**New Tagline Options**

The Block Center for Integrative Cancer Treatment

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for Integrative Cancer Treatment

 *Beating the odds for more than 30 years.*

*Innovative, compassionate care as unique as you.*

*Innovating care. Leading the way. Beating the odds.*

*30 years of beating the odds.*

*Fighting on all fronts. Beating the odds.*

**RATIONALE:**

***Our primary objectives for new tagline options…***

Per our recent conversation regarding taglines, we were in pursuit of these goals: Short, catchy, powerful. Internally, we found **“Beating the odds for more than 30 years”** to be the best at hitting all three of these obligations. It is short, succinct, clear and quite compelling. In general, our team favored the options that included “beating the odds” for the simple reason that it directly expresses hope with an assertion that is provable by TBC (and not so provable by other providers). However…

***We need to be careful not to overpromise.***

“Beating the odds” makes an assertion that we feel *may* approach the limits of what is allowable in cancer-care marketing. We have enough anecdotal support for this assertion, but we’re not certain that is sufficient. Also, to be clear, we’re not certain this assertion is truly too promissory. We seek your help in finding the limits (including your comfort limits) for asserting “beating the odds,” including from a legal-counsel perspective.

***For that reason…***

…our second-most recommended tagline, “Innovative, compassionate care as unique as you,” avoids the odds-beating assertion. We feel this is a strong option for TBC, as it incorporates an existing tagline (which you mentioned in our last conversation) while allowing us to lead with the two key branding adjectives.

***Recommending against “survivor’s edge.”***

Our team tried to incorporate the notion of a “survivor’s edge,” but we determined that it was too fraught with negative potential. The basic distillate of our analysis here is that a survivor’s edge sounds like “a narrow lead.” Typically, we want to reserve the concept of surviving cancer for high-aspiration language, such as “empower you to survive cancer regardless of the odds you’ve been given.” This is a significant lead rather than a narrow edge. Further, when considering the cost of cancer care, and the lack of insurance coverage for certain aspects of TBCs care, we don’t think it’s wise to market a narrow advantage. It may be true, but it has too much potential for working against our objectives.