

CATEGORY INNOVATION

Nursing Nirvana

ICU Medical

ICU Medical faced a perception challenge after acquiring the Plum infusion system, which many clinicians viewed as outdated and declining in relevance. Yet the newly reinvented Plum Duo IV system was among the most advanced in its category. Research revealed that nurses, pharmacists, and IT professionals were primarily motivated by confidence in the tools they rely on every day. We built a campaign that broke from the sterile norms of healthcare marketing, introducing “Nursing Nirvana,” “Eupharmia,” and “IT Utopia” to visualize the ideal workflow Plum Duo enables. Through targeted digital, social, and performance media, the campaign reframed Plum Duo as a modern, confidence-driven solution designed to simplify work and elevate care.

Programmatic banner
CTRs more than
2X
industry average

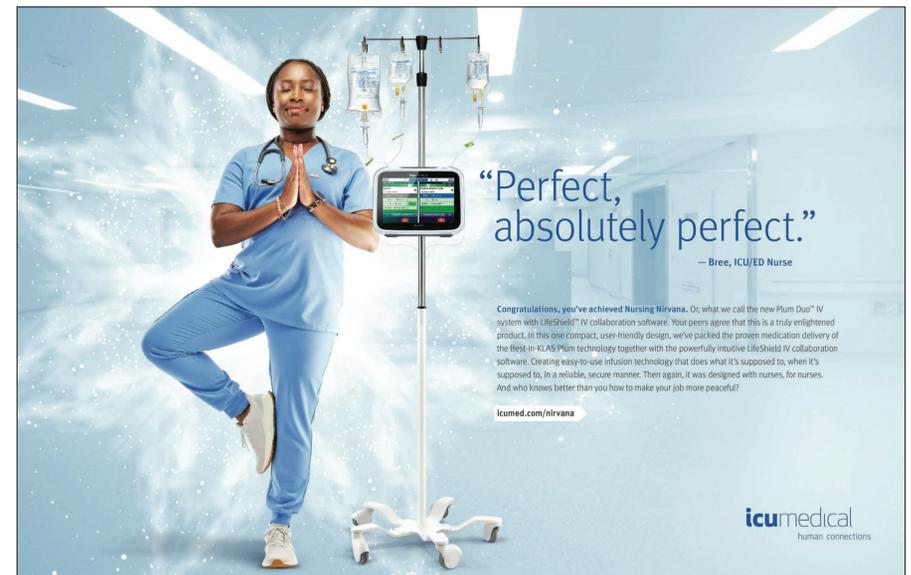
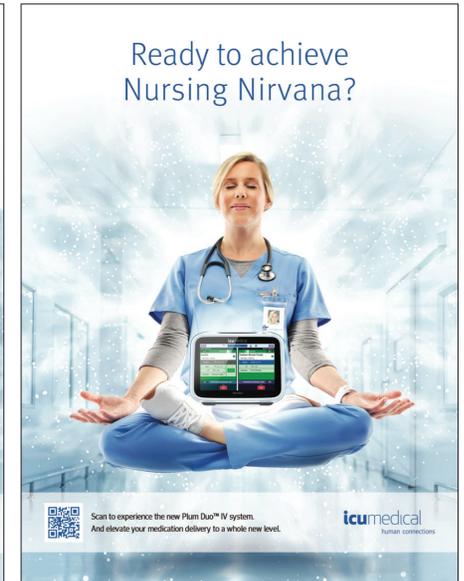
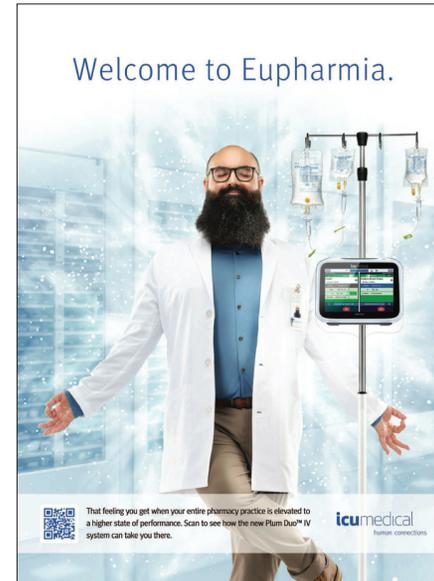
12+
product
demonstrations.

Over
3 Million
impressions.

11,000+
landing page visits.

MOWER

Making Fierce Friends®



BRAND DIFFERENTIATION

For What's Next

Northwest Bank

As Northwest Bank expanded into new regions, it faced a growing challenge: staying relevant in a highly regulated financial category where products and services often look the same. Research showed that customers don't connect emotionally with banking products—they connect with the life moments those products enable. We repositioned the brand around a new platform, **"For what's next,"** shifting the focus from transactions to the aspirations they support. The campaign brought real customer moments to life—from buying a first home to growing a small business—through an integrated campaign spanning broadcast, out-of-home, digital, social, and in-branch experiences, reinforcing Northwest Bank as the partner helping customers move confidently toward their future.



