



Marketing for manufacturers

INTERNATIONAL PR

Launching a new brand

# Case Study

Ewellix

EWELLIX

## Client objective

- Following the acquisition of SKF Motion Technology, we were appointed to manage the global launch of the newly branded business



**Developing trusted medical equipment together**

50 years of expertise – a future full of innovation

By partnering with Ewellix, your imaging, surgical and laboratory equipment will be in safe hands. Our innovators and skilled engineers of linear motion and actuation technology work with OEMs like you to design equipment your customers can trust.

Ewellix develops robust, reliable and ergonomic high precision solutions with you, your customer and the end user in mind. High performance, low noise, low friction.



**EWELLIX**  
MAKERS IN MOTION

## Background

When 4CM was appointed by Ewellix in June 2019, the new company name and brand identity was in development but still under wraps. The brand launch was scheduled to take place at Motek in Germany in mid-October, so the central marketing team needed an agency that could operate across multiple countries, at scale and quickly.

## Our approach

The media launch and advertising campaign covered ten countries – six in Europe, China, Korea, Taiwan and USA. In addition, Ewellix needed help communicating the new brand to customers and staff in each of the territories. Due to the number and complexity of the core markets, number of stakeholders involved and the short lead time, we recommended a 'hub and spoke' model. Strategy, tactics, content and creative assets were developed centrally by 4CM and delivery was executed locally through our network of partner agencies. We also executed the programme in the UK and US.

In less than five months, we developed a launch and post launch communications strategy and campaign and created more than 30 pieces of content and marketing assets in 12 languages.

## The results

### Media:

OTS TOTAL:  
**1,842,808,529**  
CLIPPINGS TOTAL:  
**337**  
AVE TOTAL:  
**€530,042**



### ROI:

**1,676% ROI**



### Banner ads:

TOTAL VIEWS:  
**3,081,326**  
TOTAL CLICKS:  
**26,789**



## Impact on Ewellix business

The launch was very successful and gained extensive media exposure which raised awareness of the new brand in our key markets. Post launch, research amongst country managers showed that 77% felt that awareness of the new brand in the marketplace and with customers was good or very good and 85% said that awareness was good or very good amongst distributors.

Given how soon the survey was done post launch, we were delighted with these results. Feedback showed that trade media, word of mouth, direct emails and customer letters worked particularly well to raise awareness of the new brand amongst our audiences.

Gianluca Oberto - Ewellix Marketing and Communication Manager

