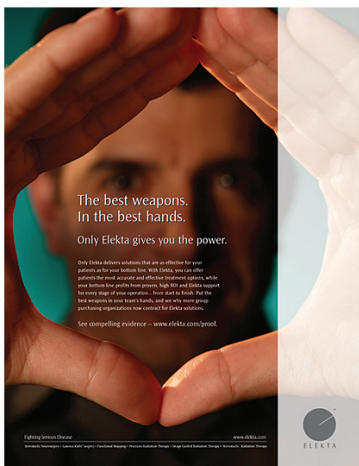
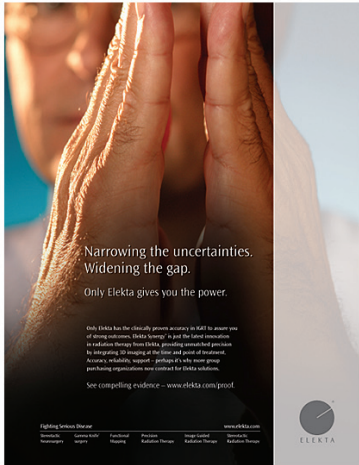


Case study: Elekta



Print Ad Campaign

Who is...

Elekta is a world-leading supplier of radiation oncology and neurosurgery solutions for precise treatment of cancer and brain disorders. The company is the second largest supplier in the world of radiation oncology systems and offers the unique Leksell Gamma Knife® for non-invasive brain surgery. Elekta has been a Hood client for four years.

They needed to...

- Differentiate Elekta from competitors whose products are inferior for precision and treatment efficacy
- Appeal to radiation oncologists, neurosurgeons and hospital administrators
- Add a human element to a technology-focused field

Hood created...

- An advertising campaign with dramatic photos and headlines that work on two levels to set Elekta apart from competitors
- Integrated the campaign into other applications, including a major radiation oncology trade show
- Supported proof-based positioning that is highly effective against new competitors in the marketplace

Resulting in...

- High visibility and traffic at the trade show
- Integration of messaging and images into all facets of marketing
- Pick-up of the North American ads for use by international marketing

They say...

"I wouldn't hesitate to recommend Hood Marketing to anyone for quality, service and knowledge of the health sciences market."

Michelle Lee
Marketing Program Manager