



CASE STUDY: Bringing Brand Positioning Into Focus



Background

IntraLase, an Irvine, CA based company, designs, develops and manufactures ultra-fast femtosecond laser technology for use in ophthalmology. IntraLase FS laser technology created the first bladeless and most accurate mode for corneal flap creation.

Challenges

- IntraLase wanted to know what motivates purchase of IntraLase technology among MD's and how the technology should be positioned
- IntraLase was also interested in how to position their technology with MD's potential patients and needed to determine what motivated them to purchase Lasik surgery
- Based on the potential positioning, IntraLase needed to determine what segment of MD's was in their sweet spot

Approach

- Conducted primary research to determine stated and derived importance of benefits for MD's and patients
- Analyzed research and created key themes to address targeted Acceptor and Rejector MD segments
- Developed architecture and positioning to communicate key motivating messages that would produce preference for the IntraLase technology
- Developed positioning and materials for MD use with patients to drive practice growth



Result

- Created targeted positioning for MD's that communicated crucial benefits and developed a medical practice growth value proposition to drive purchase behavior
- Developed positioning for use with patients to build preference for MD's with IntraLase technology
- Revenue grew 37% and net income increased 200%, leading to company's acquisition by Advanced Medical Optics for \$800 million