



## Case Study II: Cellfina US Launch

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# Agenda

**Situational Analysis**

**KSIs and Programs**

**Key Learnings**



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# Situational Analysis

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## Launch of Cellfina!

- The first and only FDA-cleared minimally invasive treatment for cellulite
- Extremely successful clinical trials
  - 98% of patients found improved appearance at 2 years
  - 96% reported satisfied with treatment at 2 years

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## Strategies

- Create a steady drumbeat of coverage across all beauty, lifestyle, aesthetics, health & wellbeing media
- Partner with a national retailer or designer to bring Cellfina benefits to life in appropriate situations
- Foster community and conversation among interested consumers via Cellfina-owned social channels
- Credential and differentiate Cellfina via top doctors and consumer ambassadors who share WOW results across editorial and social
- Tie into timely pop culture moments to demonstrate relevancy

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## Competitive Overview

### ***Biggest Competitors – Skepticism and Doubt***

*If it sounds  
too good to  
be true...*



*I've heard  
this before!!*



# Competitive Overview

## RealSelf: “Worth It” Ratings and Patient Costs

	Product	RealSelf.com “Worth It” Rating	Average Patient Cost
Long-Term	Cellulaze	55% ↓	\$5,800
Short-Term	VASERshape	63% ↓	\$2,125
	TriPollar	71% ↑	\$1,200
	Velashape	53% ↓	\$1,075
	Smoothshapes	59% ↑	\$1,525
	Velasmooth	38% –	\$1,800
			<b>Treatment Average = \$2,125</b>

**88% ↓**  
 “Worth It” Rating  
**\$4,200**  
 Average Patient Cost

Source: RealSelf.com 2/21/17

### Future Competitors

Xiaflex (injection)	2019
CoolSculpting	Current & 2018

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# Key Strategic Imperatives and Programs

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## PR News Machine

- Created a steady drumbeat of media coverage across relevant media segments

### Results to date include:

- Over 1 BILLION media impressions to date
- Eight beauty and industry award wins



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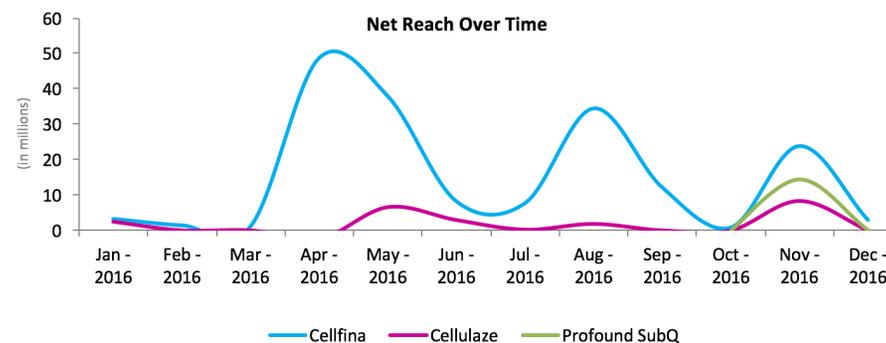
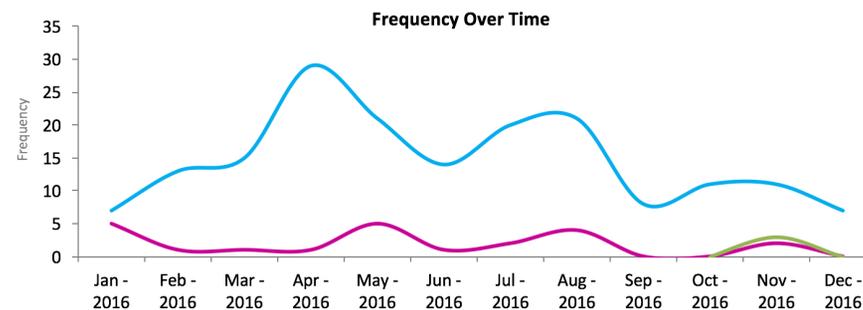
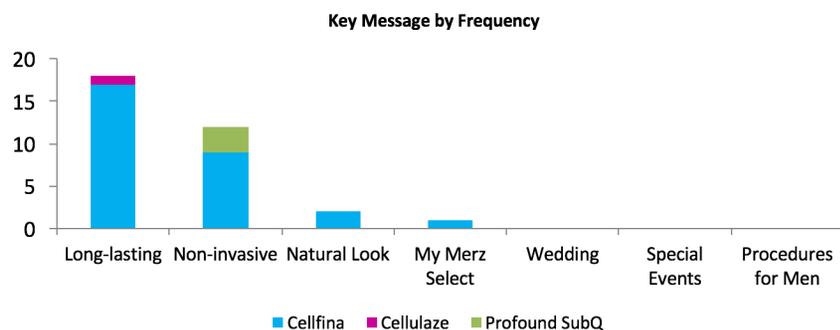


