

case study:

Rauland '5'

situation:

Rauland-Borg has a 48 percent market share in nurse-call communications and will be announcing their new version, the most advanced system ever. At the same time, the largest international healthcare equipment manufacturer has just entered their market. The equity company knew their materials were dated and now needed to quickly get relevant and advanced in look and feel, to match their product claims and new competition. The new product brand needed to:

- Retain marketplace equity of the parent company while communicating a “completely new, bigger and better” brand message
- Establish a unique, dominant and distinctive position in the minds of a three tiered audience

process:

- Interviews with marketing staff, sales representatives, national distributors and nurses/nurse managers over a 4-week period — assessment of sales, service processes with distributors, opportunities for growth
- Visited hospitals to witness the system in action and conduct in-person interviews with nurse, caregivers and nurse managers
- Analyzed all competitors marketing messages and collateral
- Completed an in depth naming process, avoiding coined names
- Using a core sales packet, created two distinctly unique, complete creative concepts that included message, copy headlines, body copy, and all visuals, as actual size, folding mock ups to move decision making

solution:

- Developed a simple, strong, flexible message: “5 Reasons Why...”
- Simply named the product Responder ‘5’ and incorporated the numeral 5 into the existing product logo to retain corporate equity
- Knowing the sales presentation and the need to be distinctive, we developed a case for the brochure, making the introduction more dramatic
- Created short, to the point value messages in an oversize, browser friendly brochure, keeping detail for insert sheets
- Developed and applied distinctive and consistent brand color, typography, messages and images to every brand touchpoint (except their existing web) such as exhibits, ppt, mailers, banners, brochures, sales sheets. Along with a mini-brand standards manual, every graphic piece was mastered onto a ‘Marketing Toolkit’ for 49 national distributors.

results:

- Overwhelming excitement and enthusiasm from every distributor
- “The best response they have ever had for a new version since they started their business.”

marketing brochure
 brochure spread
 direct mail brochure
 cd-rom
 banner stands
 exhibit

