

# Straumann Group

## Building Word of Mouth Online

**Sector:** Implant and restorative dentistry

**Elements:** Logo, tagline, microsite, eBook, videos



A Straumann Group Service

A global leader in tooth replacement and orthodontic solutions, Straumann Group introduced LOOP to give oral surgeons, dentists and dental labs an online platform that makes it easier to refer patients and share information for smoothly coordinated care. But with the nationwide launch only two months away, Straumann still lacked the branding and tactical tools needed to excite interest in the LOOP concept – or explain its use for practices still transitioning to digital dentistry.

### THE CREATIVE APPROACH

Working with Straumann leadership, Creative Co-op developed a fully integrated B2B campaign:

- LOOP logo and tagline
- Overview video introducing LOOP, how it worked and key benefits
- Testimonial videos for critical user segments
- eBook to attract prospects and generate leads
- Infographics for website and social media use



eBook

**“Creative Co-op absolutely saved the day. LOOP launched on time to all of North America, and has been up and rolling ever since.”**

**–MaryBeth Vrees, Straumann SVP**

### FAST ACTION FOR A SUCCESSFUL LAUNCH

Less than a week before launch, Straumann came back to Creative Co-op for creation of a microsite that another company couldn't deliver. With little time and a hard deadline near, Creative Co-op pulled out all the stops and completed the site. LOOP launched smoothly and began building momentum immediately.

Today LOOP is helping to grow practices and improving patient care – while giving dentists, specialists, labs and patients plenty to smile about.



LOOP graphic

To learn more about Creative Co-op and our approach to creating distinctive and powerful brand communications for your business, call 603.658.1600.

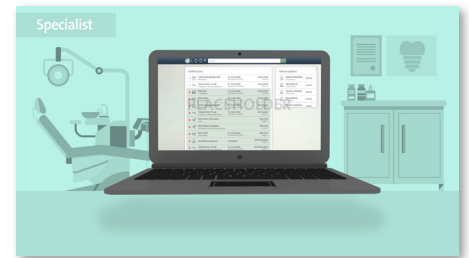
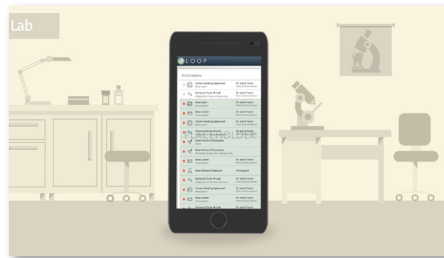
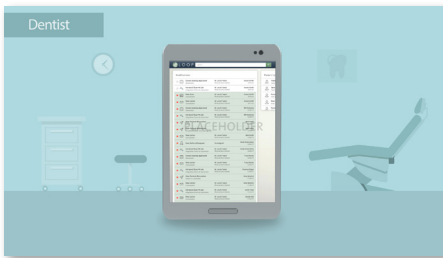


# PRODUCT LAUNCH

## LEVERAGING THE POWER OF VIDEO

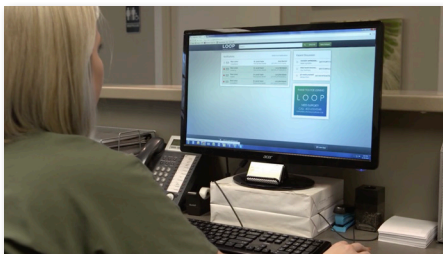
Creative Co-op's launch campaign for LOOP made strong use of video, for several strategic reasons:

- Video is preferred over print by 59% of decision makers, increasing landing page conversions by up to 80% in some cases<sup>1</sup>
- Easy visual demonstration of complex products
- Cost-effective reuse offline or online, in lengths from 3 minutes (YouTube) to 6 seconds (Twitter)
- Enhanced branding and higher brand recall

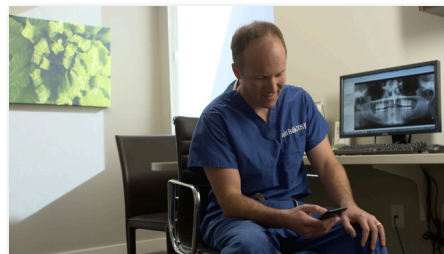


An animated overview video explained how LOOP connects dentists, labs and specialists for seamless patient care.

Applying decades of experience in location shooting and video production, Creative Co-op interviewed dental professionals across the country to create videos tailored to each of the stakeholder segments critical to a successful LOOP launch.



A how-to video demonstrated key features of LOOP.



1-minute testimonials from key user segments built credibility with dentists, oral surgeons, dental labs and office staff.



<sup>1</sup> Forbes.com, <https://bit.ly/2wKAFUs>