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Integrated Strategic Marketing Communications Program

Based in Sweden,

Gibeck is a manufacturer and marketer of a comprehensive line of products and accessories utilized in pulmonary medicine. Passive humidification had not been a readily understood and accepted treatment protocol in the United States. To assist in the re-introduction of the product, an integrated marketing communications program was developed which addressed a series of key business issues. Extensive analysis of market characteristics, selling dynamics and competitive pressures was used in developing program recommendations, with a focus on clearly communicating the benefits of both the treatment protocol and individual product feature sets. A program hierarchy and implementation plan was then prioritized to maximize results by projected impact on short and long term business objectives, and total investment.

Brand definition was determined as a key component in all materials produced for the launch. A series of visual elements which framed products and messages was established as a format for collateral. A complete commitment to continuity controlled post-concept design decisions, reducing produc-

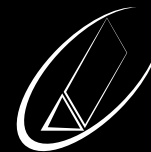


Highlight:

With a strong surface similarity in competitive products, field sales personnel needed a simple tool to quickly and clearly differentiate key performance criteria.

A Product Comparison was designed to instantly illustrate 3 key issues comparing all Gibeck products and the core products of each of 8 different manufacturers.

The tool was used in sales presentations and later as a leave-behind.



Prism Design Group

Integrated Strategic Marketing Communications Solutions Through Design

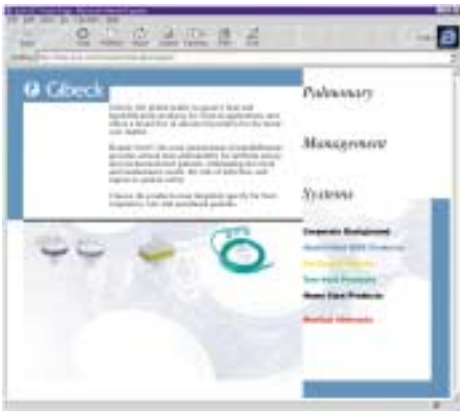
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Direct-for-Sale Mask
Direct Marketing Program

Theme Page
Web Site



Custom Circuit System
Business Form

OEM Manufacturing Capabilities
Key Account
Direct Marketing Program



tion schedules and program costs. As a portion of the overall campaign, a parallel program promoting stock items manufactured as OEM and private label products was created to augment manufacturing production scheduling.

The program was developed and implemented over a 12 month period and based on initial business objectives exceeded every performance criteria.

The program included:

- Collateral for 12 Core Products
- Medical Research Articles
- Field Sales Product Comparison Tools
- Direct-for-Sale Product Introduction Direct Marketing
- Tradeshow Display
- Order Entry and Custom Business Forms
- Trade Advertising Campaign
- Website
- OEM Manufacturing Key Account Direct Marketing
- OEM Manufacturing Collateral and Support

