

IMNET

MARKETING SITUATION:

Imnet was a start-up healthcare software company with a relatively small marketing budget. Their product, hospital software which provides connectivity between the main hospital facility and its records dept to off-site medical offices was competing against larger, more established software companies with brand awareness and bigger marketing budgets.

MARKETING STRATEGY:

Develop an advertising campaign that generated increased awareness and branding for IMNET and its software products, ultimately generating increased sales.

TARGET AUDIENCE:

Key decision makers within the hospital management hierarchy: CEO, CFO, MIS, Medical Records, Radiology

CREATIVE STRATEGY:

To create a comprehensive campaign that cut through the "sea of sameness" found in most hospital advertising, Broadus launched a unique ad campaign utilizing illustrations to communicate the connectivity of IMNET's products. The ads really stood out because most of the competition were using photography and tired, me-too strategies. IMNET's ads were different, eye-catching, memorable and easy to understand at a quick glance. Each ad was also supported by a coordinated mailing piece which was sent to key decision makers timed with publication dates.

MEDIA STRATEGY:

Strategic ad placements in key hospital magazines and journals. Close monitoring of editorial schedules which promoted hospital software was carefully considered. Pre-show ads in Trade Show Issues were also used.

RESULTS:

When Broadus won the IMNET account, the company was small, relatively unknown with a staff of 35 employees. The initial marketing plan called for the development of 3 ads to promote IMNET which would be rotated on an ongoing basis. Because of the success of the campaign, IMNET became a well-known name in medical software. In all, over a dozen IMNET ads were produced, each incorporating IMNET brand and corporate look. By the time the company went public it had grown to a company of over 400 people with annual revenues exceeding \$75 million in sales.

