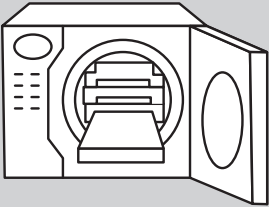


## Meet our client

Our client is a leading global supplier of innovative cleaning, disinfection and sterilization solutions. They manufacture and distribute infection control solutions in the Southeast USA, focusing on operating room instrument sterilization and Infection control.



## Project challenges

- 1 The marketing team was preparing for an important launch of a new product line with an array of infection control detergents
- 2 Brand positioning had been established, but the company lacked credible, evidence-based clinical claim support materials essential to a successful launch
- 3 For a medical product, it's critical to build credibility and trust quickly with scientific proof points that support the product's claims and value proposition in believable, easy-to-understand language



## Our strategy

MLC identified a well-referenced clinical White Paper as the best and the most effective way to quickly produce the desired clinical narrative.

### Before writing the paper, MLC:

- Initiated a global literature review of published scientific papers, researched industry and agency recommendations/association guidelines, and assessed technical papers published in the year 2000 or later
- Identified nine high-quality published papers as primary references, included in the bibliography, reviewing another twenty-six articles as background
- Provided all references and secondary resources for sales reference



## Sweet success

The resulting White Paper supported the product's value proposition with clinical references that reinforced its brand positioning and matched clinical claims with product benefits.

The White Paper was provided to the sales team in hard copy and digital formats as a valuable reference during the selling process. In addition, the White Paper was highlighted in a three-part email marketing campaign in support of the product's go-to-market strategy.

Sales reported the White Paper as a persuasive leave-behind sales tool and indicated they were able to build interest and product trials quickly.