

# A CASE STUDY

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*creative work for a fearless client*

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**Biotech.**  
**Pharma.**  
**Device.**  
**Diagnostic.**

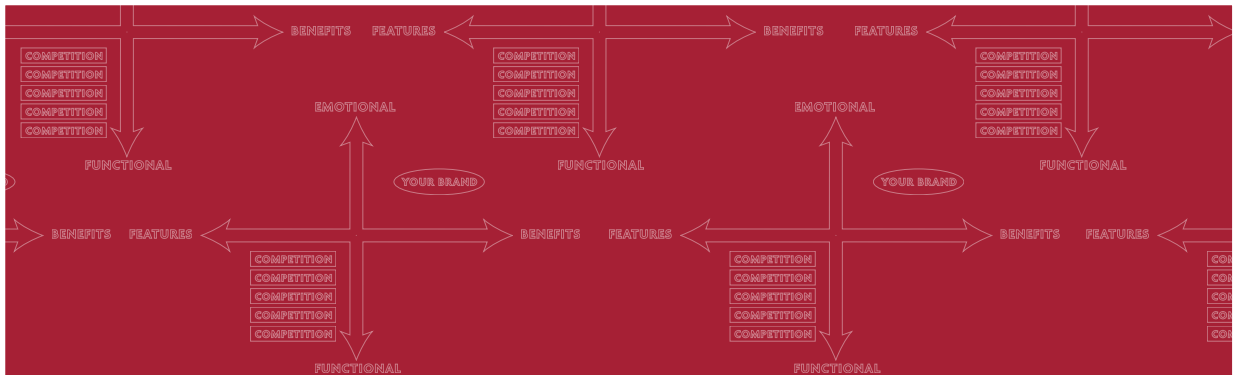
**While in the same medical family,  
they don't all have to dress the same.**

Why is it that medical ads typically bear an uncanny resemblance to wallpaper? Could it be fear of regulatory retribution? Internal brand guidelines?

Our philosophy implies there are no excuses for boring and dull. The medical industry deserves better messages. The following case study highlights a partnership between a start-up diagnostics company and The Medical Package. This company had the confidence and good sense to allow their agency to produce elevated work for their brand.

And it worked.

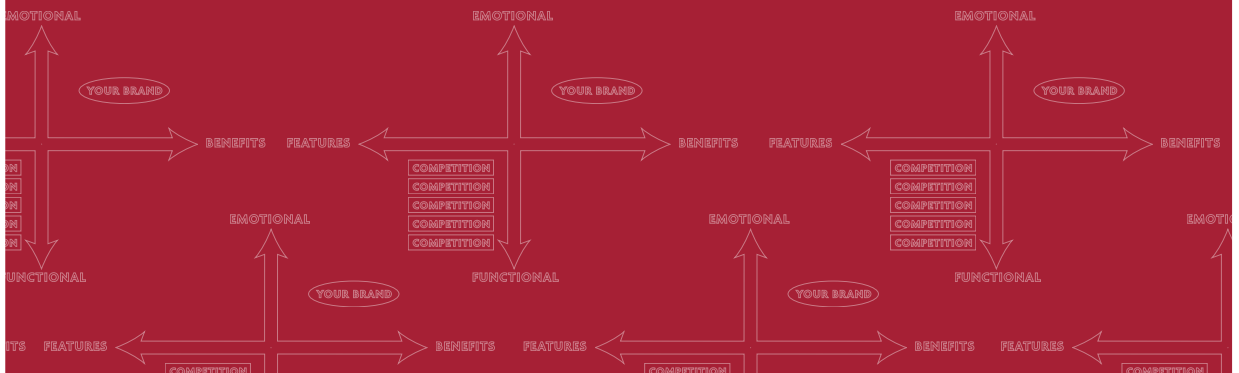




## Own the space.

A unique, proprietary logo is critical to name recognition. It will accompany your product everywhere it is seen, and appear on every promotional piece.

Will its design make your brand stand alone?





NephroCheck®

*Early, Easy, Accurate. Check.*



# Invest wisely.

Custom, quality photography allows for better imaging. When a campaign is designed correctly, photos can be re-purposed for a longer life span. The cost is amortized over time and can actually save money. Stock photographs on the other hand are often spotted in other work and diminish the value of your brand.

