

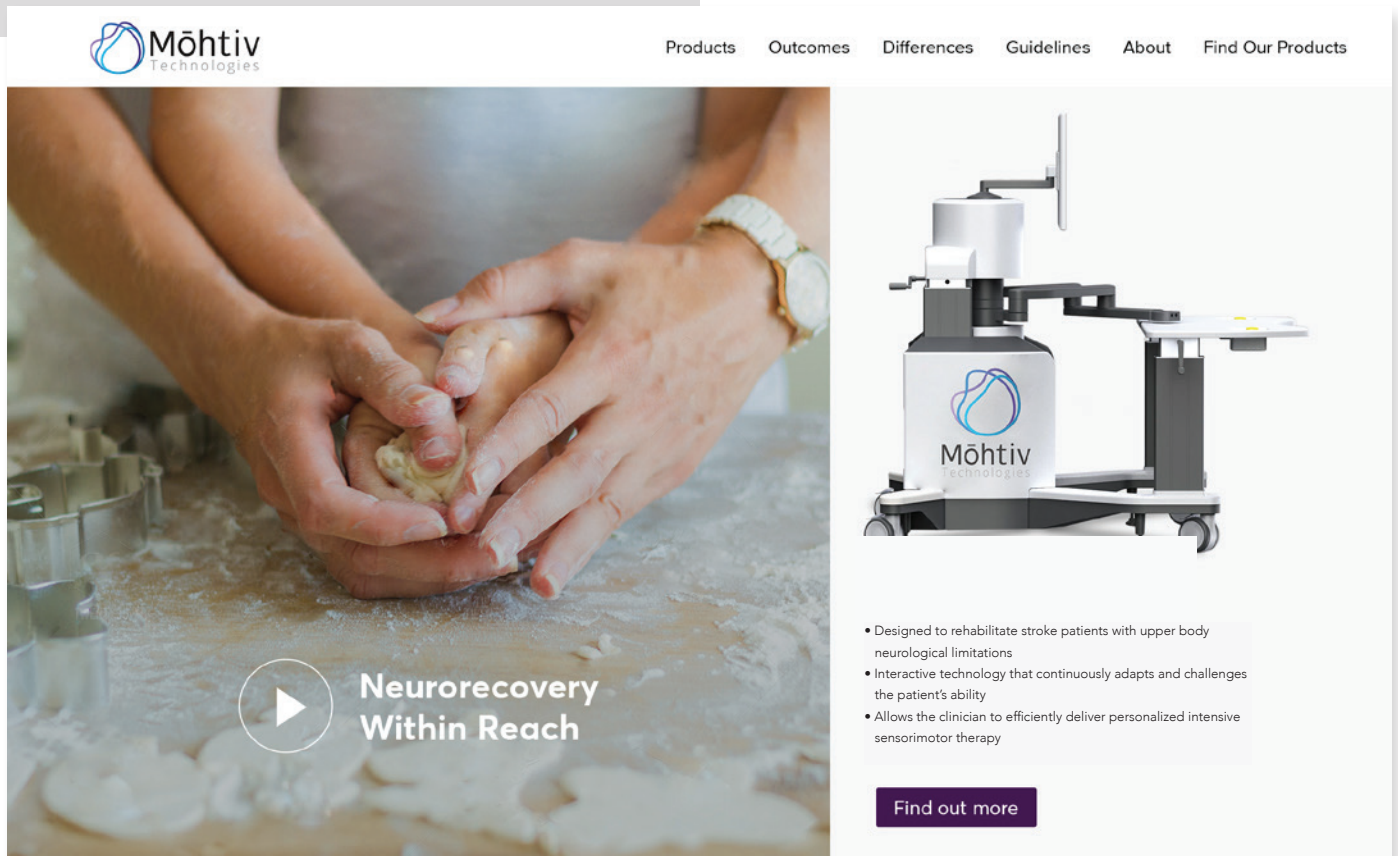
CASE STUDY

Medical Technology Rebranding – Bionik Labs



Overview

Bionik Labs develops innovative tools that help restore mobility to people who have suffered debilitating neurological or mobility-related injuries. However, the word “bionic” is primarily associated with robotic prosthetics when the mission of the company is to help people live independent of the medical devices often used by injury or stroke patients. In order to avoid the potential confusion this could cause and because they are preparing to launch new products into new markets, the time seemed right for a new name and messaging to speak to both their customers and prospects.



Our Goals were therefore to strengthen and build upon Bionik’s brand positioning in order to:

1. support the company shift to commercial markets
2. communicate greater value to customers
3. crystallize the brand attributes that distinguish the brand from competitors
4. more accurately communicate brand offerings and aspirations

Our Solution included the following strategies and tactics:

1. Brand research and positioning
2. Renaming corporation and developing product naming conventions
3. Creating Corporate ID and Brand Mark and product sub-branding
4. Website conceptualization, content, and design

Positioning

The strongest brand assets in Bionik's case are its history and pedigree. Instead of simply saying that MIT developed its technology, or that Bionik has superior research behind its products, we leveraged these and other emotional and intellectual assets to create deeper connections with prospects, customers, and employees.

After conducting the necessary research we internally classified the brand's personality as a "Champion Democratizer."

As a "Champion" Bionik believes that a better future is possible for those suffering from neurological disorders, but they need help. "We are driven to advocate for and come alongside patients and clinicians in order to help patients overcome the monumental challenges associated with neurological trauma."

"Democratizer" Bionik is bringing high technology, which was previously only available in elite research institutions, to patients and clinicians everywhere, from hospital to home.

Naming

Möhtiv Health Technologies

motive – [moh-tiv], noun

1. something that causes a person to act in a certain way, do a certain thing, etc.
2. the goal or object of a person's actions

The effects of neurological trauma are devastating. Every patient has different reasons and motivations to overcome the daunting task of restoring functionality and rediscovering independence. By using the word Möhtiv we are associating the brand with the people and activities that give patients the strength to overcome one of the greatest challenges of their lives. Although the word motive is meaningful in itself, Möhtiv has other positive word associations such as motivate and motion. The spelling, adding the "h" and deleting the

"e," denotes young and tech-savvy connotations associated with innovation and cutting-edge technology. As well as helps it to stand out in corporate and PR communications.

Corporate ID

The existing corporate ID needed updating in order to correspond with the new brand persona and to demonstrate to shareholders and customers alike that the organization is opening a new chapter in company history. The design we created meets these requirements in the following ways:

1. It tells a story.

The shape alludes to the circle plot, which is a meaningful part of the technology, but, perhaps more importantly, is a symbol of quantifiable progress towards rehabilitation. The upper curvy part of the mark represents the state of affairs before Möhtiv, and the bottom represents the strides that have been made through the provided therapies.

2. It's distinctly elegant.

The shape and type communicates intelligence and ingenuity.

3. It's human.

There is movement that doesn't consist of rigid geometry or sharp angles. The shapes flow along, complemented by the color gradients.

Conclusion

McAdams Group's enthusiasm for Bionik's success was manifest in a meticulously thoughtful and creative product. C-suite executives at the company have expressed their gratitude for our creative and strategic input. By the end of this project the company has the ability to consolidate their brands into a cohesive identity that will better communicate their new offerings, clarify their beliefs as an organization, and better relate to their growing audience.

Memorable Brands Win



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