



CASE STUDIES OF EXCELLENCE



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CAMPAIGN: ROCHE RTD NAVIGATOR
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In the fourth quarter of 2017, PMG was tasked with developing a larger program for one of our current clients in Roche Diagnostics. They had operated a 40' unit for their Tissue Diagnostics division over the previous three years and wanted to add another business unit to the display.

In going through the decision-making process with Roche partners, we presented three potential solutions:

1. Build-out a second small unit for their Molecular Diagnostics division. With another unit, you are more flexible in the locations that choose attend for events as well as cover more events since the units do not need to remain together.
2. Roche could utilize a single slide-out 53' trailer that they had in their inventory from a previous tour. By utilizing a trailer in their inventory, they could reduce the overall costs of a build-out and utilize an asset vs. having it sit without a purpose. This would allow for a larger presence at events and both business units could utilize the single unit. Some flexibility of having two separate trailers and some locations will not work with the larger unit, but Roche's would level the playing field with their competition and the types of units they are operating.
3. Build out a 53' double slide-out unit. With this option Roche would get additional floor space, gain an office in the interior, and you will have more flexibility. They would be able to host more people at each event and might have the opportunity to place it more regionally and have customers come to a central location versus going to individual hospital or lab.

In the end, the client chose to go with the existing 53' single slide-out. This reduced the need to sell the unit and allowed for a smaller budget for refurbishing and initial launch. By partnering with the Molecular Diagnostics division, the Tissue Diagnostics division gained the needed funding which allowed for the larger unit. With the additional square footage in the unit the clients added five additional pieces of equipment along with a virtual reality system into the space.

The bigger space that allows Roche Diagnostics to carry their full lineup of both Tissue Diagnostics and Molecular Diagnostics. The unit speaks to a wide range of both current and potential customers. The wider scope of existing and potential end users makes the unit much more cost effective than having two smaller units while having a bigger overall presence on the road and at each event site.

The client has been very happy with the overall build-out of the unit and we have collaborated to ensure that every detail is accounted for and this unit will be on the road for many years to come. The new unit complements the existing 53' single slide-out unit that PMG operates for Roche as well. The client will be able to showcase the wide variety of systems in their portfolio by joining both units at select events, which is an added bonus for the client.

