

MEDFLO PRODUCT BRAND IDENTITY

Client:

A medical device manufacturer, Acacia, Inc. is focused on advancing healthcare by researching, creating, and producing innovations that improve lives. The MedFlo pain pump provides liquid regional anesthetic for surgical regional pain management.

Challenge:

Facing several larger and entrenched competitors, Acacia had hoped to gain market share by offering an inexpensive alternative to the competitors' products. While the product performed extremely well in comparison with competitor products the market's perception of the product was not on level with its performance. LiveWire Marketing realized it was an image problem.

Solution:

LiveWire Marketing created a visual brand to elevate the perceived value of the MedFlo product. This was done by creating custom printed packaging for the product as well as creating a full color label for the product itself. Next we created a six-page full-color brochure to replace the two page data sheet previously used for marketing. A clinically accurate photo shoot was executed so that the product could be shown in an operating room setting to boost the acceptability of the product into new hospitals.

Result:

The product continues to make headway in the marketplace. Previous comments of the product's plain appearance have been eliminating, allowing the side-by-side comparison to be made on price and performance alone.



Old product without brand treatment.



New branded package design and bottle label.



MedFlo brand badge logo and bottle label.



Clinically accurate photo shoot directed by LiveWire Marketing illustrates the product's use in a hospital setting.

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