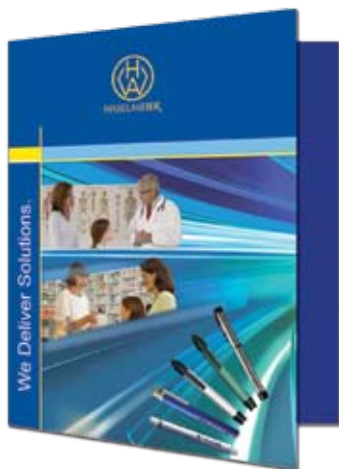


Client Case Study



Industry: Medical/Healthcare

Situation:

- Founded in Germany circa 1920, this medical manufacturer wanted to separate themselves from other medical companies while showcasing new products
- Experienced decreasing awareness, sales, and consumer base for their convenient medical products due to an oversaturated market
- Lacked sufficient marketing collateral which engaged prospective customers to pursue services further
- An inconsistent marketing strategy resulting from ineffective customer communications as well as marketing collateral

Solution:

- Analysis of customized research, enabled a refined client message which clearly communicated the offered product and benefits to the target market
- Designed marketing and sales collateral which included multiple sell-sheets and press kits which assisted the sales force in generating more prospects
- Educated customers on client products and unique accompanying features due to an implemented new marketing strategy
- Applied clear and direct use of medical language which enhanced client communication and provided a better understanding of product benefits
- Increased company visibility in an over saturated industry by designing and creating multiple sales pieces while generating interest at the same time