



On
Target
Approach



Client Overview

Micron Products is a small and nimble medical manufacturing company interested in expanding its orthopedic business. The company's manufacturing capabilities and engineering insight developed an efficient, cost affordable approach for producing custom knee implants based on patients' unique anatomy. Solving for this level of complexity added to Micron's already extensive knowledge of prototyping and large-scale production, making them an ideal fit for small- to mid-size medical device companies looking to remain competitive in the face of today's dynamic healthcare challenges.

Goal:

Micron Products recognized the key opportunity posed by American Academy of Orthopaedic Surgeons 2014. As North America's largest meeting for orthopedic device manufacturing, it was a chance to connect with OEMs who recognized the growing importance of cutting manufacturing costs to stay in the game. It was also a chance to show start up enterprises with novel devices that Micron has the insights and experience to bring their ideas to market.

Challenges:

Micron had a tight budget and even tighter booth dimensions (10' x 10' space). In addition, the company wasn't the only medical manufacturer working the crowd. With 698 exhibitors all vying for attendees' attention, it was critical to develop a meaningful message that resonated with the audience, cutting through the clutter by positioning the company's capabilities and insights in a way that no other business could claim.

Solution:

With much to overcome and little time to execute, we developed a strategy that conveyed and validated a big idea. "Mobilize: The right approach can move your implants to market, faster." This message addressed OEMs' needs while the associated graphics conveyed the complexity, speed, and precision with which Micron can operate. Paying off this claim was a bold statement on the capacity of Micron's business: "4 Weeks Design to First Article, 8 Weeks First Run Production." This timeline stopped attendees in their tracks and enticed them to engage with Micron representatives. For those skeptical of Micron's abilities, the "10 Minutes, 5 Questions, 1 Verdict" show promotion we developed provided Micron with the opportunity to engage with prospects and display its medical manufacturing expertise while providing insights regarding the prospect's manufacturing supply chain.

Results:

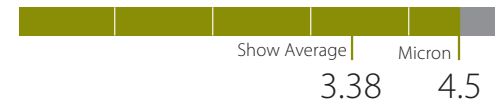
The creative strategy proved to be powerful, succinct, and differentiating—attendees walked away knowing Micron offered expertise unlike anyone else. And attendees weren't the only individuals to give Micron a good hard look. The AAOS Adjudication Committee, which grades exhibitors on their brand messaging effectiveness, was impressed by the strategy, brand integration, and overall approach. When it came to the booth properties specifically, Micron exceeded the show average in every category, scoring 4.5 or better in some of the most important factors. In its overall score, which includes exhibit materials, product presentation, and staff behavior, Micron received a 12.90 out of a possible 15 points—a score that was full 2.45 points higher than the show average. In addition, Micron scored high on the most important metric for any business—ROI—qualifying 8 prospects and dozens of follow-up lead opportunities from the steady stream of booth traffic our messaging generated.

Overall category score



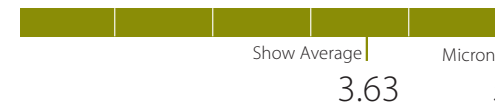
30.43% ↑
Percentage Higher

Exhibit grabs attendee attention



33.14% ↑
Percentage Higher

Quick to discern what the company does



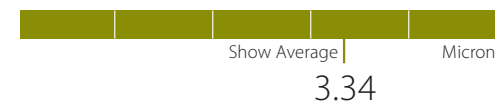
37.74% ↑
Percentage Higher

Sufficient, well placed graphics



48.70% ↑
Percentage Higher

Graphics communicate a clear message



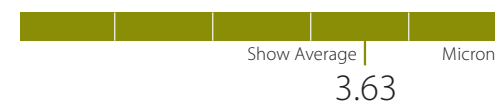
49.70% ↑
Percentage Higher

Message gives attendees a reason to stop



56.25% ↑
Percentage Higher

Corporate identity effectively integrated



37.74% ↑
Percentage Higher

Compared to ALL exhibitors evaluated (676 total), Micron ranked above

95.0%

Compared to other exhibitors in its business category (497 total), Micron ranked above

98.1%

LSHD understands it takes more than flashy visuals & crafty slogans to connect with people. Our creative delivered an engaging message that resonated with prospects & brand messaging adjudicators, alike.



 Micron Trade Show

 Micron Landing Page

 Micron Trade Show Giveaway

 Public Relations

In addition to marketing, public relations was an integral component of Micron's marketing and promotional focus at the show. Unique story ideas were pitched to a dozen targeted trade media outlets and a news release was distributed to the trade press, as well as issued over a newswire to broader audiences, resulting in significant coverage in traditional media and on-line news sources. Journalists also helped promote Micron's message and exhibit through their own social media networks, extending the reach of Micron's messaging even further.



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