

CASE STUDY CLINICIANS

CLINICIANS: TAKING CARE OF CAMPAIGN DETAILS

The Selective has a reputation for taking care of many things – strategy, design, marketing, PR, social media, copywriting – the list goes on. And sometimes clients just want us to work our magic on a specific campaign, product launch or business area.

Clinicians – who sell nutritional supplements and other natural health products – were one of these clients. They already had a successful business strategy, but they were using multiple agencies for their marketing and advertising, which was time consuming and sometimes expensive.

Clinicians were looking for a one-stop-shop so they approached The Selective for their product launches and management of ongoing campaigns. They wanted to make sure their campaigns were cohesive and effective – from concept, to media planning, design, copywriting, PR and social media. Like many of our clients, they were keen to reduce their costs and improve engagement. Of course, we were happy to help.



MAKING EVERY CAMPAIGN COUNT

The Selective is not responsible for Clinician's overall strategy, but we do take care of the details for some new product launches. We have worked on campaigns for a number of Clinicians products including Prospan (a bronchial syrup), Sleep Science (a natural insomnia solution) and AllerStop (a natural remedy for allergies).

For each campaign, Clinicians came to us with clear business objectives and we developed a campaign plan that was aligned to these objectives. This included advertising concepts, media planning and buying, writing headlines and copy, designing print ads, implementing digital marketing strategies (AdWords and SEO), and managing PR and social media activity.

EXPERT HELP IN ONE PLACE

Because The Selective is made up of specialists in almost every marketing and creative discipline, we are able to act as both creative agency and marketing project manager for Clinicians.

For each campaign, The Selective team executes the work from start to finish. We take care of all the details - chasing up jobs, tracking and measuring results, tweaking the campaign mechanics if and when required, and making sure that what we are delivering fits the marketing strategy.

Because Clinicians are now working with us, rather than multiple agencies, they have a single point of contact, which results in lower costs and a more integrated approach to their marketing.



**Busy
mind
waking
you up?**



Clinicians
Research Based

**Sleep
Science**

With Magnesium and ETAS™

A researched based powerful synergistic herbal formula to help:

- Support natural healthy sleep patterns
- Prolong sleeping time
- Alleviate stress and worry
- Reduce fatigue
- Keep you feeling calm and relaxed

30 Vegetable Capsules
Dietary Supplement

Stress / Sleep / Mood

Sleep Science is a new, naturally powerful formula for people who have tried everything to quiet their busy minds.

Its unique formulation helps you feel calmer during the night and alleviates stress the following day. It supports a solid night's sleep to help avoid those 3am wake ups.

Available from pharmacies and health food stores.

Clinicians.co.nz



Rest for a restless mind

WIN a Sleepyhead Balance queen bed and pillows, PLUS luxury NZ made linen from Thread Design AND six month's supply of Sleep Science

**WIN
VALUED OVER
\$4,500!**

Clinicians
Research Based

Sleepyhead

**THREAD
DESIGN**
EST. 2001

WORK THAT WORKS - THE RESULTS SO FAR

Since The Selective took over as sole marketing agency for Clinicians, their campaigns have been more coherent - and successful too.

Although the Prospan campaign is ongoing, the Allerstop and Sleep Science campaigns ended with positive results in terms of budget, engagement, and sales.

SLEEP SCIENCE CAMPAIGN RESULTS:

- 4.2% increase in Facebook page likes and marked increase in engagement.
- Significant entries for the Facebook competition.
- 69% of competition entries also signed up for the newsletter.
- Positive PR coverage - including product giveaways across multiple publications.
- Work completed and delivered under budget.

SLEEP SCIENCE SALES FIGURES:

- Increased as soon as the campaign was in market (May 2015).
- Sales doubled from August - November, when compared to the previous three months' sales figures.



ALLERSTOP CAMPAIGN RESULTS:

- Increased Facebook fans and strong engagement for the product - almost 2000 entries for the Facebook competition.
- Increased sign ups for the Clinicians' newsletter - just under 1000 new sign ups during the campaign.
- PR coverage across multiple publications and other media.
- Work completed and delivered under budget.


ALLERSTOP SALES FIGURES:

- Increased steadily from the start of our campaign (August 2015).
- Peaked in November and December (allergy season) achieving a similar level of sales as Sleep Science which was also a new product to the market.

GREAT RESULTS FROM A GREAT RELATIONSHIP

Working with The Selective has meant improved customer engagement, reach, and increased sales – not to mention lower costs. When you're a company launching and promoting products as frequently as Clinicians, the results don't get much better than that.

So it's no wonder the Clinicians' team is keen to continue their relationship with us. As they continue to launch new and innovative health products, we'll keep taking care of the details.

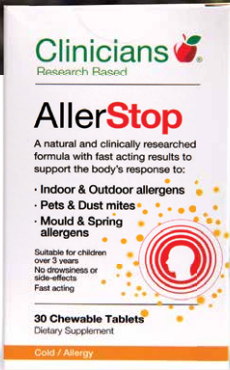



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Available from pharmacies and health food stores



Clinicians 
Research Based

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 [clinicians.co.nz](https://www.clinicians.co.nz)