Invisalign Case Write-Up Instructions

Learning Goals: Understand the challenges of managing different elements of the distribution channel for your product or service. How do you strategically position a product and incentivize the different channel members to achieve marketing goals?

Case: Invisalign: Orthodontics Unwired by Coughlan and Hennessy

1-page Write-Up Instructions

If you plan to turn in a 1-page write-up for this case, answer the questions listed below:

The case deals with a company struggling to generate sales. Please answer the following questions.

1. Articulate the insights relevant to the low orthodontist conversion rate faced by Invisalign.
2. Provide a brief summary of which segment of end users Invisalign should “own” and what positioning would be compelling for this target segment.
3. Given this desired positioning for end users, how should Invisalign position itself for the orthodontists? Write three complete positioning statements with the intention to increase orthodontists’ support and adoption of the product and briefly evaluate their pros & cons.
4. Clearly indicate your recommended positioning to orthodontists and suggest specific tactics (e.g., if you recommend an ad campaign, what would the ad message be, in what sort of media outlets, tone, message appeal etc.) that should be used to reach and persuade them.

For this assignment focus on alternative positioning statements for the orthos and ignore the option of using the general dentist channel to reach end users.