

# CREATING & INCREASING BRAND AWARENESS

How Clarion Events Fire & Rescue Group helped establish brand recognition in the United States EMS industry for **Weinmann Emergency Medicine** by leveraging various brand awareness marketing tools.

## CHALLENGE

As a Germany-based company, Weinmann Emergency Medicine was looking to introduce their mechanical ventilation system to the United States market. To achieve this, they needed to find a way to accelerate their brand recognition and position themselves as a thought leader.

## SOLUTION

Weinmann Emergency Medicine partnered with JEMS (the Journal of Emergency Medical Services), the premier source of information on prehospital care. Together, they created a strong marketing plan that would meet their goals.

## GOALS

- ✔ Create maximum **brand awareness**
- ✔ Position Weinmann as a **thought leader** by educating the audience about the benefits of mechanical ventilation
- ✔ **Drive traffic** to Weinmann's website
- ✔ **Generate leads** for their mechanical ventilation system product line

"JEMS is one of the most important online channels for us, especially in the US market. We have known JEMS for a long time and are pleased to be able to use the various opportunities offered to us to cover important channels. We benefit from the good reach as well as from the good cooperation and consulting by Clarion."

— NELE KLIPP, HEAD OF MARKETING COMMUNICATION, WEINMANN



## APPROACH & RESULTS



### JEMS MANUFACTURER WEBCAST

Webcasts generate highly qualified, active leads while presenting a brand's technology expertise to industry professionals. Weinmann's JEMS: Manufacturer Webcast had **200+ Attendees**.



### PRODUCT CENTER SPONSORSHIP

Product Centers reach key decision-makers and purchase influencers. These comprehensive buying resources allow you to:

- ✔ Educate industry professionals
- ✔ Create brand awareness
- ✔ Generate leads
- ✔ Build product preference

Via JEMS' EMS Product Center, Weinmann's product had **1.2K Impressions**.



### DIGITAL DISPLAY ADS ON JEMS.COM

Digital display ads reach all of our website visitors and increases brand awareness exponentially.

Weinmann advertised to our JEMS audience using half-page banners and native ads. Their digital display ads had **651K+ Impressions**.



### EMAP (EMAIL MARKETING AUTOMATION PROGRAM)

EMAP allows brands to nurture their prospective audience with custom messaging based on their email actions.

By utilizing EMAP, Weinmann had over **43K Unique Opens and nearly 300 Unique Clicks**.



### SOCIAL MEDIA BOOSTS

Social media boosts allow brands to extend their reach by running ads across our brands' social media platforms.

Weinmann reached our JEMS audience via Facebook boosts. Their posts **Reached 30K+ Prospects and had 1K Post Engagements**.



### PRODUCT NEWSLETTER

Newsletter advertising is a simple and effective way to align a brand's image with targeted content while pushing its marketing message to an engaged audience of industry professionals.

Weinmann's newsletter ads were placed in the JEMS Product newsletter and reached **25K People**.

## CONCLUSION

JEMS provided Weinmann Emergency Medicine the right toolkit to accelerate their brand recognition and positioning as a thought leader in the United States. With Clarion Fire & Rescue, you can work together with our team to contrive a marketing plan that works for you – whether the goal is to introduce a new brand or product into the market or to bolster brand recognition that has already been established.