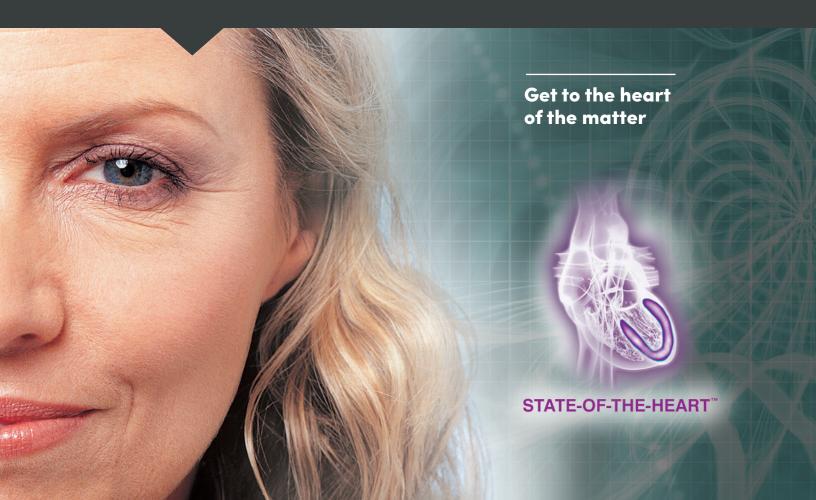


Case Study: Bracco / CardioGen-82

We helped Bracco Diagnostics put "state of the heart" nuclear imaging into cardiology centers nationwide.

Challenge

How to uniquely communicate the CardioGen–82® value proposition, while at the same time make the cardiology community aware of the increasing benefits—particularly with respect to diagnostic image quality—of nuclear medicine for PET myocardial perfusion imaging.

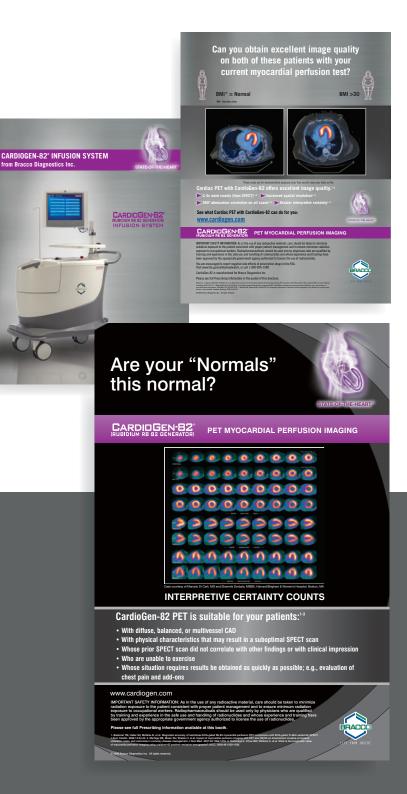


Thinking

Serious subject matter does not necessarily have to be synonymous with staid marketing. Medical device technologies for serious and often lifethreatening diseases and conditions are often met with equally conservative advertising.

We believe in seeing things differently, and to realize marketing in highly conservative medical spaces does not necessarily have to constrain thinking. As long as regulatory and compliance are met 100%, we're going to give 100% effort into every campaign we create from positioning to strategy to creative execution—we gave it our all for Bracco Diagnostics.

- Brand Creation
- Sales team support/ Education
- Advocacy support for the Academy of Molecular Imaging



Results

Bracco realized a significant spike in sales of the CardioGen unit during a three year partnership with us.