Making Fierce Friends®



Double-digit boost

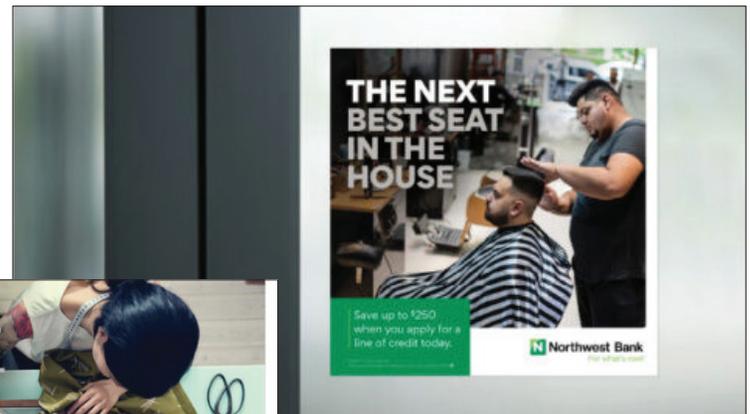
in brand awareness

300% increase

in home equity loan applications

100% increase

in digital account openings



LEAD GENERATION

More Than a Uniform

Carhartt Company Gear™

Carhartt has always been a brand consumers know and love. But for business decision-makers looking to purchase uniforms, Carhartt's business segment – Carhartt Company Gear – was relatively unknown. Adding to the challenge, Carhartt offered a premium solution, but many buyers were defaulting to the cheapest option. So, we started with research that uncovered a powerful truth. Business decision-makers care about their crews. And crews who have the right gear feel safe and perform at their best. Which can lead to better retention, increased loyalty and drive business success. This thinking drove our strategy: to not just sell Carhartt workwear, but help customers see Carhartt as a business advantage. One that's backed by 130-year legacy of innovation, makes the toughest jobs more manageable and creates a sense of pride for employees and employers alike. For the crews putting in the work and businesses who depend on them, it's **more than a uniform**. It's a Carhartt.

7.5m
video views

225k
site visits

8k+
qualified leads

Combined efforts of sales and marketing

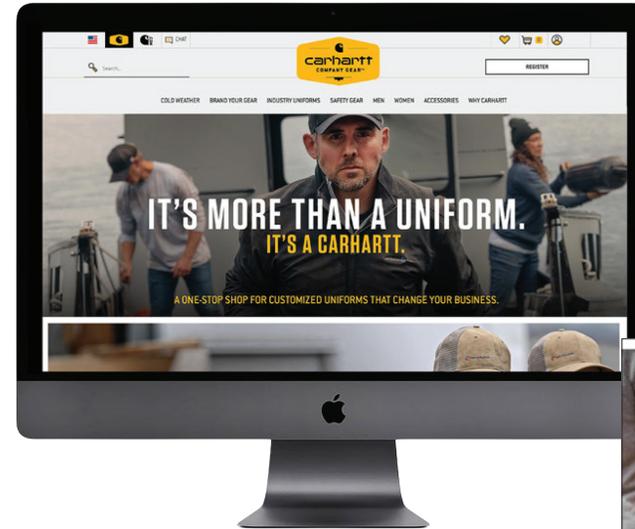
15k
trade show
visits

95%
increase in
revenue

149%
increase
in sales

MOWER

Making Fierce Friends®



CHANGING AUDIENCE BEHAVIOR

You Want Novant

Novant Health

Novant Health had earned a reputation for compassionate care, but many patients believed they had to go elsewhere for advanced treatments. Despite strong clinical capabilities, a growing perception gap was sending patients to competitors for specialty care. Research revealed a powerful insight: people were tired of compromising. They didn't want to choose between world-class medicine and genuine human connection—they wanted both. This truth inspired the campaign platform **"You Want Novant."** Built around authentic patient perspectives and emotionally resonant "I want" statements, the integrated campaign used TV, streaming, digital, social, outdoor, and print to reinforce a simple message: if you want both medical expertise and human care, you want Novant.

97m
impressions

450,000
website visits

+6 point increase
in perception of medical expertise

Mower

Making Fierce Friends®



"I want to recover in record time"
You want Novant

Life is too important to put on hold. Our advanced surgical approach means less time in recovery and more time doing what matters most. With minimally invasive options and a care team that treats you like family, you can focus on getting back to the life you love. Find out more at NovantHealth.org/Surgery.

Best surgeons. Amazing nurses. Remarkable care. **NOVANT HEALTH**



For the best surgical care
You want Novant

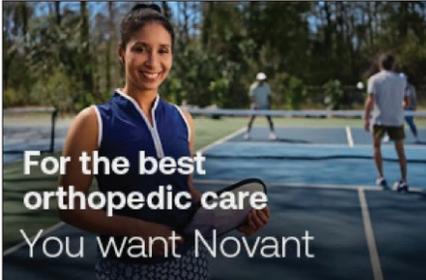
Novant Health is where advanced surgical expertise meets compassionate care. Our surgeons have specialized in robotic surgery technology for over 20 years for faster recovery times and better outcomes. With convenient locations and easy scheduling, getting the surgical care you need has never been easier. Find out more at NovantHealth.org/Surgery.

Best surgeons. Amazing nurses. Remarkable care. **NOVANT HEALTH**



For the best orthopedic care
You want Novant

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For the best orthopedic care
You want Novant

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For the best surgical care
You want Novant

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