

CASE STUDY [AfterMath]



Challenge

Cannon Costs Solutions was a small, unknown healthcare technology company, with no brand equity. In a category dominated by large competitors, Cannon needed to stand out, and stand for something as it targets multi-billion dollar health insurance companies.

Solution

After a careful audit of Cannon's category, Modern Marketing Partners recommended an evocative naming strategy, AfterMath Claim Science—coupled with a provocative brand identity—black and white. The tagline or descriptor “Claim Science” is both a differentiated and defensible positioning strategy. A tone of executive sophistication permeated all marketing tactics, from stationery and brochures, to direct mail and websites. A dramatic makeover to say the least.

The results—triple-digit sales growth and massive profits.