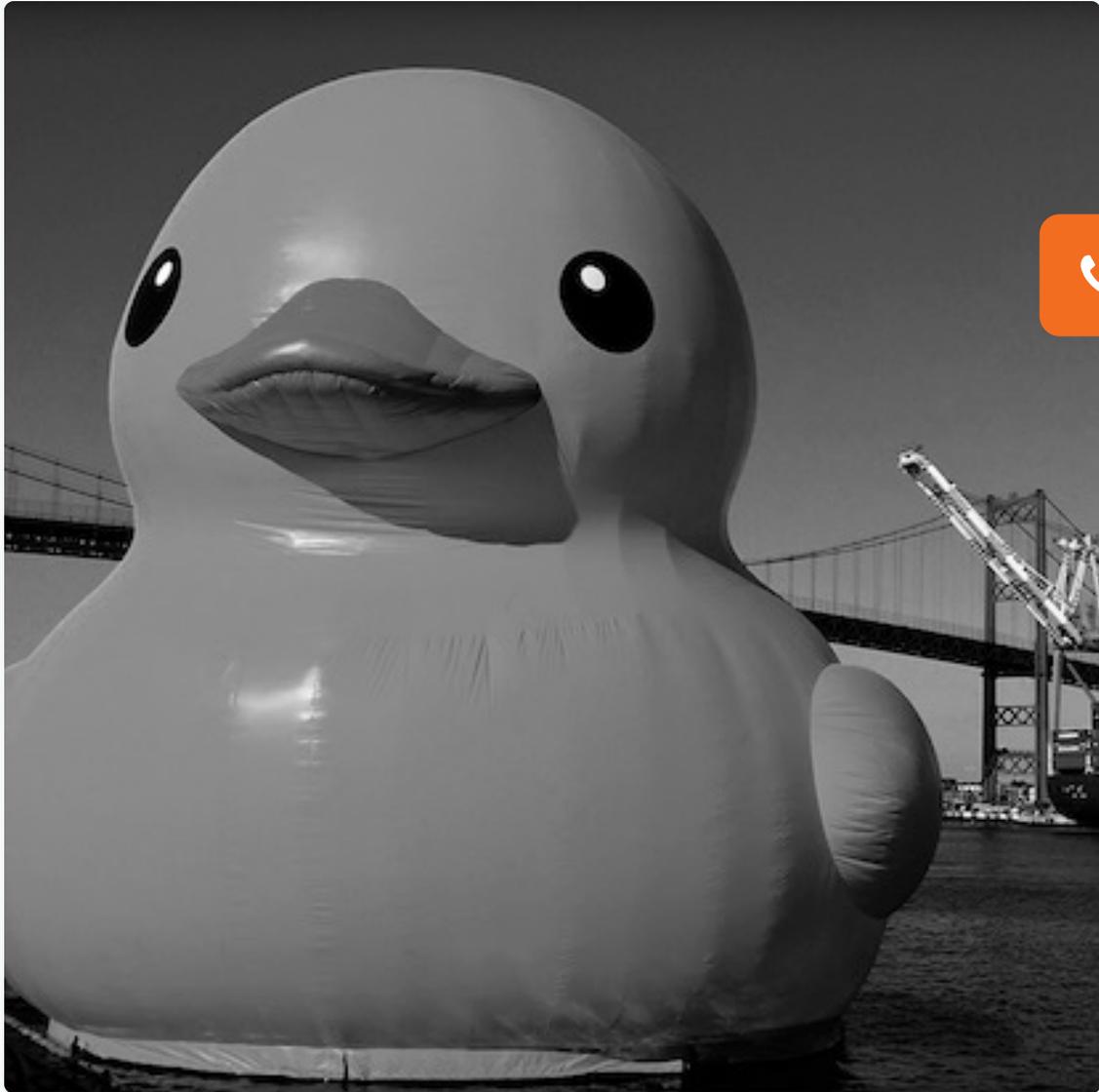
## Product Offerings Key Benefits

As Compass One brings their suite of excellent meal delivery models to market, it will be important to not only speak to the key benefits of each, but also to distinguish what makes each option unique, with the choice for you to implement one or more of these options simultaneously to suit your specific needs.

This comparison shows each offering's core set of benefits, allowing Compass One to address their clients' needs with a solution best suited to each hospital's needs.



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A BBN case study

## Intrigued?

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