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## PR Cision Metrics (FY 16/17 Q2)

- Cellfina coverage was +33% more impactful when compared to competitors
- Cellfina secured 237MM more impressions than Cellulaze and 284MM more impressions than Profound SubQ
- Cellfina continues to lead in media coverage



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## Social Media Content/Engagement

### Cheeky Humor

- Partner with female comedian
- Develop library fun, relatable jokes and pair with inspiring brand imagery
- Expand audience with the comedian's social following



### #I♥MYBOOTY

- Encourage consumers to share how they embrace their body, their shape, and their booty
- Launch sweepstakes to amplify efforts
- Engage social influencer to further reach

### Fitness

- Expand Lifetime Fitness partnership with inspirational content
- Participate in fitness-focused social conversations Tap celebrity trainer for custom content
- Host social party for consumers to win a Lifetime Fitness membership



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## Primary Focus Channel Results - **FACEBOOK**

Follower Growth: +86.7K  
Average CPA: \$0.54

### Post Metrics

- Total Posts: 86
- Total Reach: 10.5MM
- Total Impressions: 11.6MM
- Avg. Engagement Rate: 2%

### Boosting

- Engagements: 22.4k
- Avg. CPE: \$0.16
- Total Spend: \$3,167

### Click To Web

- CTW: 37.8k
- Average CPC: \$1.10
- Total Spend: \$39,404



## Primary Focus Channel Results - **INSTAGRAM**

Follower Growth: +580

### Post Metrics

- Total Posts: 75
- Total Reach: 86.9K
- Total Impressions: 100.6K
- Avg. Engagement Rate: 6%

### Promoting

- Engagements: 27.1k
- Avg. CPE: \$0.09
- Total Spend: \$2,167

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## Primary Focus Channel Results - **PINTEREST**

Follower Growth: +50

### Post Metrics

- Total Posts: 48
- Total Reach: 2.1MM
- Total Impressions: 2.8MM
- Avg. Engagement Rate: 9%

### Promoting

- Pin Clicks: 5.6k
- Avg. CPC: \$0.80
- Total Spend: \$4.5K



## Primary Focus Channel Results - **TWITTER**

Follower Growth: +127

### Post Metrics

- Total Posts: 78
- Total Impressions: 91.3K
- Avg. Engagement Rate: 2%

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## PR and Social Activation Highlights

### MEDIA LAUNCH EVENT (MARCH 26, 2015)

- Announced official launch of Cellfina
- 22 media and influencers in attendance

### LA MEDIA EVENT/EDITOR TRIP (FEBRUARY 4 – FEBRUARY 5, 2016)

- Hosted interactive full-day activation in LA for key media
- Arranged for top tier NYC editors to attend event and a weekend in LA
- Additional attendees included LA-based national media contacts



**Los Angeles Times**

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## PR and Social Activation Highlights (Cont.)

### MIAMI SWIM WEEK ACTIVATION (JULY 15 – JULY 17, 2016)

- Partnered with *Modern Luxury* to garner brand awareness through sponsored activities
- 15 media and influencers in attendance
- Cellfina posted 'live' on social with 22 posts garnering 221.2k impressions



### 3-YEAR DATA ACTIVATION (DECEMBER 7, 2016)

- Enlisted Dr. Michael Kaminer to bolster brand credibility and share data
- Coordinated long lead deskside appointments
- Hosted a total of 20 media at the cocktail party





## Key Learnings

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## TAKEAWAYS

- Create a mechanism for surround sound, that provides a consistent cadence for the end customer
- Traditional PR can elevate social media and vice versa - both need to work hand in hand
- Have an agreed upon method for measuring “soft” and “hard” metrics; along with specific goals for each
- Push for budget to include CISION, Radian 6 and other measurement tools that can provide quantifiable results, as well as access to brand website’s Google analytics



**THANK YOU!**

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