

CASE STUDIES

Healthcare



A Change Agency

NATIONAL SEATING & MOBILITY

MOVING A HEALTHCARE
BRAND TO THE
next level



A Change Agency

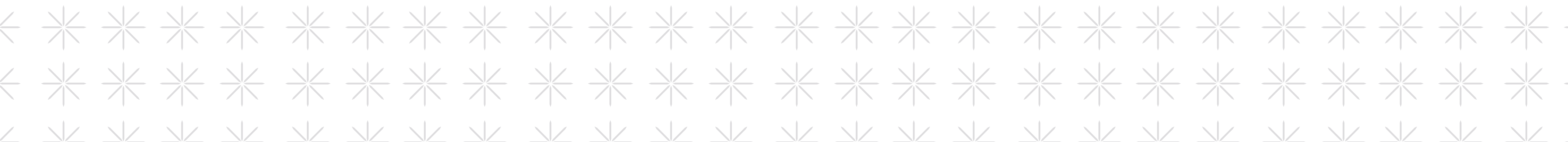


PAIN POINT



Through mobility and accessibility solutions, National Seating and Mobility maximizes people's comfort and independence every day.

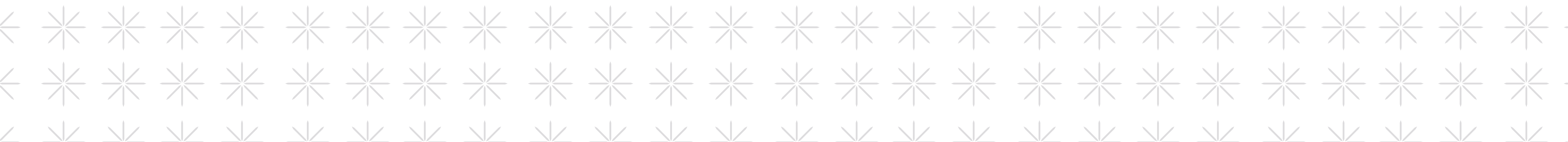
They sought our help to **drive this vision forward with their employees and customers, further establishing them as the leader in the space.**



SOLUTION

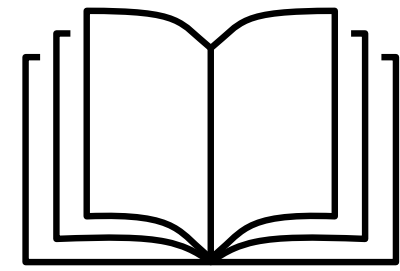


From strategy and messaging to video, design and so much more, 5by5 partnered with National Seating and Mobility to release two issues of their *Let's Get Moving* magazine and produce their largest event of the year!



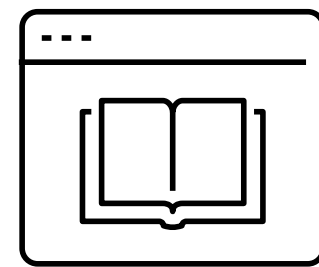
Let's Get Moving Magazine

RESULTS



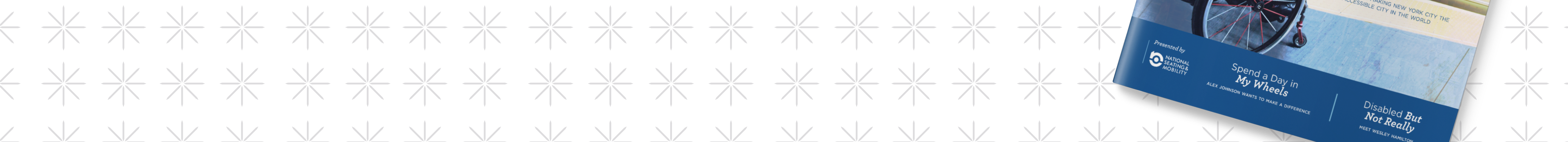
100K

hard copies distributed nationwide



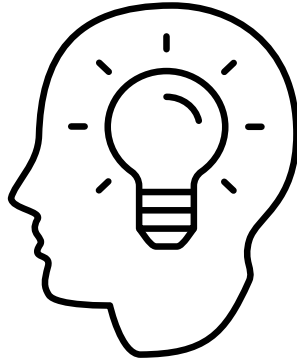
20K+

digital impressions

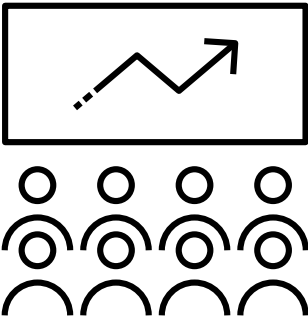


2022 NSM Symposium

RESULTS

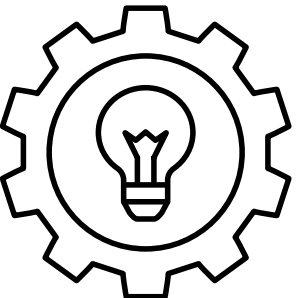


The hybrid event offered entertainment and education, as well as **inspiration and alignment for employees.**