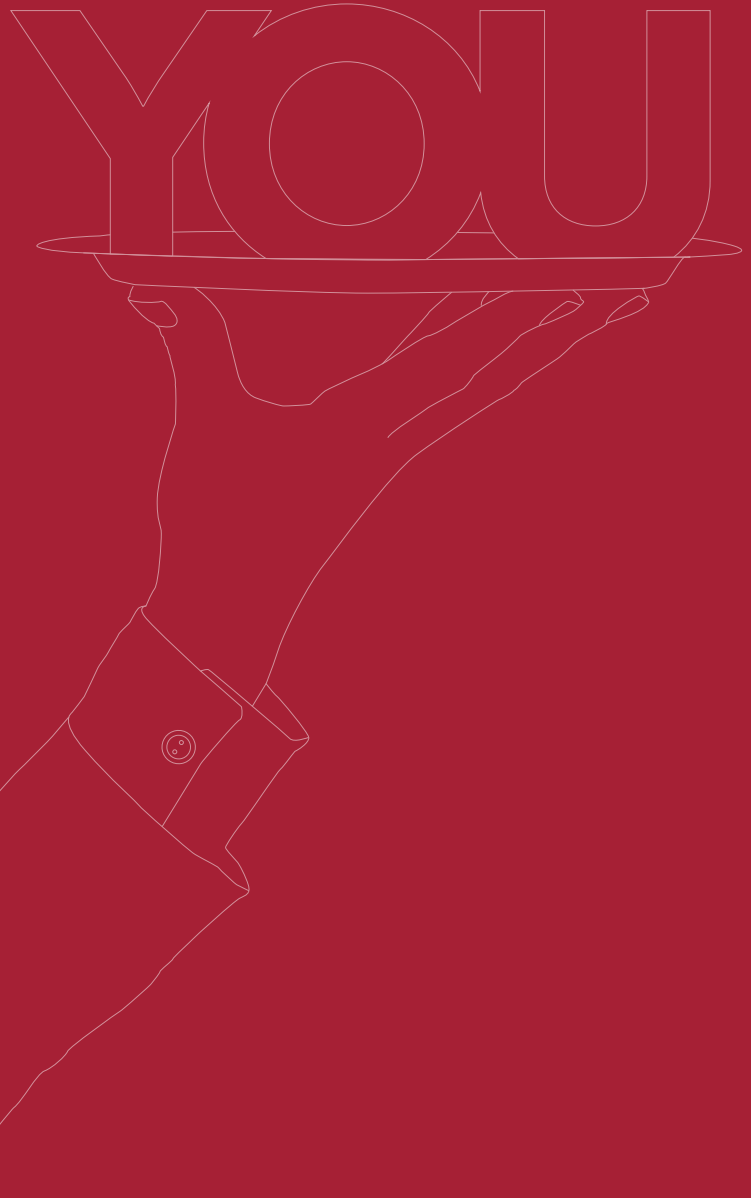




# It is about **YOU.**

You have built a respected company, assembled an adept team and your products are unique. Let everyone know who you are and why you are proud. Schedule a professional photo shoot for your team. The world will see a great company with talented people.

A short, corporate video is not very costly. In sales uses or on the website your story will be viewed in a most interesting manner.





