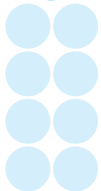




why?



Cannon Costs Solutions was a small, unknown healthcare technology company, with no brand equity. In a category dominated by large competitors, Cannon needed to stand out, and stand for something as it targets multi-billion dollar health insurance companies.

how?



After a careful audit of Cannon's category, FUSION recommended an evocative naming strategy, AfterMath Claim Science—coupled with a provocative brand identity—Black and White—reinforcing science. A differentiated and defensible positioning strategy. A tone of executive sophistication permeated all marketing tactics, from stationery to brochures. Direct mail to website and print ads. Trade shows and promotions. A dramatic makeover to say the least.