



Marketing for manufacturers

LAUNCH NEW INNOVATION

New Market (E-commerce, Paid social, Social, PR)

# Case Study

OGM



## Client objective

- To launch and sell TouchSafe, an antimicrobial handguard that prevents the transfer of viruses and bacteria from everyday touchpoints such as door handles, touchscreens, keypads, switches and buttons. Audiences were workers, especially key workers, general consumers and employers.



## Background

OGM is a medically approved plastic injection moulding company with an international customer base. It was approached by a local GP, Dr Stephen Bright, with an idea for a no touch tool to protect people against COVID-19. During the early stages of the pandemic, Dr Bright observed how patients and colleagues touched door handles and other common touchpoints in his surgery and realised the potential for transmission of the disease through these surfaces.

OGM is a long standing client; we provide a digital marketing service and have re-designed its website and improved its organic search ranking from page five to page one on Google.

## Our approach

TouchSafe was a new innovation that responded to an urgent, but time-bound, need so it was critical to launch quickly. Within six weeks, we had set up an e-commerce platform, dedicated audience landing pages, created and launched organic and paid for campaigns on Facebook, Twitter and Instagram and reached out to consumer and trade media, influencing bloggers and celebrities including Mrs Hinch and Dr Hilary Jones, plus special interest health groups such as Diabetes UK and the British Heart Foundation.

Our studio created a wide range of content and assets including lifestyle photography and video that could be used across the multiple channels and target audiences. Filming to show its many uses outdoors and in retail environments was certainly a challenge whilst in lockdown.

We also created an animated educational video explaining why the product was important and how to use it and Dr Bright shot a number 'public service' style videos including how germs and viruses are transmitted.

We also listed TouchSafe on Amazon in the UK, France, Germany, Italy, Spain and the Netherlands.

Just a couple of weeks later, this work was repeated to launch a sister product, TouchSafe Transit, a handguard specially designed for public transport commuters to protect against germs on handrails, poles and grab bars on buses, trains, trams and tube, as well as door and lift buttons and ticket machines.

## The results

Within the first month after launch:

**4,339**

visits to e-commerce site

**1,905**

visits were via social media

**156**

visits were via Google AdWords

**450**

sales via e-commerce site

**65**

sales via Amazon

**2000**

approximate sales overall

## Impact on OGM's business

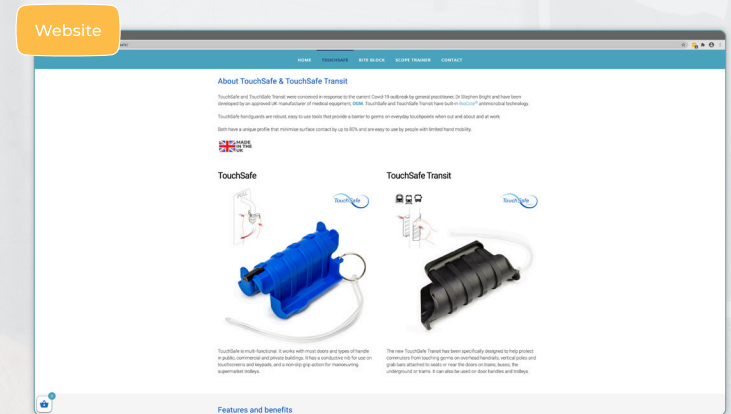
"We believed passionately that this product was going to help people protect themselves, their colleagues and loved ones from COVID-19. At the height of the pandemic, we provided free samples to every local Dr's surgery and other healthcare workers who contacted us directly after seeing the product. In addition, we've received extensive interest from businesses and office workers and achieved regular orders from the general public. 4CM did a fantastic job, working against the clock, to help us launch this new product into a market we don't usually sell to."

Paul Wightman - Managing Director - OGM Ltd



Case Study | InfinityQS

EXAMPLES



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