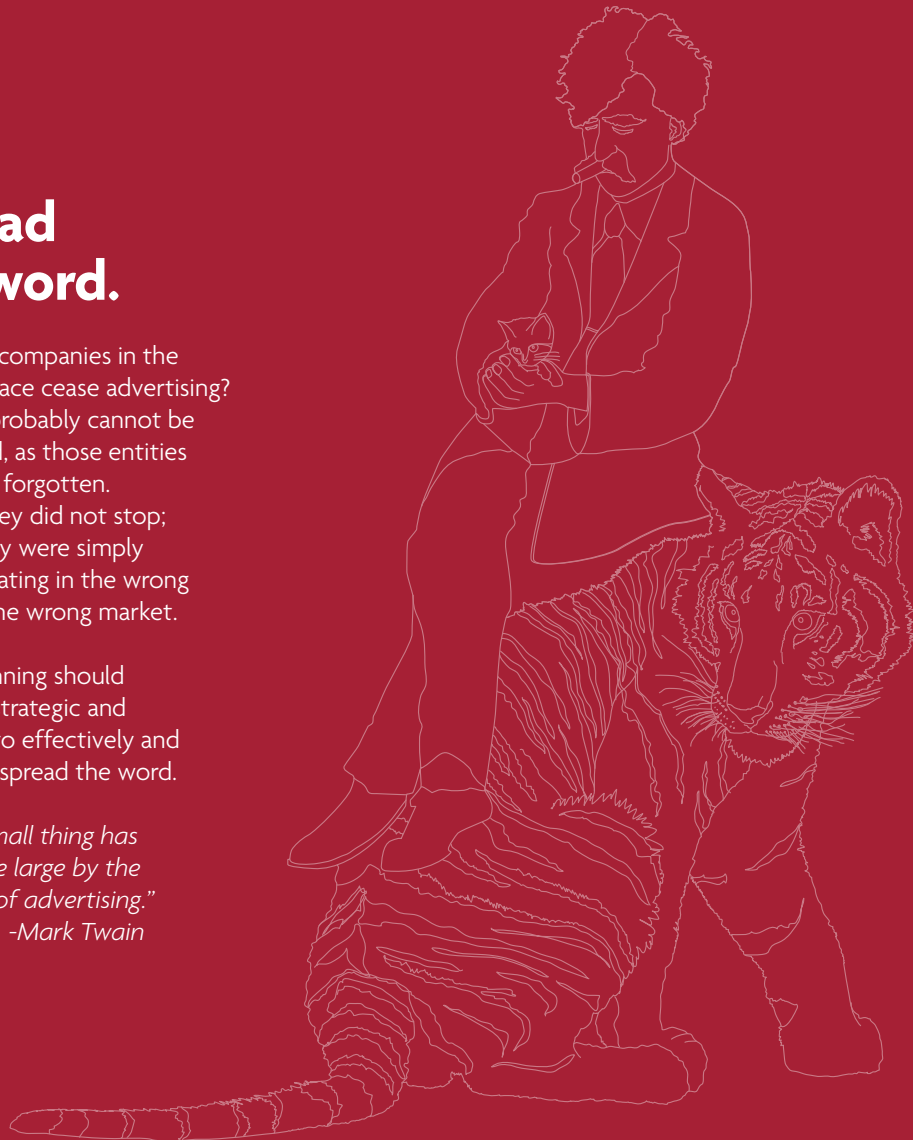


## Spread the word.

When did companies in the medical space cease advertising? The date probably cannot be pinpointed, as those entities were soon forgotten. Perhaps they did not stop; maybe they were simply communicating in the wrong place, to the wrong market.

Media planning should be smart, strategic and thorough to effectively and efficiently spread the word.

*"Many a small thing has  
been made large by the  
right kind of advertising."  
-Mark Twain*





Astute140™

Main Menu - Main Patient

English Patient

The smarter way to check AKI risk.

©2012 ASTUTE MEDICAL

Downloaded from [www.astute-medical.com](http://www.astute-medical.com)



NephroCheck™

Early. Check. Easy. Check.

Introducing the first and only device that can detect AKI risk in patients with kidney disease. NephroCheck™ is the first and only device that can detect AKI risk in patients with kidney disease. NephroCheck™ is the first and only device that can detect AKI risk in patients with kidney disease.

©2012 ASTUTE MEDICAL



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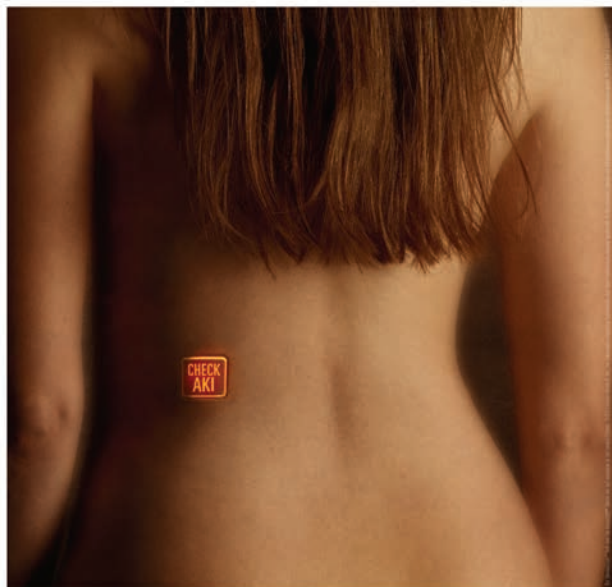
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## Attract attention.

