

# A-Plus Transportation Unifies and Strengthens Health Care Brand

## BACKGROUND

Minneapolis-based, A-Plus Transportation is a Non-Emergency Medical Transportation company dedicated to providing safe and reliable transportation to health care appointments. Although A-Plus had their unique 10-minute pick up program—the fastest response time in the industry—it wasn't readily apparent within their brand, which was tired and inconsistent. The company's brand was not conveying the safe, reliable and responsive nature of their business.

A-Plus engaged Voom Creative to unify and energize their brand through the creation of a new logo and identity. Voom also helped A-Plus strengthen its brand by uncovering and leveraging their unique value proposition—the 10-minute pick up—a program that exceeds industry standards, and helps clients spend less time waiting and more time living their lives.

"With Voom, I immediately knew I found an agency that would hit the mark. Their ability to ask the right questions, listen, research, strategize and really understand my business was so refreshing. Voom brought together their best ideas into a unique brand that is aesthetically pleasing and has meaning. Customers now remember and recognize A-Plus, and our new and returning customer volume has increased."

**ANDREW DMITRUK**  
Chief Financial Officer  
A-Plus Transportation

## OBJECTIVES

Core objectives for A-Plus Transportation included:



To differentiate A-Plus from its competitors by strengthening its brand with a unique, trustworthy identity.



Creating a modern, unified brand that could easily be adapted across all marketing channels and touchpoints, including their website, landing page and fleet vehicle decals.



Establishing a new logo and brand color palette that readily communicated safety, reliability and responsiveness.

SOLUTIONS

We achieved A-Plus Transportation’s objectives by:

**1. Conducting competitor research and bringing A-Plus through Voom’s discovery process** to uncover what made A-plus uniquely different from other local medical transportation companies.

**2. Creating a unified brand identity that conveyed trust, safety, reliability and responsiveness** via new logo colors and integrating the brand color palette with a memorable logo mark and typeface.

**3. Leveraging the 10-minute pick up program differentiation** by adding verbiage to the A-Plus website and vehicle decals for their all fleet vehicles.

Business System, Vehicle Decals, Website Design



KEY RESULTS

**22%**  
BUSINESS INCREASE



With a unified brand and strong emphasis on trust and safety, A-Plus Transportation saw their business increase 22%.

The leveraged emphasis on the 10-minute pick up program has been so successful in select locations that A-Plus is moving toward the goal of offering all clients a 10-minute pick up guarantee.



Brand work was recognized with an international MarCom Platinum Award for logo design.

Contact us to explore how to creatively expand your brand with outstanding results.