

We need something to break through the direct mail clutter.

There are many more people in the Labs that purchase reagents, how do we reach more than the names we have on our lists?

Our last direct mail program as a flop.



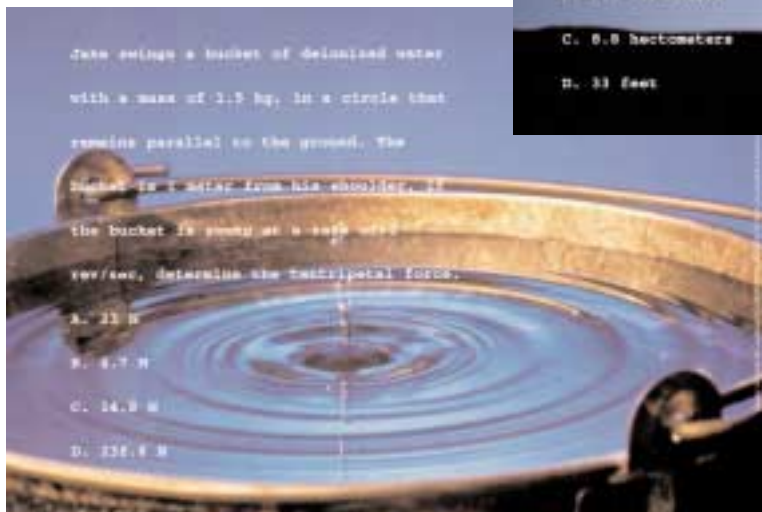
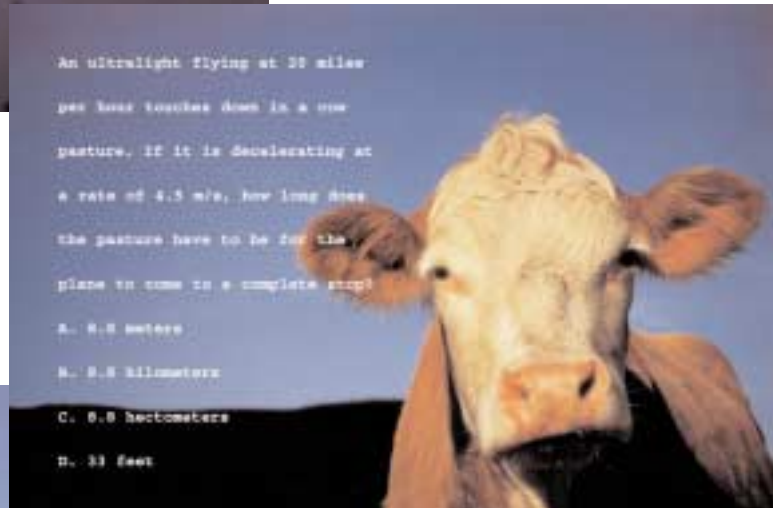
We need a cost effective lead generation program.

Weston Communications Case Study: Hemagen Diagnostics

By posing complex problems to the lab technicians, we are appealing to their inquisitive nature



Intriguing images, unrelated to laboratory or science capture the audiences attention.



A unique call-to-action requiring a call to an 800 number allowed us to capture lead information and provide the answer after a short Hemagen promotional message.

Industry Category:

Medical, Pharmaceutical, Healthcare

Client:

Hemagen

Problem:

Solicit inquiries for information from diagnostic laboratory technicians, a highly sought-after market niche with little time to spend on processing marketing materials and requests.

Solution:

Appeal to the intellect of a well-educated group with a predilection for problem solving. Hemagen needed to develop qualified leads for its line of diagnostic technologies. Their audience, lab technicians are bombarded with advertising materials, although their workloads do not typically allow a lot of time for the leisurely evaluation of marketing initiatives.

We knew we had to communicate instantly, which dictated a postcard format. We also surmised that the scientific, medical community — especially in research-related disciplines, would be intrigued by a challenge to the intellect. Our postcards featured quiz questions on scientific subjects, similar to those that might be found on a college entrance examination, or medical school boards.

The target market took up the challenge. They also involved their colleagues, with the bonus result that one mailing would be passed along to several “players” not on the original mailing list. The call to action was an 800 number that provided the answer to the question along with a brief sales message. Callers were instructed to leave call-back information for Hemagen follow-up.

What might have been just another direct mail marketing campaign that went from mailbox to wastebasket, became an interactive, participatory break from the ordinary for the lab technician community. Few recipients of the unusual postcards — which featured images of cows, sharks and other non-technical subjects — could resist playing the game, and making the call to Hemagen to “get the answers.”

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