Ever notice how competing ads appear similar? What does a “me too” approach accomplish?

Make sure your value proposition is conveyed clearly and concisely. If you do not capture the viewer’s imagination, you cannot expect any interest past the first few glances.

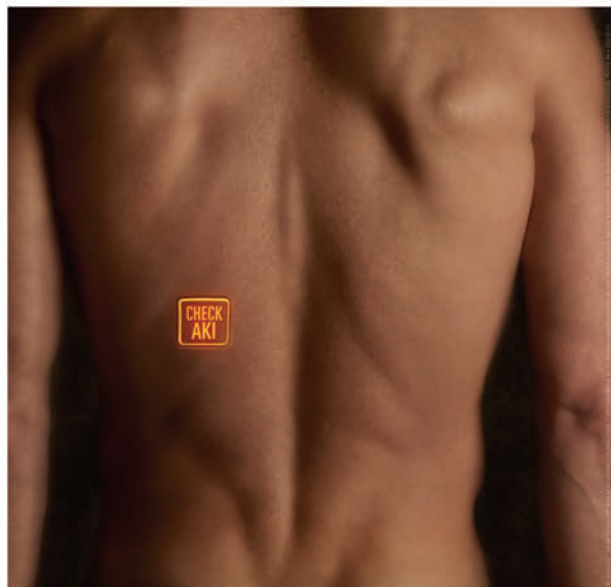


### The early alert you need.



Early warning is key to early action. With the revolutionary NephroCheck<sup>®</sup> Test, you can rapidly assess which patients are likely to develop acute kidney injury (AKI). Unlike tests that only detect function loss, the NephroCheck<sup>®</sup> Test detects unique biomarkers of kidney cell damage before kidney function is affected.

To learn more about the first real advance in renal testing in 60 years, visit [AsuteMedical.com](http://AsuteMedical.com).



### Introducing a kidney alert system.



When it comes to acute kidney injury (AKI), you need a reliable early warning system. The NephroCheck<sup>®</sup> Test is just that. Through novel, early-rising biomarkers, it signals kidney cell damage before traditional kidney function indicators. You can rapidly assess the risk of a patient developing AKI—and focus the right resources on the right patients at the right time.

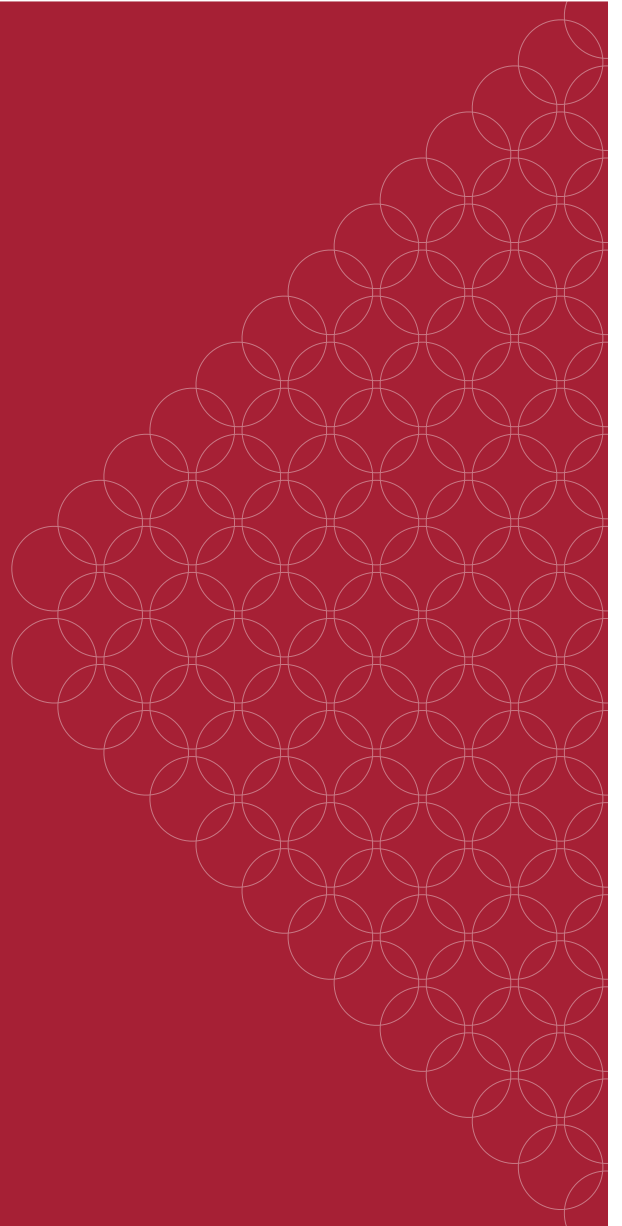
To learn more about the first real advance in renal testing in 60 years, visit [AsuteMedical.com](http://AsuteMedical.com).



