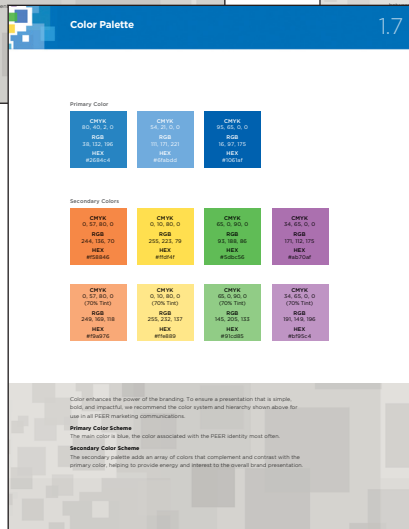
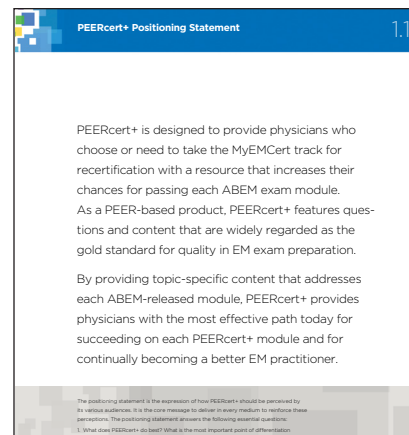
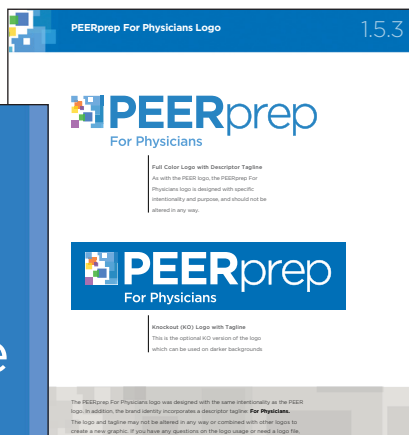


## American College of Emergency Physicians

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- Situation** The American College of Emergency Physicians (ACEP) is an association based in Irving, Texas dedicated to uniting the voices and advancing the interests of emergency physicians around the world. Since its founding in 1968, ACEP has developed board review and continuing medical education programs and products widely accepted as standards among emergency medicine physicians and residents.
- Recently, the American Board of Emergency Medicine (ABEM) announced a significant shift in its certification process for physicians, beginning in 2021, which would disrupt the sales of ACEP's flagship PEER certification exam prep product. Also, the proliferation of other exam prep products in recent years had intensified the competition for physician, residency program, and resident exam prep spending, further adding pressure on PEER to maintain its leadership position. Facing these challenges, ACEP turned to TDC to help market a new portfolio of products developed in response to ABEM's changes and to re-establish its connection with audiences.
- Solution** TDC conducted an extensive discovery effort among EM physicians, residency program directors, and residents around the country to gain a deeper understanding of how they perceived PEER, ABEM's new certification steps, and how competitive prep products compared to PEER. From these interviews, we developed value propositions and new brand identities for each of the new PEER products.
- With this foundation, we created a new brand platform for PEER, with individual look-and-feels for each product that aligned with the personas of their respective audiences (colorful/edgy for residents, bold/direct for program directors, and restrained/professional for experienced physicians), while still maintaining familial elements across all of the identities. Furthermore, we developed a wide array of communications featuring the new branding. These included email series, banner ads, social media ads, print ads, direct mail packages and postcards, product videos, as well as a new microsite.
- Result** ACEP has reported that the new PEER products have already exceeded 400 purchases in only the first three months following the new branding launch.

