In 2003, Biotronik began developing a restorative product for vascular intervention. Some 13 years later after rigorous testing they were ready to launch. The problem? They were the first to think about creating a dissolvable scaffold, but not the first to market.

Our solution?
To tell the epic story behind this product’s natural origins some 13.7 billion years ago – and explain why the use of a magnesium scaffold instead of polymer is elementary for surgeons and far superior within the human body. In short, we created a launch campaign with a bang and positioned Magmaris as worth waiting for.

Project scope
• Internal education campaign
• Animations
• EURO PCR launch
• Product narrative
We created an internal launch campaign entitled OMg (Operation Magnesium). This acronym not only placed magnesium at the forefront of the internal launch campaign, it also captured the significance of the scaffold product with the more playful meaning of ‘Oh My God’ – which after 13 years of waiting captured how the staff felt about the launch of Magmaris.
A series of teaser animations were sent out to staff and key stakeholders hinting at what the new product might be. Produced on a cinematic scale and set to dramatic music to build excitement, the animations ensured the creation story was told on the scale it deserved – leaving the competitor product lost in space.
An engaging internal giveaway, these Elements Top Trump cards ensured all staff were educated on what made Magmaris such a unique Mg derived product – one that beats the competition hands down.
CREATED BY NATURE. ENGINEERED BY BIOTRONIK.

Introducing Magmaris®
Introducing the next evolutionary step in scaffold technology. A world-first, biodegradable magnesium scaffold. Magmaris® is implanted like a stent but absorbs naturally into the body.

Discover more at magmaris.com
To introduce the product name Magmaris we produced an animation that took viewers on a journey through time and space – beginning at the Big Bang and finishing up in the ocean with the creation of the Magmaris Scaffold.
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

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.

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