# Dare to be different.

Stand out from the crowd. Do your own thing. Choose the road less traveled. Hey, idioms exist for a reason. In the case of print collateral, they're all true. Thinking differently and being different works. Enough said.

*You can observe a lot  
by just watching.*  
-Yogi Berra



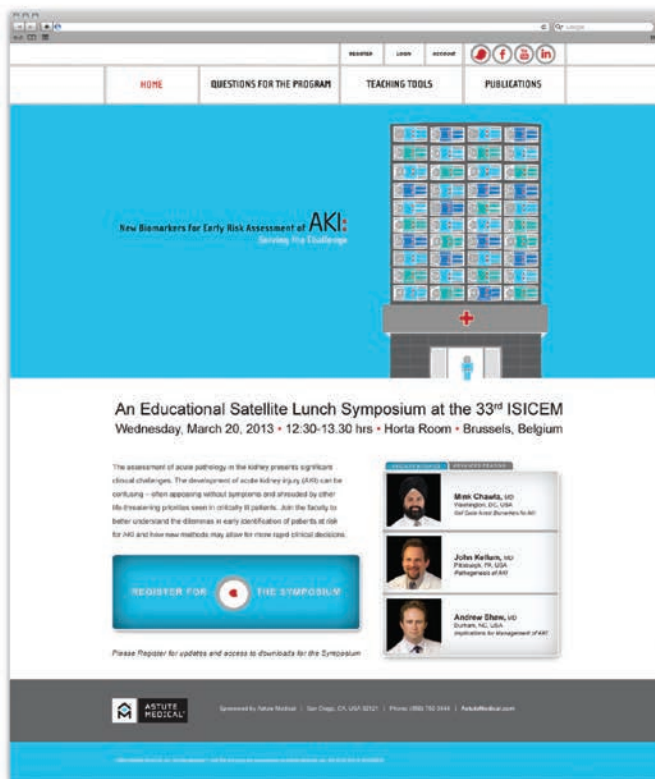
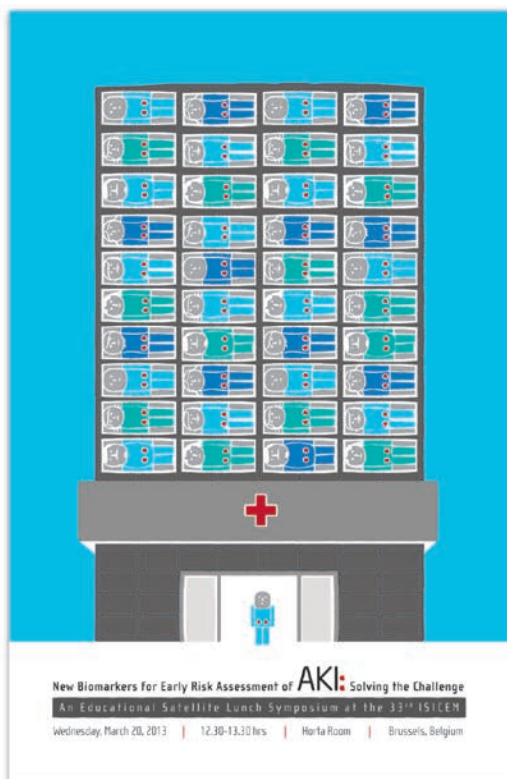


## Educate.

In the medical space, no disease state is completely developed. Medicine is complicated, and one can never assume health care professionals automatically understand the use of new products. Well-developed content and its accurate dissemination serves companies well over many applications.







