

Hologic

Brand Strategy & Design

By developing a strong, yet flexible brand strategy, a leader in women's health technologies takes an expanding product line to market in a unified and consistent way.

About Hologic

Hologic, Inc. is a leading developer, manufacturer and supplier of premium diagnostic products, medical imaging systems, and surgical products dedicated to serving the healthcare needs of women throughout the world.

The Challenge

After capturing a large percentage of the vacuum-assisted breast biopsy market with the launch of its ATEC line of breast biopsy consoles, Hologic began investing aggressively in the research and development of a complimentary line of hand-held biopsy devices. Hologic approached KA+A to help them develop and manage the brand architecture, messaging, and identity components of their rapidly expanding portfolio of products.

The Process

A competitive audit revealed that two things set Hologic uniquely apart from their competitors:

1. Their agile and fresh approach to developing innovative and effective technologies.
2. Their willingness to listen intently to the input of both doctors and patients and to allow that input to directly inform their product design and development processes.

Armed with these insights KA+A developed a brand architecture and visual vocabulary that would facilitate the expansion of product lines while at the same time communicating to both physicians and patients in a constant and appropriate manner. The completed set of assets included everything from brand marks, and promotional materials, to training documents and product packaging.

The Result

Hologic has continued to expand its innovative product line and further reinforce its position as a leader in women's health technologies. With the help of a well defined brand strategy, the organization is able to take their diverse portfolio of products to market in a unified way that is fully supportive of their dedication to serving the healthcare needs of women throughout the world.



Disciplines Utilized:

- Brand Research
- Brand Strategy
- Corporate Identity
- Marketing Communication