

# GAVIN™

## Advanced Metrics CASE STUDY



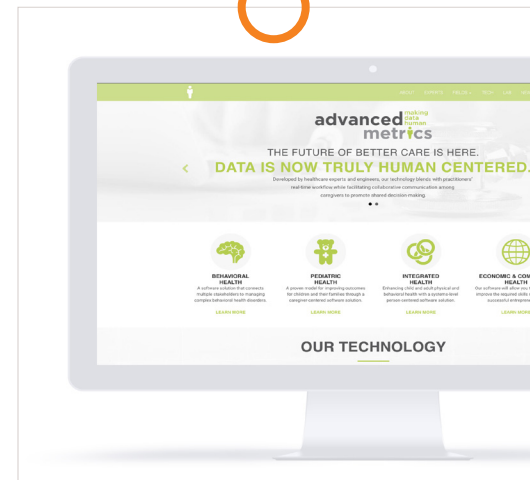
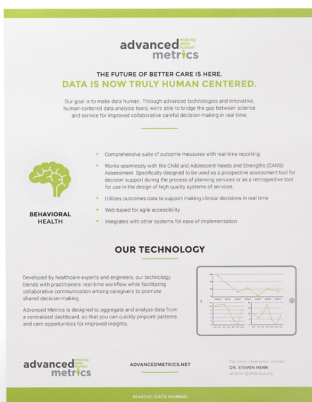
HEALTH CARE IS COMPLEX. ITS MARKETING SHOULDN'T BE.

taking a comprehensive health care solution and selling it simply

# complicated won't sell

Creating game-changing technology requires certain super-genius ability. However, if the sales process is as complicated as the coding, you're in big trouble.

So, when Advanced Metrics developed a comprehensive tool that had the potential to change the health care industry, we jumped in to craft its story with a clear value message. We pinpointed a tagline, Making Data Human, that would become the driving force for Advanced Metrics' marketing and selling efforts.



## What We Did

- Branding
- Messaging
- Tagline development
- Website
- Marketing materials



When Gavin developed the 'Making Data Human' tagline, we realized we had found our voice. Their team worked with our scientists and doctors to sift through our complex messaging and product offering to deliver a concise selling message. Gavin's process truly got us to where we needed to be with our message, voice and brand.

**Steve Herr, PhD**

President and CEO, Advanced Metrics