

## Case study: medDISPENSE



### Who is...

medDISPENSE is a manufacturer and distributor of automated medication dispensing products, with a primary market of small hospitals, long-term-care pharmacies and specialty facilities.

### They needed to...

- Raise industry awareness of the company and products
- Re-position as the 'best fit' in the industry
- Seek opportunities in new verticals based upon company strengths and product capabilities

### Hood created...

- A consistent graphic approach combining the company's signature color purple with a new graphic scheme and headline, "Automated Dispensing Systems Built Around You."
- An advertising campaign incorporating this new approach with customized copy to support several specific target audiences
- Updated data sheets and a comprehensive product specification book
- A public relations campaign highlighting recent industry guidelines regarding automated medication dispensing

### Resulting in...

- Fresh, professional and consistent marketing materials
- Clear and specific messaging for the targeted audiences, based on facts and supported by their client base
- Increased visibility in the industry

### They say...

"We looked to Hood Marketing because of their know-how in highly targeted branding, depth of experience with medical devices and their business-to-business portfolio. MedDISPENSE has a lot of potential in these new markets and we think our partnership with Hood will help take us to point B."

Bill McClintock  
Founder and CEO of medDISPENSE



Advertising



Trade show displays