



HBI Helga Bailey / Mazor Surgical

Challenge

Target of the campaign was to arraise the brand awareness and the exclusive profile of the Israeli Med Tech company. The new product SpinAssist should be launched at the highest level in the market, emphasizing the features accuracy, safety, and minimal risk.

Strategy and Action

Tools achieving these targets was an entire set of PR tools: From classical press releases, interviews, article placements to an extensive White Paper push program. Additionally, Mazor Surgical's German Website was set up.

Results

Results: A case study was placed in one key medical publication. Mazor Surgical was covered in Germany's top economic, medical and medical-economical publications. Spine Assist's launch was a big success.

HBI is consulting Mazor Surgical today.



PR & MARCOM



Other Photo