Background

Our customer, a global medical technology company that develops and manufactures innovative, non-invasive patient-monitoring technologies, medical devices, and a wide array of sensors required a multi-channel advertising campaign to promote the Rad-67 device [and collaborated SpHb range]—a medical device for monitoring oxygen and hemoglobin levels on patients. In order to target effectively to the appropriate audience, sponsorship took the form of selected pages exclusive to the customer.

The Challenge

Promote a non-invasive oximeter device to the most relevant audiences

Share the benefits of the technology in a timely, quick-to-market fashion

The Solution

The journals chosen included the most relevant audiences for the device including anaesthetists, intensive care specialists, consultants, members of the BBTS, and lab technicians

Anaesthesia: 9,820 recipients
Transfusion News: 1,441 recipients

Ran a multi-channel campaign including print and digital for wider distribution of the message:

Print advertising
Banner advertising
ePDF on the digital journal pages
Stand-alone article
Exclusivity on one special issue

Results

169,000
Impressions served on the digital adverts to date

Viewed by
26 countries

70,778
ePDF page views to date

3,398
Clicks on the ePDF in 6 months

*Statistics correct as of September 2019