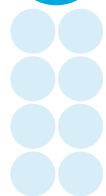




why?



Nobel Biocare is the undisputed worldwide leader in dental implants and laboratory prosthetics. Based in Sweden and listed on the Zurich Stock Exchange, Nobel seeks growth beyond surgeons and specialists to meet financial targets.

FUSION created the Nobel logo identity earlier, but needed a message platform that resonates with a broader market.

how?



FUSION recommended repositioning the brand and growing the overall category through general dentists, end user education and awareness building. The foundation of the campaign, C&B&I (Crown and Bridge and Implant), changes the way dentists think about prosthetics, and is communicated through print ads, collateral, Internet, direct mail, publicity, trade shows and events.

FUSION supported several high-profile new product introductions including Nobel Direct, Procera prosthetics, Immediate Function and Rondo ceramics. Nobel has grown over 500% during this time.