- brand platform identities
- brand style guide

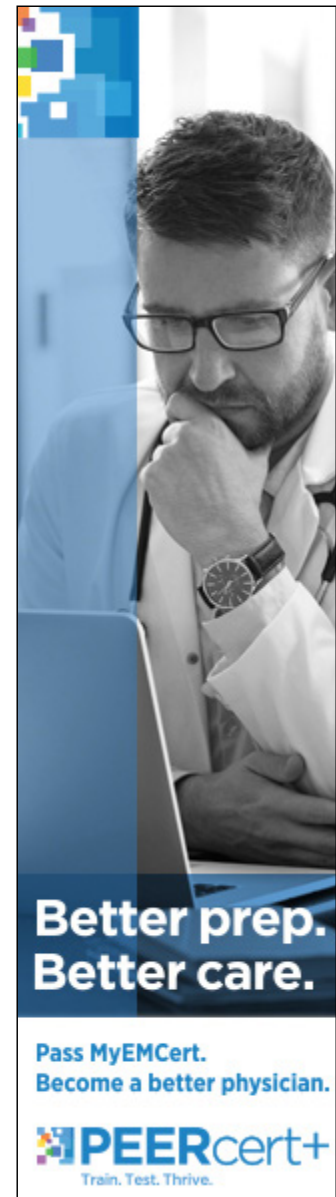




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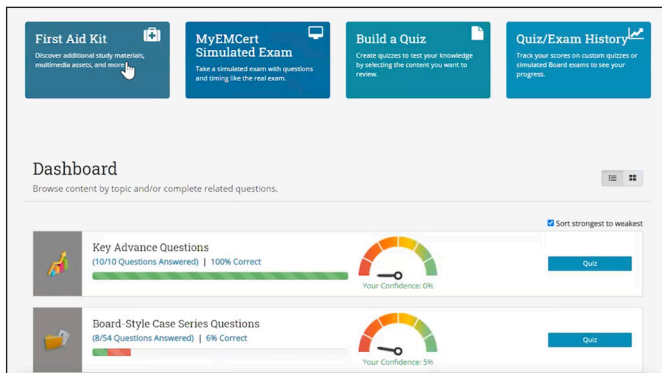
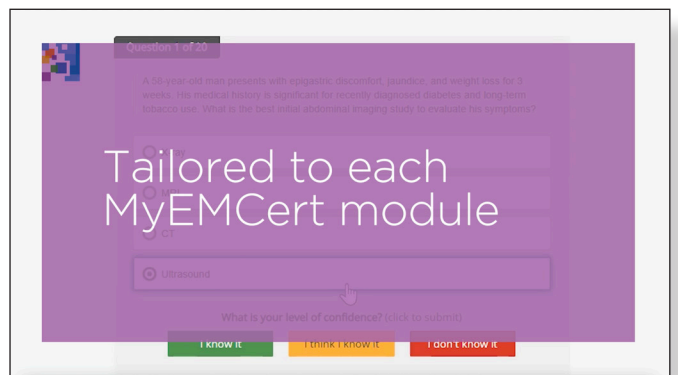
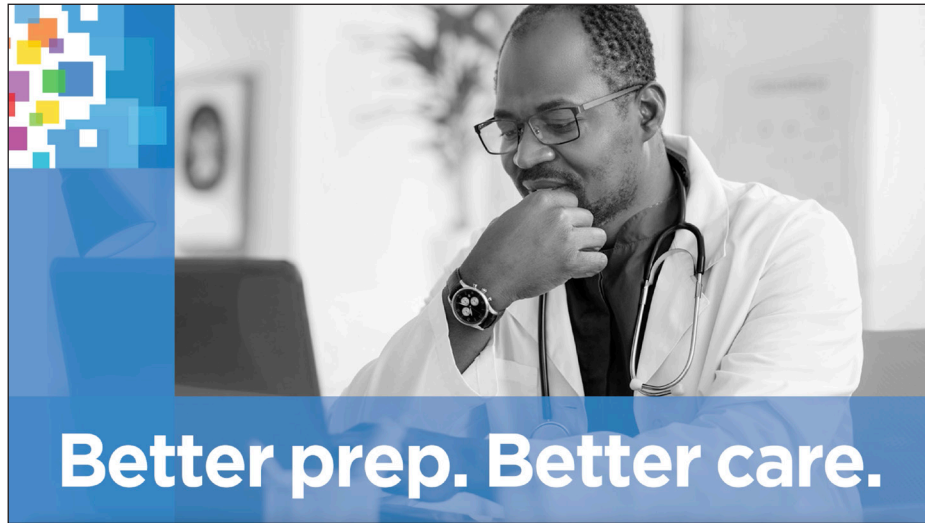
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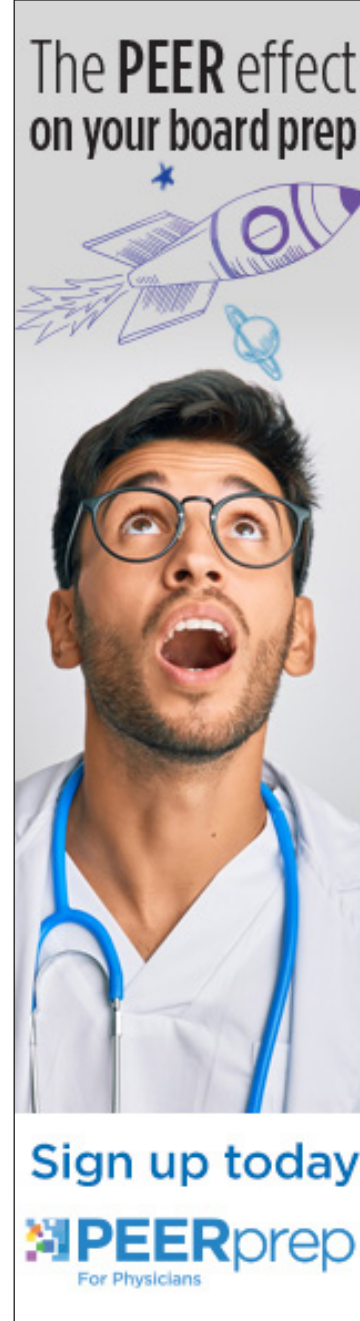
