

# Sales of Hydrofiber<sup>®</sup> products soar for ConvaTec



Sales aid front



Website



Logo design



Videos and CGIs

## What the client said:

"Madhouse very quickly gained real insight and understanding of our market challenges and our Hydrofiber<sup>®</sup> technology brand. As a result they produced an excellent Hydrofiber<sup>®</sup> website and accompanying marketing campaign which has been very well received by our customers and widely utilised as an effective information and sales tool by our global sales teams."

– Fiona Adam, Director, Global Wound Therapeutics Marketing

## The brief

- Create the concept behind the integrated global relaunch of Hydrofiber<sup>®</sup> – the intelligent 'ingredient' technology that powers ConvaTec's range of high quality medical dressings

## The solution

Starting with a new proposition – 'Transforming wound care' – Madhouse combined the product's function and its transformative role in improving clinical outcomes into one powerful brand. The pulsating halo that was developed as the lead visual encapsulated transformation, intelligence and healing.

This thinking was then applied to a highly interactive web portal with its wealth of important product and healthcare information, and subsequently to an integrated marketing campaign including press ads, DM, email, web banners and SEO activity. With web

visitors on the rise, the ConvaTec teams were then provided with a host of essential online and offline tools enabling them to communicate their message effectively.

## The result

- A highly successful global launch that placed the brand firmly in the spotlight
- Excellent feedback from customers and ConvaTec team members
- Sales of Hydrofiber<sup>®</sup>-containing products are currently above the 2009 YTD forecast

