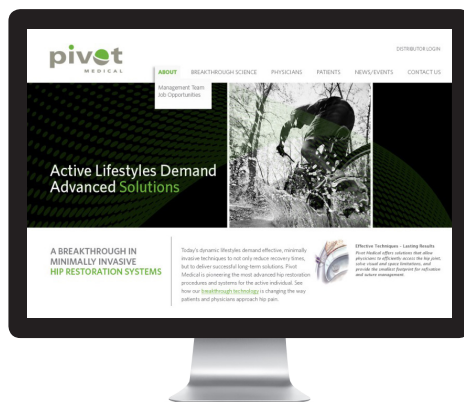


A Surgical Precision Awareness Campaign delivered outstanding results.

Pivot Medical was founded in 2007 and is a current market leader in hip arthroscopy. Decca Design was asked to generate awareness for this innovative medical device company in the orthopedic segment.



The Quest for Differentiation in a Crowded Market

An important step in the company's marketing strategy is to increase recognition of the brand, not just among physicians and patients in general, but especially among orthopedic surgeons specializing in the field of hip arthroscopy.

The Right Audience at the Right Place and Time

Decca developed an ad campaign featuring the striking graphics and messaging, to create differentiation in this highly competitive landscape.

The initial campaign focused on tightly targeted scientific journals and sites

while social media targeted the patient population. Ad placement was aligned with related editorial content and key industry events.

Exceeding Expectations

The combination of dramatic creative, strategic planning and effective media testing paid off. A pilot campaign was run to track response and the extended media plan was adjusted based on performance. In Phases 1 and 2 of the campaign, banner ads significantly out-performed the industry averages. The campaign was so effective that the quarterly response goal was met **within the first 30 days** of the campaign.

Customer Kudos

Says Matt Frushell, Senior Vice President at Pivot Medical:

“ The team at Decca has played a key role in the formulation and execution of our branding, advertising and social media efforts. Their creative acumen has been instrumental in our ability to differentiate our company and deliver measurable results. ”