

**Best Limited Series Email Newsletter for Marketing Purposes  
Gold B2B  
Roche Diagnostics – Imaginality 2008**

Brand/Client Side Team:

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Vendors/Agencies:

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**MarketingSherpa Summary – Why They Won:**

Try making the use of mnemonics as a way to anchor product awareness to 120 different countries. Once a month, for a year, Roche succeeded by making it culture independent and easy to understand, while tying it into their products. The coordination alone deserves an award.

Sorry, the judges promised this winner that we would keep their results private. However, be assured that we have seen all the data and were thoroughly impressed!

**From Their Nomination Form:**

The aim of the Imaginality campaign was to present Roche products to customers over the course of a year and make use of mnemonics to anchor product awareness in their memories. The campaign followed a monthly cycle. Each of the 12 products was allocated its own month, animal and associated with a prize draw for a DVD or book.

Taking July as an example: The DVD of the movie “Twins” was the prize for that month’s draw. The associated email campaign promoted the “MagNA Pure LC System” and highlighted the connection between the movie and the Roche product. (In theory, the product could be used for the biotech process described in the movie.) Whenever participants in the prize draw see the “Twins” movie, they will now recall Roche’s “MagNA Pure LC System.” This approach secures awareness of Roche products over a longer timeframe.

## Genome Sequencing



### Country Selection

To ensure you see the information most relevant to you, please select your country.

United States