



INTEGRATED MARKETING CAMPAIGN FOR INTONE™

# NATIONAL NEW PRODUCT LAUNCH

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A BREAKTHROUGH DEVICE  
IS INTRODUCED WITH CONFIDENCE

ADVERTISING & INTEGRATED MESSAGING

[stirstuff.com](http://stirstuff.com)

# RISING ABOVE TABOOS TO BUILD TRUST.

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**InTone is a brand new medical device that was developed to cure female urinary incontinence.** Because this is a medical issue that most women find embarrassing – to the point where it is seldom discussed, even with their own physician – we needed to build genuine trust as well as awareness in order for the marketing to succeed.

STIR was hired in the fall of 2011 to help develop the brand and prepare all marketing materials, so that when the product achieved FDA clearance, it could be successfully marketed to build sales. As a start-up company, InControl Medical had a very limited budget. And because the device requires a prescription, both physicians and patients needed to be made aware of the new breakthrough.





STIR utilized a push/pull strategy to reach both physicians and patients, rolling out messaging to individual markets where sales support was strongest. Creative development included television, print, direct mail, website, online banner advertising and even out of home (in-stall ads). STIR also executed the media buys, PR and promotions.

STIR's work for InTone illustrates that a successful national new product launch can be done even on a limited budget, by leveraging ingenuity and perseverance.



### STIR created a unique voice and imagery.

Original photography needed to be shot, in order to ensure all marketing materials could be uniquely owned. For new medical products, this is absolutely essential so that the target instantly believes the brand to be durable and well-supported. Use of stock imagery could potentially damage the brand, especially if the selected images later appeared in competing advertising or ads for products that could undermine the message of the new product.



# DRIVING CONVERSATION

Introducing breakthrough medical technology to both physicians and patients requires balanced messaging that builds trust.

## DIRECT TO CONSUMER MARKETING

For consumers, we needed to portray benefits in a way that is believable, while also minimizing embarrassment and encouraging them to learn more. We needed to nurture hope, so they would take the next step. The message had to be carefully crafted so inquiries to physicians who might not have heard about the device would be less likely to receive a knee-jerk denial.

## Research: Focus Groups of Consumers

- Discussional setting
- Ages 25-54, screened for incontinence
- 2 groups of 8-10 participants, 1 moderator





# WITH A DUAL STRATEGY.

## PROFESSIONAL COMMUNICATIONS TO PHYSICIANS

For physicians, we needed to convince them that the new technology would function as described, offering them a new chance to become heroes to their patients. We also needed to assure them that the new product would provide profit to their practice — without clogging clinic workflow.

### Research: Advisory Panel of Physicians

- Discussional setting
- 12 physicians, 1 moderator



A woman with dark hair in a ponytail is running on a wooden floor. She is wearing a bright pink tank top, black shorts with pink and white side panels, and grey and pink running shoes. She is looking upwards and to the left with a determined expression. The background is dark with a geometric pattern of light grey lines.

# BRAND

**For women** with female urinary incontinence, everyday life has to be changed. They can never go anywhere without knowing where every rest room is along the way – just in case. Or they live in fear of the next cough, sneeze or laugh, as these may cause leakage. Therefore, our messaging focused on the idea of getting their life back, so that women can stop worrying and start laughing again.


GET YOUR  
LIFE BACK.



# POSITIONING

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**For physicians** who treat women with female urinary incontinence, solutions have been limited to pads, pills and surgery — and each has limited success, side effects and/or significant drawbacks. Therefore, we focused messaging to doctors on how InTone uses known technology, but allows patients to perform the treatments at home – while gathering quantifiable data that will allow the doctor to adjust treatment to be most effective.



**FINALLY,  
A CURE.**



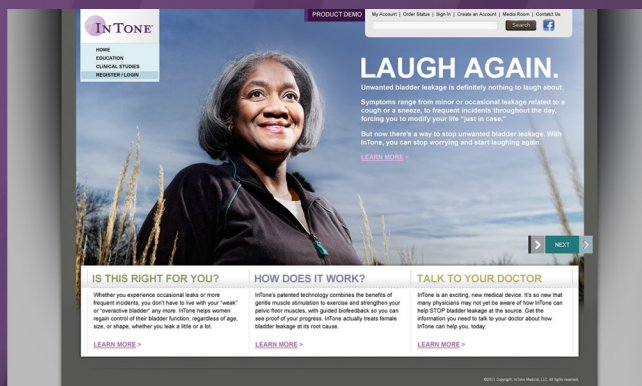
# A UNIFIED VOICE

To balance the messaging, we started by creating a dual-purpose site – one that guided both patients and physicians to the messaging that was appropriate to them.



