



## **Public Communications Inc. / A Knee of Their Own: Zimmer *Gender Solutions* Knee for Women**

### **Challenge**

An earlier-than-expected FDA clearance, and aggressive competitor campaigns put the pressure on to quickly announce the approval of the *Gender Solutions* Knee and generate widespread awareness among physicians and prospective patients.

### **Strategy and Action**

Public Communications Inc. and long-time client Zimmer, the world's largest medical device manufacturer, worked together to conduct an integrated, multimedia marketing communications program to introduce, establish the credibility of, and drive consumer demand for the first and only total knee replacement shaped to fit a woman's anatomy. The campaign included a national press conference, regional media relations in key markets, patient brochures and a dedicated consumer Web site.

### **Results**

Two months after the May 2006 kickoff of the campaign launching the Knee, Wachovia Securities reported on the "high level of awareness" of the *Zimmer Gender Solutions* knee replacement, saying, "Clearly ZMH's (Zimmer's) aggressive public relations campaign has been effective at building awareness." More than 1,000 media placements in consumer, trade and online media; extensive mention of Zimmer's Web site and toll-free phone number in media placements; and 200 million impressions combined to achieve this success. *Health* magazine named the *Zimmer Gender Solutions* Knee among "The Year's Biggest Health Breakthroughs for Women" in its year-end December 2006 issue.

