



TONIC

of your choice. Then it is necessary to market the product. The company has experienced the commercialization of other people with medical devices.

WHY TORONTO?

Toronto's population is just under 6 million people. However, more than half of the city's population is foreign-born making it one of the most diverse cities in the world. Canada as a whole took in over 40,000 refugees in under a year and a half, which contributes to the diverse perspectives and potential expertise in Toronto. An article from Business Insider, citing research from Mercer, claimed that Toronto is the 16th best place in the world to live. Mercer included 'medical & health considerations' in their evaluation, including medical supplies and services. After our team evaluated the accessibility and diversity in Toronto, we knew we had found a great location for our conference.

PRELIMINARY BRANDING & GOALS

GROUP IV

BRAND CONCEPTING

*ISSUES in medicine
for docs +
nurses - treat the human
docs - treat the disease

*nonlinear
speakers

PainPoints

Why do they trust us?

- No sponsors? No industry bias?
- consistent position
- honest
- factual
- accountable (no fear of being wrong)
- High quality customer service

GOALS

- Basic questions about medicine + quality of life
- Life + lifestyle being better
- Approachable

Start

- CURIOUS (something that better their life)
- excited (interested in branding)
- determined (existing but critical)

Audience

resources that may

Conference Goals

Give attendees the tools and knowledge to better their quality of life

Answer questions regarding medicine & how it relates to quality of life through the lens of ethics in technology

Goals for Our Brand

Maintain an approachable, casual, and relatable brand voice

Maintain the nurses' mentality--nurses treat the human, doctors treat the illness.

Be consistent, honest, factual, and accountable at all times.

Provide a high quality of customer service and support

VALUE PROPOSITION STATEMENT

Conference.

