



Fresh thinking is about imagining new possibilities. Taking what you know and what you've learned and seeing it in a whole new light. The result? Creative solutions that separate our customers from the pack.

Challenge In the crowded weight loss market, our customer was going head-to-head with laparoscopic banding surgery and gastric bypass. The challenge was to identify, engage and enroll patients within the target audience who were committed to weight loss and had considered and rejected the other common bariatric procedures. Those within the lower BMI (Body Mass Index) range of 35-40 had to have at least one identified co-morbid condition.

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Strategy Drawing on extensive market research and message testing, we looked at how potential patients saw themselves: as more than just a number on a scale. We tuned into the psyche of our audience and focused on empowerment. Taking our cue from patients' responses, we used images that included people who took a "vital and vibrant" approach to life. These potent "v" words not only defined how patients saw themselves, they also became a mnemonic device that could carry over beyond the trial phase. While the feeling was friendly and approachable, it was clear this was a medically-based weight loss therapy and that commitment to the program was an essential part of the criteria.

Results Tactics cut through the clutter, generating over 6100 calls and helping our client reach 27 percent of the total enrollment target within the first three months of ThreeWire's engagement in the study. A key component of ensuring compliance over the course of the five years of the study was creation of materials for use in follow-up educational meetings. ThreeWire was directly responsible for over 80 percent of the total enrollment for this study.

02 CASE STUDY