## Consumer Demo

The consumer training video guides new users through use - answering expected questions before they arise.



**INTRODUCING THE  
MEDICAL BREAKTHROUGH  
STOPS UNWANTED BL**

## INDIVIDUALS

InTone is a newly patented medical device that can STOP your unwanted bladder leakage with no pills, no pain, and no surgery – all in the privacy of your own home, in just 10 minutes per day.

[IS IT RIGHT FOR YOU](#) | [HOW DOES IT WORK](#) | [TALK TO YOUR DOCTOR](#)

# ON A DUAL WEBSITE.



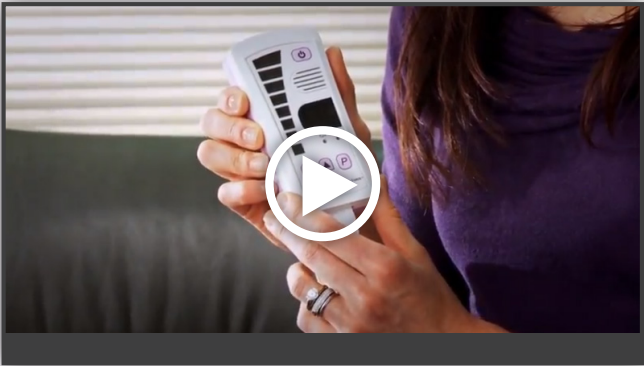
**E REVOLUTIONARY  
UGH THAT ACTUALLY  
ADDER LEAKAGE.**

**PHYSICIANS**

InTone is a breakthrough medical device that helps you effectively treat your patients' female urinary incontinence with objective, quantifiable documentation of progress.

[HOW DOES IT WORK](#) | [CASE STUDIES & REVIEWS](#) | [REIMBURSEMENT](#)

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Physician Demo

The physicians demonstrative video highlights the key features while explaining the benefits to their patients.





# PUBLIC RELATIONS: NATIONAL REACH,

The entire campaign was supported through a public relations effort that focused on providing medical updates to key media and trade show coverage. Efforts paid off with a review segment on a CBS syndicated program “The Doctors,” where InTone was reviewed as a medical breakthrough. Doctors reviewed how it worked and explained the technology behind the device.



CBS

THE **Doctors**



# LOCAL CONNECTION

InTone was also reviewed locally in many markets, such as on WDAM by a nurse practitioner who is very familiar with the product. A partnership between InTone and physicians nationally and locally is ongoing, with additional local reviews continually developing.



Brookfield, WI entrepreneur, Buzz Peddicord, gets backing for incontinence device. This was just one of the pieces of local public relations efforts to build awareness and credibility.



[CLICK HERE TO READ THE ARTICLE](#)

MILWAUKEE • WISCONSIN  
**JOURNAL SENTINEL**  
 jsonline.com

# ADVERTISING: SPEAKING TO CONSUMERS



Direct Response TV Spot



Digital Display Ads



Co-op Supported Print Ad



# AND PHYSICIANS

Once the website was launched, we utilized direct mail to the physicians, advising them of the new technology. Once mailed, the sales team followed up with calls to the physicians, to encourage trial.

Afterwards, the campaign expanded in key consumer markets, with television, online display and newspaper advertising.

Data from each home session is recorded in the device's hand held controller that can easily be removed from the device. InTone's inflatable shaft provides a customized fit for each patient, eliminating the possibility of discomfort. Voice coaching provided by InTone gives step-by-step guidance as the user completes her program. The user is also provided visual reinforcement to ensure proper muscle activation and effective strengthening.

Patients bring the InTone controller to follow up visits. Simply insert the USB cable from the hand held controller into the office computer to review data, track compliance, and document objective gains in strength.



