POSITIONING A PRODUCT VERY DIFFERENTLY SO THAT ALL EYES WERE ON IT AT LAUNCH

RayOne is the first fully preloaded IOL injection system where the injector and lens were designed as one. The result is an injector that boosts the smallest nozzle 1.65 mm and a unique lens rolling technique that ensures more consistent results. The problem? Picking the most compelling feature to hero so that we made a real impact at RayOne’s launch at ESCRS 2016.

Our solution?
To gain maximum stand out in the market, we focused on the patented IOL rolling feature of RayOne. We branded this element ‘Lock & Roll’ and supported it with the campaign line ‘not everyone can do this’. This bold statement was brought to life through contortion artists for an integrated campaign that was as unique as the product itself.

Project scope
- Fully integrated launch campaign
- Salesforce toolkit
- Exhibition stand with performing artists
- Packaging design
- Content – social posts, animations, surgeon interviews & white papers
Not everyone can do this

Introducing RayOne® with patented Lock & Roll™ technology for the smallest fully preloaded IOL incision.

RayOne® Aspheric fully preloaded IOL injection system with unique Lock & Roll™ technology for a smoother, more consistent rolling and delivery of the lens via micro incision.

Discover why RayOne® is in a class of its own. Visit rayner.com/rayone.
Roll up, roll up...
For a performance you won’t forget, come to stand C413 and experience our new RayOne® with patented Lock & Roll™ technology.

RayOne® is an extraordinary product, so neither is the way we plan to launch it at the 2018 ESCRS.

To celebrate its innovative features like Lock & Roll™ technology and enhanced 6 mm optic, we’ve created a series of events that are as spectacular as RayOne® itself.

Come to stand C413 between 10th-14th September for a performance you won’t forget.

Evolve performance daily on stand C413.

DISCOVER MORE ABOUT RAYONE™

We’ve found a new way of looking at fully preloaded IOL systems. Let us share it with you at #ESCRS16 #lockandroll

Time to roll out the red carpet. Be front and centre at Stand C413 #ESCRS16 #lockandroll

@RaynerIOI I can’t do this either! But I do like the lenses! #ESCRS16 #iOL #lenses #eyes

The global launch of RayOne makes the ESCRS issue of @EyeWireToday @ 2 min 35: ow.ly/VZdE304fgC1 #lockandroll

Want to see what surgeons are saying about #RayOne? Watch our new video ow.ly/Bjc305vTE1 #lockandroll #IOL
**Our objective and obsession**

We are Create Health, a pure healthcare marketing agency that shares your passion for making things better.

The brands we work with are solving real health problems every day – mending, preventing and even curing life’s trickiest hurdles. But as mind-blowing as their creations are, they’re only truly useful if they’re used.

And that’s where we come in. We turn complex innovations into creative communication by getting to the heart of why they truly matter. Because when stuff matters, people act. **And when people act, healthcare continues to transform.**

**Our services**

- Planning
- Creative
- Tech
- Content

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**GET IN TOUCH**

**Show us something new**

If you’re working on a product or service that’s going to change lives for the better, we can’t wait to hear about it.

*Email: Ed@createmarketing.co.uk*
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*Web: createmarketing.co.uk*