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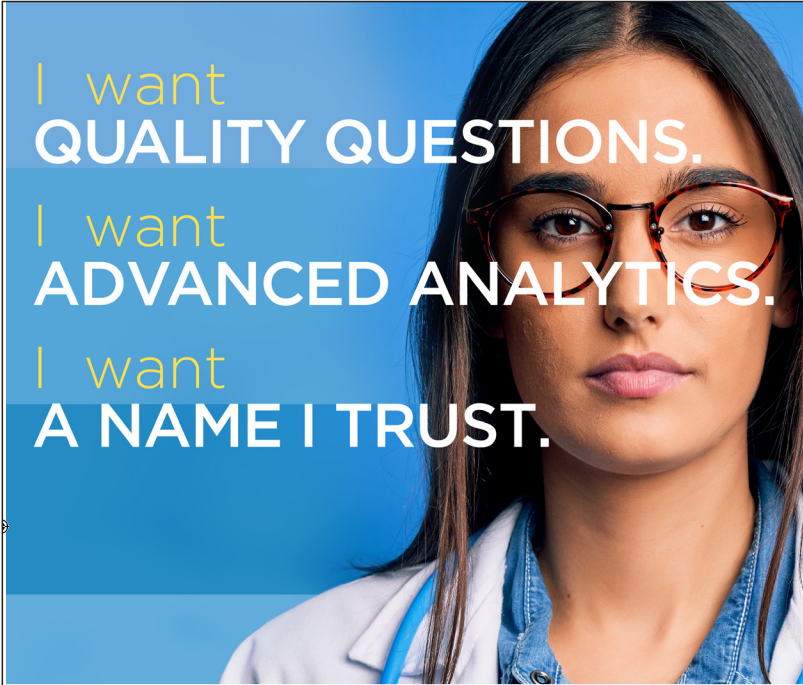
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Yours truly,  
Megan Fix, MD, FACEP  
PEERprep Editor-in-Chief

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— Maria Moreira, MD, FACEP, Editor-in-Chief, PEERcert+

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