



TURNING AN UNKNOWN BRAND INTO A CATEGORY LEADER

CLIENT: LUMENIS

CHALLENGE: In a crowded aesthetic marketplace dominated by big-name rivals, Lumenis was a virtually unknown newcomer with a cutting-edge laser technology product. With a budget thousands less than its competitors and no product marketing, Lumenis challenged Lippe Taylor to establish their UltraPulse as the new gold standard in aesthetic laser treatments.

INSIGHT: Validate the Lumenis UltraPulse laser as a viable treatment and showcase its indisputable results by chronicling the emotional and heartfelt story of a few UltraPulse laser patients.

BRAND EXPERIENCE: Lippe Taylor identified and chronicled the story of the Berns triplets – three young women who suffered severe third degree burns as infants and were receiving UltraPulse treatments to minimize the appearance of their 20-year-old scars.

Lippe Taylor conducted medical interviews in order to articulate Lumenis' medical breakthroughs in palpable media terminology while working closely with the Berns family to carefully shape their story, without sacrificing their privacy.

Major national magazines and broadcast programs were offered interviews with the Berns family and medical professionals. They were also provided with impactful media materials – including b-roll, fact sheets, and video – to help bring the Berns' powerful story to life.

SUCCESS:

- “This PR campaign had a bigger sales impact than anything we’ve ever done in the company’s history.” – Robert Mann, Lumenis General Manager
- Generated more than 52 MM media impressions, with coverage including a 20 minute profile on ABC’s “20/20”, two (2) eight-minute exclusive “Today Show” segments, broadcast segments on “The Doctors” and “The Insider” as well as print features in Glamour (U.S. and U.K. editions) and People magazines
- Drove two of the highest spikes to the Lumenis Web site ever, representing an 80% increase in traffic directly correlated to the “20/20” and “The Today Show” airings
- Generated more than 30K Twitter engagements



We have a way with Women...