PPA Agency

CASE STUDY

Sammons Preston Launch Kits: Reimagining a Known and Trusted Brand

Overview

In 2021, the brand and product team at Performance Health faced a major challenge: to overhaul and relaunch their six core brands. After the initial rebranding work, the first step was to launch the brands internally to their global commercial team. They needed to find a way to excite, equip and engage their sales and customer service teams with a seemingly massive amount of new content.

For the next two years, the Performance Health team worked with PPA to create a unique launch kit for each new brand. Our team helped write, design and produce all the pieces within each kit: a launch guide outlining the new brand standard, a product catalog, sell sheets and an introductory letter. Several of the kits also included product samples. Then, we assembled the elements into custom boxes and prepared them for shipping.

While each kit contained similar elements, we designed a fresh experience for each brand — ensuring we would capture the reps' attention for each box they received.

Sammons Preston was the fifth of six brands to launch as part of this project.

PERFORMANCE HEALTH

ABOUT

Performance Health is a leader in consumer healthcare and the largest global manufacturer and distributor of products to the rehabilitation and sports medicine markets. Its market-leading brands, which are sold in over 100 countries, include THERABAND®, Cramer, Sammons Preston®, Rolyan®, Athletic Edge® and Armedica®.

HEADQUARTERS

Chicago, IL, with operations nationally and globally

Challenge

The brand had a well-established presence in the industry but lacked a clear, unified story. Our goal was to convey the essence of Sammons Preston's new "Power in Rehabilitation" message in a compelling and cohesive package, empowering sales reps with the right tools and information to take to customers. These reps move fast – they manage a portfolio of 20,000 products, so we needed to create a solution that caught and held their attention.

Our Blueprint to Success

PPA provided a comprehensive package of materials, including:

1. **Infographic Welcome Letter:** A compelling narrative establishing the brand's legacy while outlining the go-to-market strategy.
2. **2023 Sammons Preston Product Catalog:** Utilizing decades of catalog production expertise, PPA delivered an updated customer-facing catalog that showcases the new branding work and functions as a useful sales tool that is both informative and visually engaging. We created both printed and digital versions of the catalog for easy accessibility.
3. **Brand Ambassador Launch Guide:** An in-depth internal-facing guide serving as a blueprint for the brand's storytelling, combining history/background, market research, brand messaging and product portfolio into a quick-reference-style resource.
4. **Power in Rehabilitation Brochure:** A creatively designed brochure that became an essential conversation starter for sales reps, encapsulating key product information in a visually striking format.
5. **Facility Graphics:** Large-scale banners and oversized posters to be installed at Performance Health's global administrative and manufacturing facilities to build excitement and awareness of the brand launch.

Kits delivered to

275+

sales reps worldwide

SERVICE AREAS

- Copywriting
- Graphic design
- Photography
- Catalog design + production
- Specialty printing
- Kitting + fulfillment

Impact of PPA

Kevin Turner, Vice President of Brand and Product at Performance Health, recognized PPA's contribution to scaling the brand message beyond what a smaller internal team could manage. The agency's ability to interpret the brand standards and transform them into compelling content played a critical role in the brand's growth.

> "PPA did a great job helping us build belief amongst our internal stakeholders to then allow for a much broader dissemination of our clinical message. You gave us scale."
>
> **Kevin Turner**, Vice President, Brand and Product

Results

The new launch kits were met with excitement and approval, with special commendation for the fresh perspective and tangible design elements.

Turner applauded PPA for capturing the refreshed essence of Sammons Preston, crafting supportive visuals and subsequently rolling out an effective internal activation. PPA's commitment to transparency and efficiency led to the project's completion on time, on brand and on budget.

> "I have worked with PPA for over 15 years and engaged with PPA on a variety of different projects. The value PPA offers is the ability to quickly interpret a project and quickly start the move to completion... **You have direct access to your designers, and you can feel confident that they're going to fulfill a project from a budget and scope perspective the way it was initially offered."**
>
> **Kevin Turner**, Vice President, Brand and Product

Established in 1984, PPA is a full-service creative agency driven by Christian values of trust, fairness and honesty. We are a proven vendor-partner who champions the success of our individual clients, their organizations and their causes.

Ready to complete more creative work on time, on brand and on budget?

Learn more about a project-based partnership with PPA.

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