The background of the entire page is a solid dark red color. Overlaid on this background is a repeating pattern of faint, white-outlined clock faces. Each clock face has a circular border with small tick marks around the perimeter. Inside each circle, there are two hands: a shorter, thicker hand and a longer, thinner hand. The hands are positioned at various angles across the different clock faces, creating a sense of movement and time passing. The pattern is arranged in a grid-like fashion, with the clocks partially overlapping each other.

## Prepare.

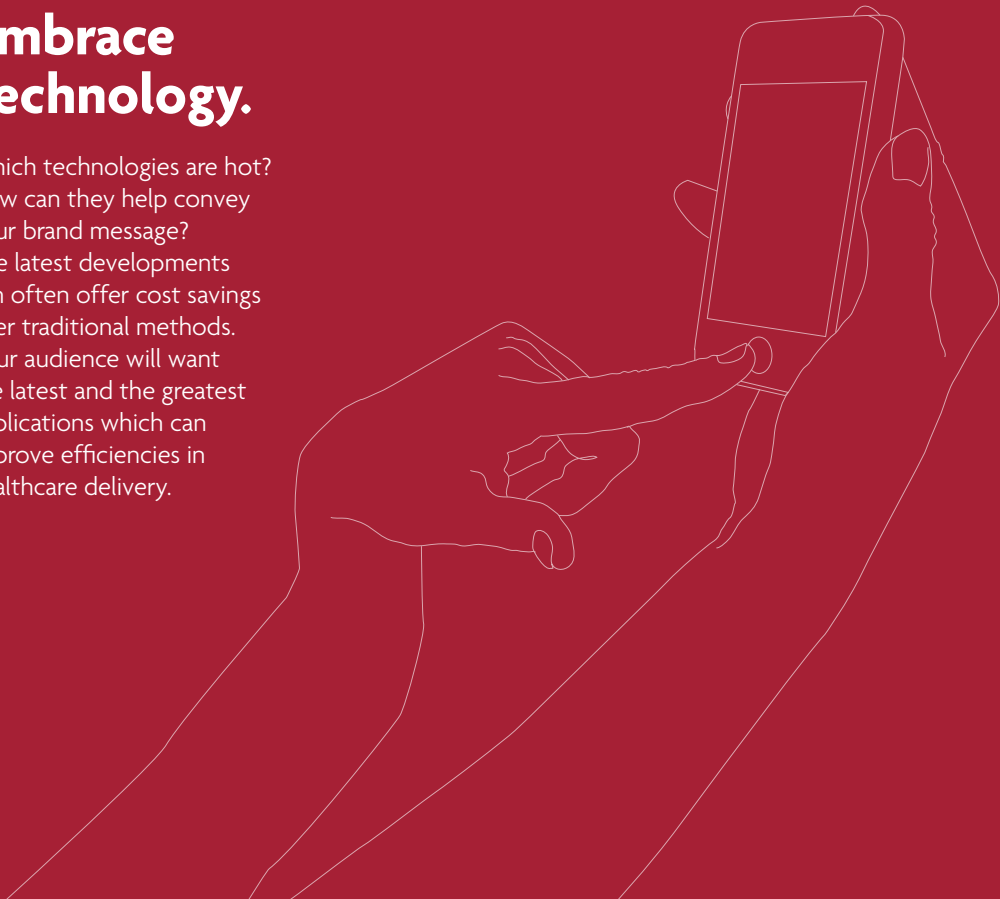
Do not invest in a tradeshow or any production piece without planning properly. Allow adequate time to get it right. Prepare for the greatest success possible.

