

Generating a 'potential difference' in wound care



Developing a brand for an electro-active dressing



Background

Biofisica had developed a radically different approach to wound care based on the application of a small electric current designed to stimulate healing.

Objectives

Starting from scratch, Biofisica needed:

- A memorable name for the product
- A positioning statement to run alongside the name
- A distinctive logo
- Product packaging

A complete launch communications plan for the UK, France and Germany.

Tactics

Once De Facto had developed potential names, tag-lines and logos for the product, its staff were able to use their contacts among Tissue Viability Nurses and other specialists in the wound care sector to canvass opinions about its ideas.

Results

De Facto recommended use of the name – 'POSIFECT'. More formerly – 'POSIFECT electro-active therapy', because it not only engenders connotations with positive effects on the wound but also links well with the electro-active nature of the dressing itself. The use of 'therapy' implies it is more than just a passive wound dressing, and that it should be used for a specific need/time period to jumpstart and accelerate the wound healing process.

The name and connotations were further explained in the recommended tag line – 'The potential difference in active wound healing'.

Another reason for recommending 'POSIFECT' was that it allowed a positive 'plus' sign to be placed above the i, instead of a dot. The i was also located in a fairly central position in the word itself, which was good for balance. By placing a blue circle around the second half of POSIFECT, the logo bears a very strong resemblance to the shape of the therapy system itself.

