

case study ::: no. 35

NEOSS - Market Launch



The highly competitive North American dental supply market spawns new companies on a regular basis. Rarely does one make an impact like NEOSS did with its launch in the spring of 2007. This high-risk venture utilized the proven skills of industrialevents to ensure their presence was immediate.

An established relationship with the marketing staff, through our work with Nobel Biocare, provided a confidence in our ability to translate the message of a new brand to a market already flooded with new faces. Our solution was not only embraced by our client, but has garnered the attention of the entire industry.

Working closely with the branding agency in Sweden, we were able to develop a dimensional concept that at once captures the eye and reinforces the brand image. The unique architecture separates this brand from the crowd and makes a bold statement to current and potential customers. The exhibit structure debuted in March of 2007 and is already undergoing a considerable expansion to match the rapid corporate growth. We like to think we had a little bit to do with that...

