



Marketing and Brand Program for Healthcare Technology System

With a 48 percent industry market share, Rauland was launching their most advanced product in the face of a major health care competitor. Completely new messaging and marketing campaign materials that distinguished their new product were needed. We developed naming, value/benefit messaging, full creative concepts, and applied a complete brand identity for the new system. We applied the new creative to exhibits, interactive, direct mail, sales collateral and launch events. The campaign for "5 Reasons..." was the most successful in the company's 70 year history.

