

## Straumann Group



### A Crowning Success for Straumann

**Sector:** Implant and restorative dentistry

**Elements:** Marketing plan, videos, eBook, marketing co-op kit

A global leader in implant, restorative and regenerative dentistry, Straumann Group asked Creative Co-op to help launch a new product in North America: CARES® digital dentistry technology, enabling dentists to offer crowns, fillings and veneers in a single visit. To succeed, CARES® had to win over dentists and differentiate itself from competitive systems.

#### THE CREATIVE APPROACH

Creative Co-op began by evolving Straumann's earlier European campaign for a North American audience.. The result: "Rock Your Practice," a B2B program that boldly addressed several timely issues facing restorative dentists.



Videos with dentist and drummer Dr. Steven Goldstein showed how same-day crowns could help build a rock star practice.

- CARES® was positioned as a transformative, easy-to-learn solution that helped practices adapt to dentistry's digital revolution, and attract new patients with one-visit convenience and a better experience
- The personal rewards of digital dentistry were spotlighted by an Arizona dentist who was also a musician, depicting CARES® as an instrument for greater professional fulfillment
- Online video and an eBook educated prospects about CARES® and the benefits of transitioning to digital dentistry

To generate leads, Creative Co-op crafted a 2-minute video that combined an in-office demo with user interviews, then spun off 30- and 10-second videos for social media. Each version concluded with a challenge: "Are you ready to rock?"

**The distinctive tactics amped up awareness, attracting more than 375 qualified leads within the first few months.**

In addition, Creative Co-op produced an eBook that could be downloaded from a Straumann landing page, making a business case based on CARES® value propositions such as speed, quality and flexibility. Rock-themed talking points included:

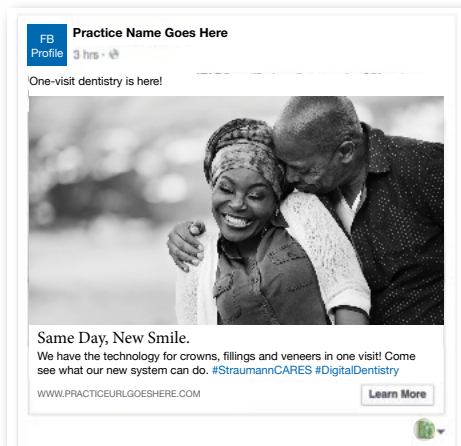
- Plug and play simplicity for fast return on investment
- Open-system components that played well together, free of compatibility or obsolescence worries
- A band of expert Straumann specialists for backup, so CARES® users would "never rock alone"



An informative eBook shared big-picture insights on digital dentistry and explained the CARES® system in depth.



A marketing playbook offered co-branded tools to help practices promote themselves.



Ready-made social media posts made it easy for dentists to use CARES® as a competitive edge.

**TURNING PATIENTS INTO FANS**

A strong selling point of CARES® was Straumann’s global reputation for customer support, including marketing tools to help practices promote their transition to digital dentistry. Creative Co-op developed a “Marketing Playbook” with a variety of tools for practices, including:

- Downloadable text and images that practices could use to promote the comfort, convenience and benefits of CARES® on their sites
- Social media posts and customizable ads announcing new one-visit digital dentistry
- A slideshow for waiting room monitors, to build patient interest

By giving dentists the tools to market their investment, Straumann could help them build new revenue opportunities and patient loyalty – while turning each practice into a strong local publicist for the CARES® brand.

**RESULTS**

The cost-efficient synergies of the CARES® videos, eBook and marketing materials paid dividends quickly, generating more than 375 qualified leads within the first phase of the program. Amazingly, Creative Co-op’s campaign brought in new prospects for less than one-tenth the cost of an earlier CARES® campaign – making it a huge hit for Straumann.



Waiting room slideshows aroused interest and helped “script” conversations with patients.

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