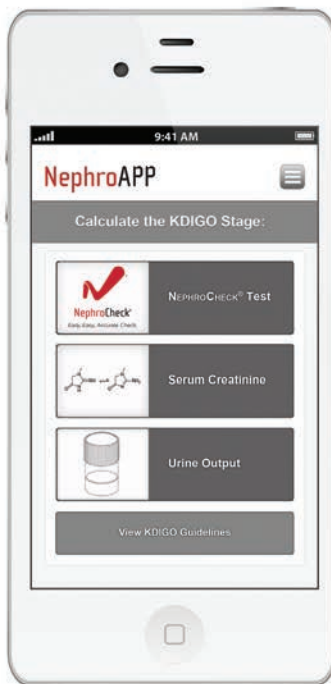
*By failing to  
prepare, you are  
preparing to fail.*  
-Benjamin Franklin



# Embrace technology.

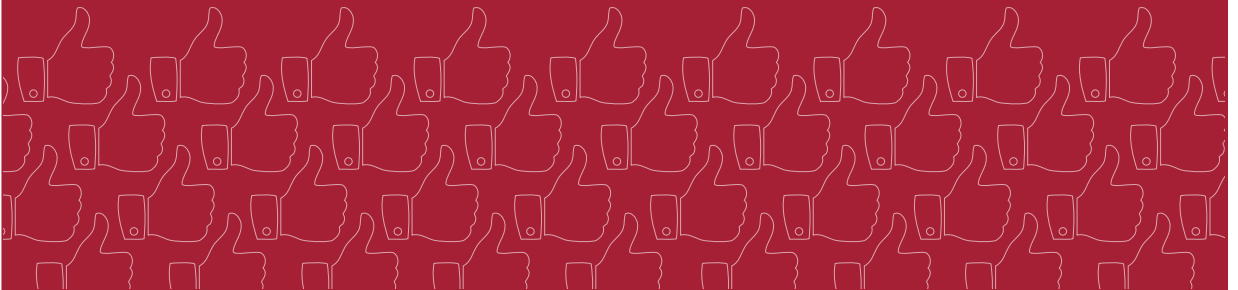
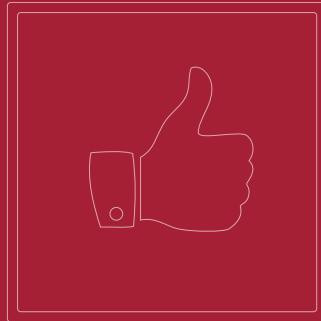
Which technologies are hot?  
How can they help convey  
your brand message?  
The latest developments  
can often offer cost savings  
over traditional methods.  
Your audience will want  
the latest and the greatest  
applications which can  
improve efficiencies in  
healthcare delivery.





## Be social.

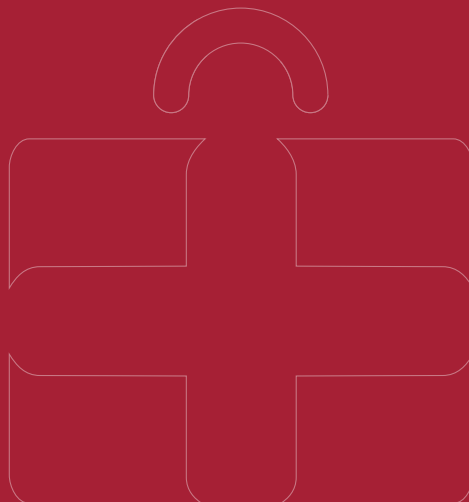
Don't be afraid to make new friends and followers. You cannot realize the potential of your market until you explore the social scene.





## Big or small.

Any time, any place.  
Right now, today. Don't  
wait, hesitate or ruminate.  
We can help all medical  
companies. Let us enter  
you into our case of  
successful studies.



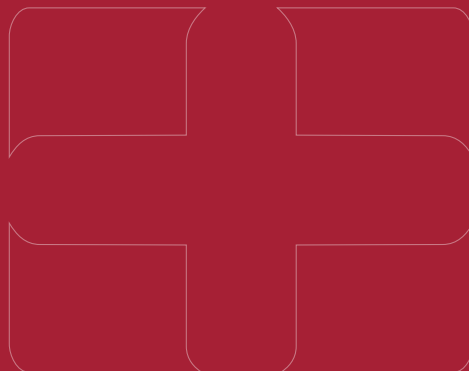






## Medical bags of knowledge.

Your agency should fully understand your product and the science. Then, there's the marketplace. Grasping all three dynamics is a specialized field. Ours.





Many thanks to Astute Medical for letting us share the work and the love.



**We market well.**



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