



who?

KaVo

fusion^{b2b}



why?



One of the leading professional dental brands in the world, KaVo has been manufacturing a line of premium equipment for the dental operator in Europe since 1909; however, it didn't enter the highly competitive North American market until the early 1970's.

How to build brand awareness in a cluttered and mature category. However, since KaVo handpieces are also priced higher than the competition, the real challenge was to create an image of exclusivity users would be willing to pay more for. Target audience included dentists in all specialties, dental laboratories, and the dealer distribution network.

how?



FUSION conducted industry-wide market research that showed users wanted reliable, high-tech handpieces that withstood repeated sterilization cycles. Research also revealed a perception among practitioners that, regarding product quality, there was little to differentiate one handpiece brand from the next. Using this insight, FUSION positioned KaVo as a premium manufacturer of high-quality handpieces, using the tag: "For dentists who insist on the best." Print ads, collateral, website and trade PR were all used to communicate this position. The result? KaVo is now the industry leader in North American fiber-optic high-speed handpiece sales.