FINALLY, A TREATMENT WITH  
**NO PILLS, NO PAIN  
AND NO SIDE EFFECTS.**

Direct Mail

**INTONE: NEW HOPE  
FOR PATIENTS WITH  
FEMALE URINARY INCONTINENCE.**

**INTONE™**

InTone is reimbursable by Medicare and most private insurance companies. It allows you to treat your patients effectively with scheduled office visits with no additional burden to your staff.



LEARN MORE ABOUT OUR REVOLUTIONARY NEW PRODUCT  
[WWW.INCONTROLMEDICAL.COM](http://WWW.INCONTROLMEDICAL.COM)

**INCONTROL**  
MEDICAL

Featured physicians appear in Co-op supported print ads. Local physicians were identified in each market, and given the opportunity to promote their practice in conjunction with the new medical technology InTone provides.

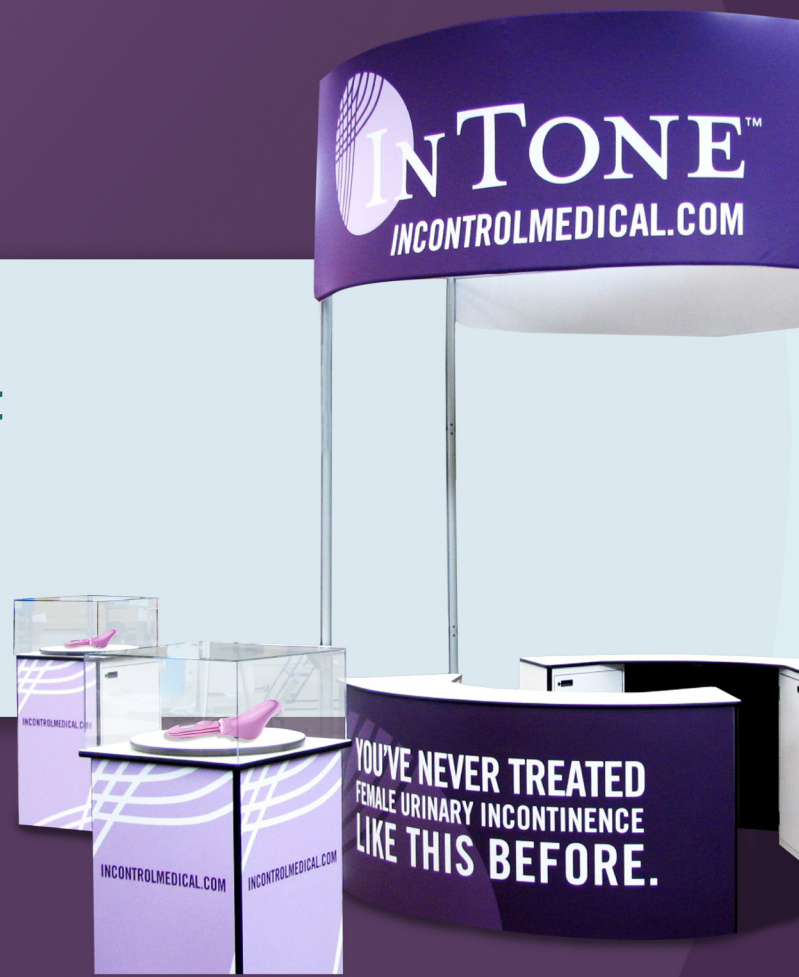


# BUILDING A NATIONAL NETWORK OF PHYSICIANS.



InTone provides an opportunity for physicians to reach out to existing and new patients, with a ready-made seminar that they can present in the market.

**InTone appears at relevant trade shows** to boost awareness among physicians and continually increase their network.



# LAUNCH RESULTS:

Just a few months into its launch, InTone has established itself as a safe and effective therapy for bladder leakage — and as a viable and successful product.

More and more physicians are prescribing it every day, and more and more female patients are asking their physicians if InTone is right for them.

Nearly  
**100,000  
VISITS**

within weeks of  
website launch.

**OVER 8,000 VISITORS**  
have looked to find an InTone Specialist.

**Site Traffic:**

Month 1

**8,327**

Month 2

**13,605**

Month 3

**18,069**

**THOUSANDS OF CONVERSIONS TO DATE**



**Believe it or not, you haven't seen the whole story!**  
**For more details, or to see more case studies, contact Brian Bennett, President.**  
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