

A Lasting Impact

Setting the standard for integrated marketing campaigns



Company | MinXray

The Goal

MinXray, a world leader in portable x-ray and digital imaging solutions, was looking to create excitement around its 50th anniversary and tasked LePoidevin Marketing with creating a year-long campaign that celebrated the company's history, its loyal customers and its accomplishments within the veterinary industry. The "Celebrating the Gold Standard" campaign that resulted was inspired by MinXray's signature yellow units, as well as the high standards for durability their products set for the industry.

The Execution

In all, the Gold Standard campaign and contest included logo design, coordinated print and digital advertising, direct mail, public relations and trade show promotion, all centered around a contest to find the oldest working MinXray unit still in service. The contest encouraged interaction from loyal customers while also reinforcing the message of MinXray's reliability with new customers.

The Results

The campaign was a success, in terms of both sales and marketing. MinXray saw a 3% increase in sales over the previous year, and thanks to the contest entries, the company garnered several glowing testimonials for use in future marketing efforts. The winning contest entry, a 1972 MinXray Atomscope, was retired with honors after winning its owners a new MinXray HF100+ unit.