

AN ULTRA-SOUND IDEA

Replica of ultrasound machine captures attention of sonographers, generating buzz and sales leads too.

Sonographers have a lot to say about what kind of ultrasounds they use, but they're not the ones making the buying decision.

To break into the ultrasound market, build brand awareness and generate leads, medical equipment provider Carestream needed to highlight the ergonomic design of its Touch Prime Ultrasound System. To compel both buyers and users to discuss it, they sent a cute little cardboard machine to 1,400 radiology administrators across North America.

Made of paper, the 10-inch model impressively mimicked the actual product – including multiple swivel motions and a collapsible column for height adjustment. Stickers could be swapped on and off the model to demonstrate personalized secondary controls that allow users to configure their individual preferences. The model successfully conveyed the innovative touch screen and flexible design that gives sonographers unprecedented control.

A personalized letter and "Owner's Manual" were also enclosed to further illustrate and describe the product's features. Email, social media and outbound calls were sequenced to follow the mailing.

One year after deployment, the multi-channel campaign had delivered hundreds of leads and sales opportunities worth more than \$10 million. Social media buzzed as prospects shared photos of their models on their Facebook pages, with one group alone generating over 4,000 likes.

Carestream cleverly understood that image is everything to sonographers, and they skillfully closed the gap between users and buyers with an experience that had everybody talking.



CLIENT: Carestream Touch Prime | PRODUCT: Ultrasound System | COUNTRY: U.S. | AGENCY: The Verdi Group
AGENCY TEAM: Creative Director Bob Green | Art Director: Jessica Adams | Director of Client Services: Mary Bonaccio
Marketing Managers: Don Thompson, Erica Carnevale