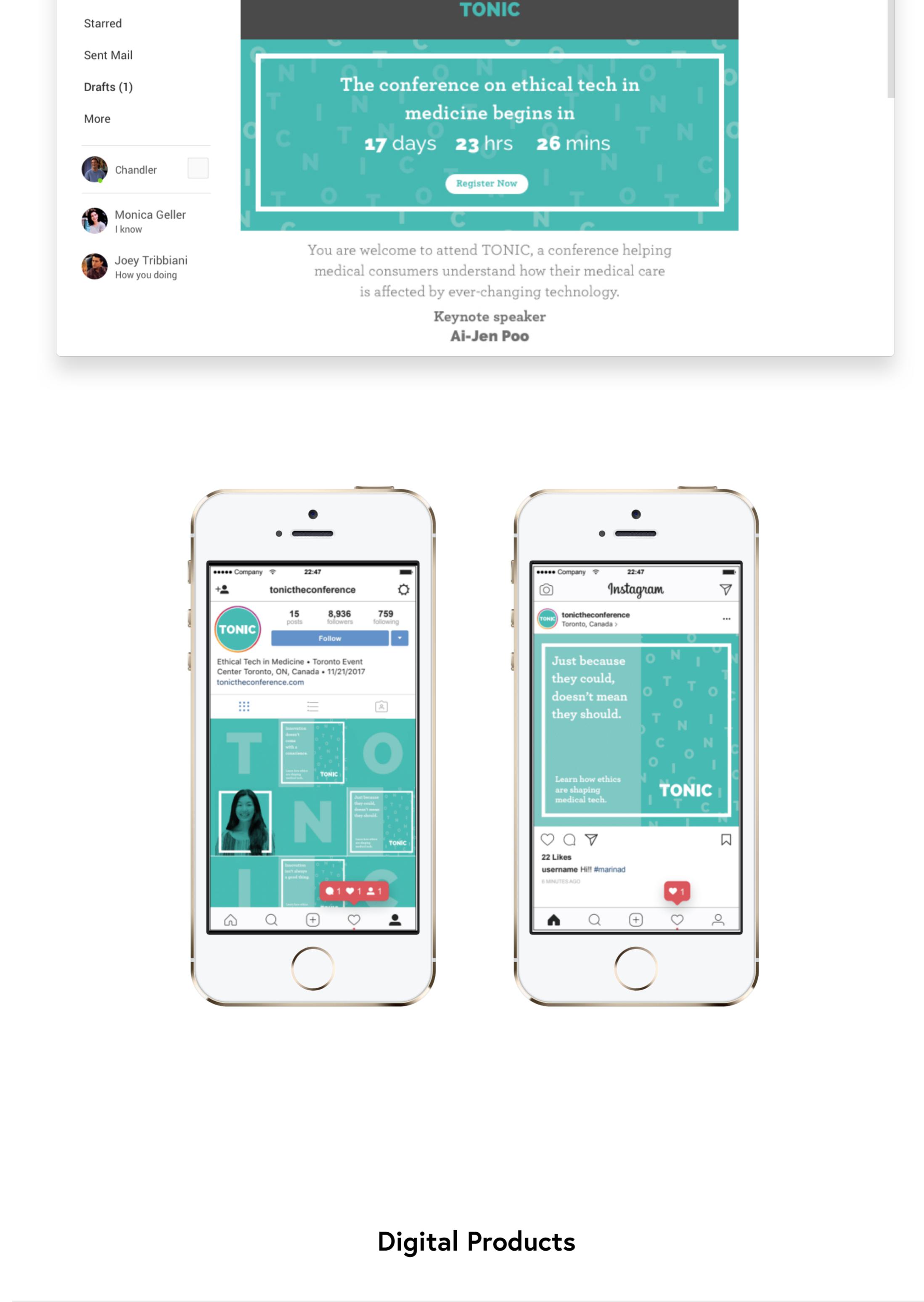


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**TONIC
ETHICAL
LUX**

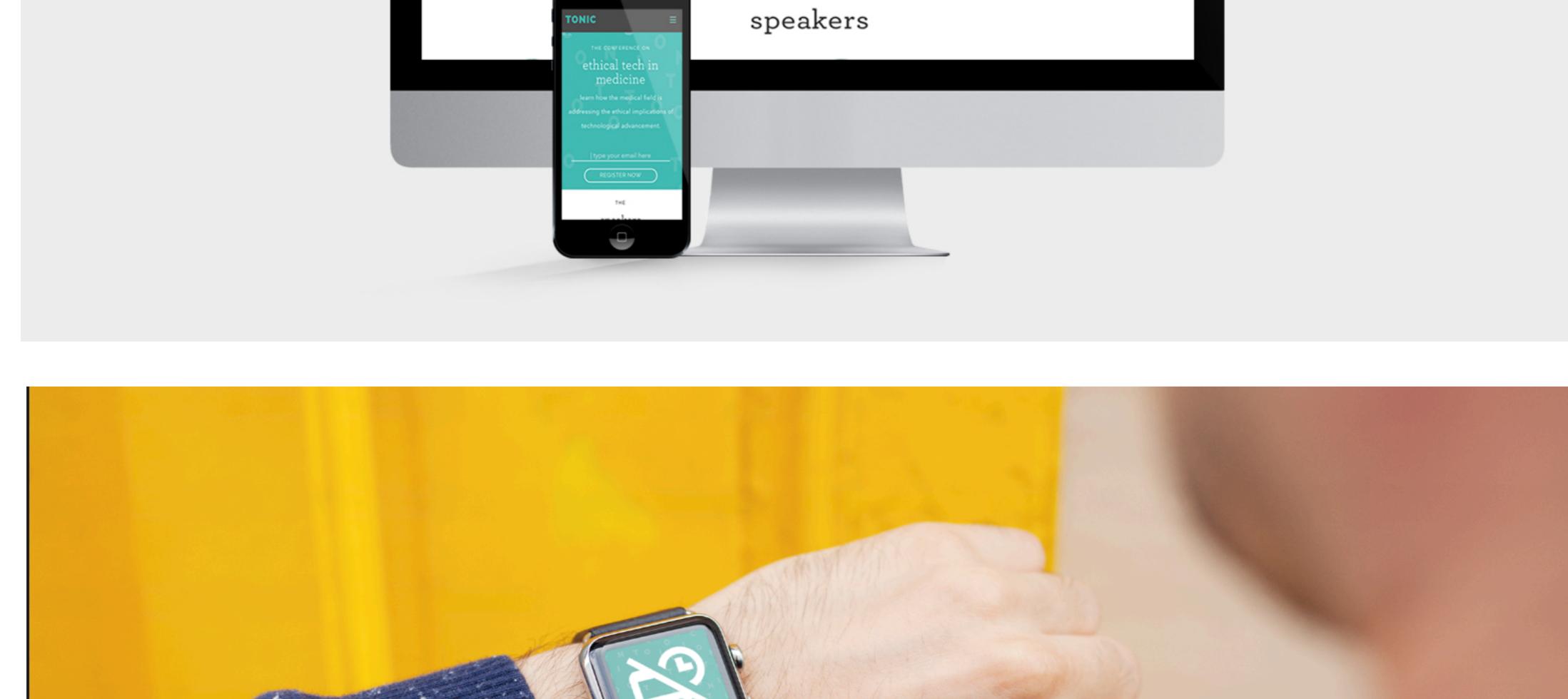
A teal vertical banner with large white text reading "TONIC" and "tonictheconference.com". The banner is positioned in the center of a blurred photograph of a city street with people walking.

A close-up photograph of a black vertical post, likely made of metal or plastic, standing on a paved surface. The post features a decorative pattern of small, evenly spaced white dots arranged in a grid-like fashion. It is positioned between two paved areas, with a brick-paved walkway on the left and a paved road with white lane markings on the right.



THE CONFERENCE ON ethical tech in med

how the medical field is addressing the ethical
technological advancement



This image shows a close-up, low-angle view of a bright yellow surface, possibly the side of a car. The surface has a textured appearance with some darker, worn areas and slight discoloration, particularly towards the bottom. The left edge of the frame is dark, indicating a shadow or a black object in the foreground. The overall composition is simple, focusing on the texture and color of the yellow material.

KEY