

A bold new start,
in a big way



Accuray had been a premium provider in the radiation oncology industry for over a decade. But in a fierce market, they needed to get aggressive about staking a claim for the future. So they acquired TomoTherapy, a former competitor, to broaden the product offering. Now, the world (and all of their target audiences) needed to know that these newly-merged companies were a singular power to be reckoned with.

case
study
ACCURAY

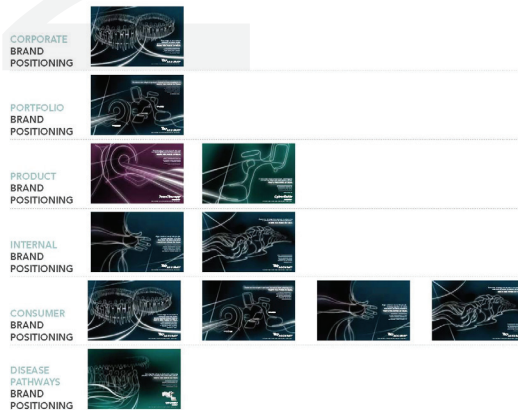
1 ASSIGNMENT



Define the brand equities for the two former companies and create a bold, unafraid and unified positioning; house their complementary strengths under a singular Accuray brand, with a differentiated benefit that is meaningful across audiences.

> We created a bold, unafraid and unified positioning.

2 SOLUTION



We created a new umbrella brand positioning that leveraged combined strengths of the two brands.

We used customer insights bring the brand strategy to life visually with a strong and differentiated voice that could speak volumes.

> We leveraged the combined strengths of the two brands.

3 EXECUTION

After executing primary research with physicians, medical physicists and key internal stakeholders, we leveraged the key customer insights to develop a new Accuray brand positioning and product positioning.

> In 6 weeks, the new positioning and accompanying collateral was launched.



4 RESULT

The new positioning looped the customer in with tagline

“Advancing Radiation Oncology Together”

making the industry not only look and listen, but pay close attention when it was unveiled at the industry's leading tradeshow.

> Accuray won the prestigious EX Award for best integrated marketing campaign of the year.





CyberKnife®
RADIOSURGERY

TomoTherapy®
RADIATION THERAPY

ONE DOMINATES
RADIOSURGERY. THE
OTHER TREATS THE
ENTIRE SPECTRUM OF
RADIATION ONCOLOGY
PATIENTS. AND YOU HELPED
CREATE THEM BOTH.

Thanks to our relationships with clinicians, Accuray is continually resetting the limits of the smallest treatable tumors as well as the largest, regardless of where they are in the body. And to us, adapting to you and your patients is the most important thing of all.



THE POWER OF TEAM

Advancing Radiation Oncology Together