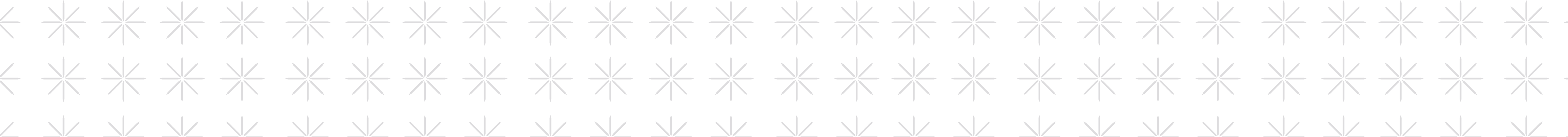
500

in-person attendees



2,000

virtual attendees



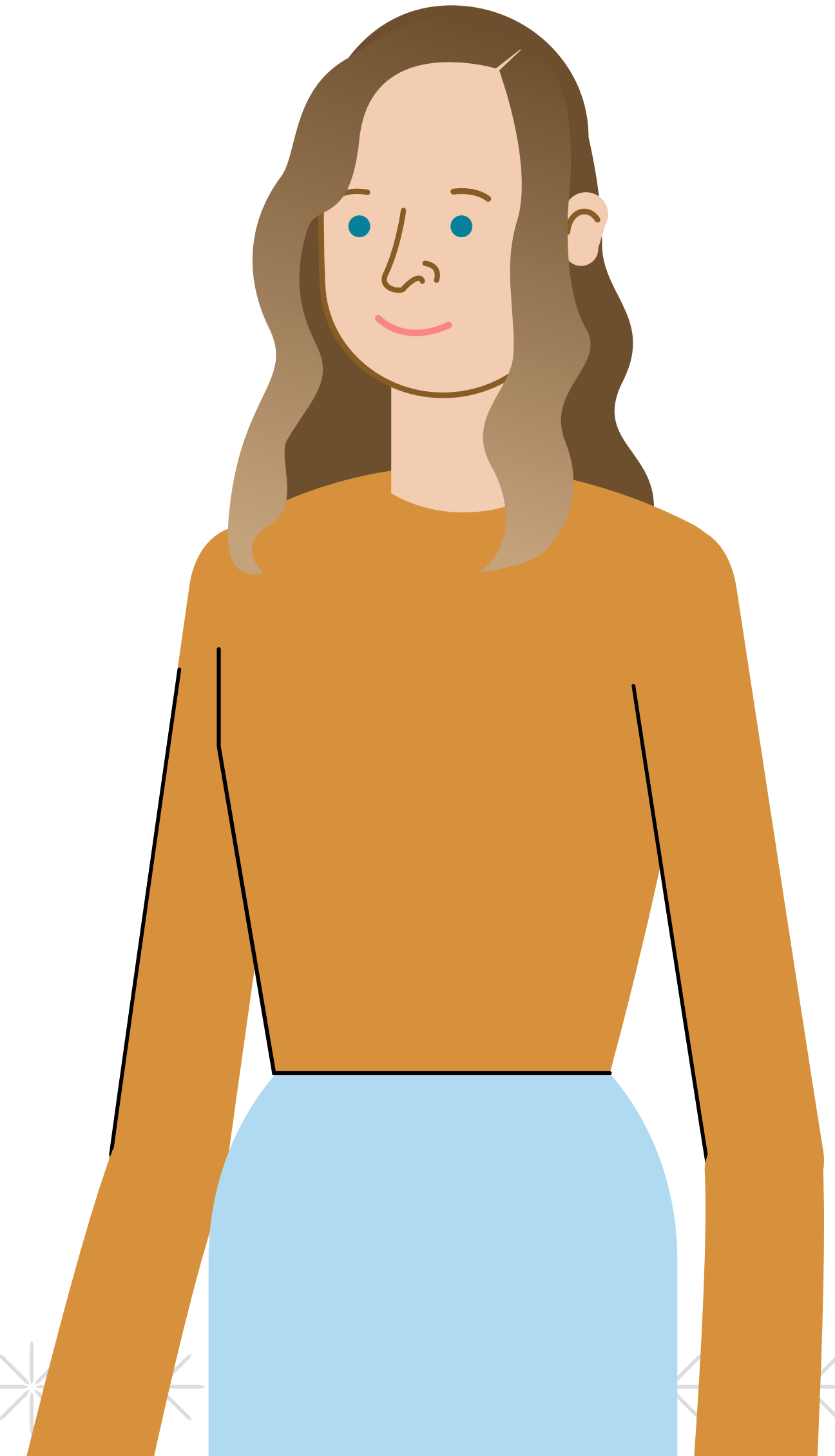
TESTIMONIAL

“We engaged 5by5 at a time of extreme growth. Their ability to meet us where we are is exactly what we need in a partner.

They consistently bring smart strategy, flawlessly execute and always focus on proving out ROI.

5by5 is truly an extension of our marketing team and we are so thankful for their partnership.”

Rachael Crocker, Director of Marketing at NSM

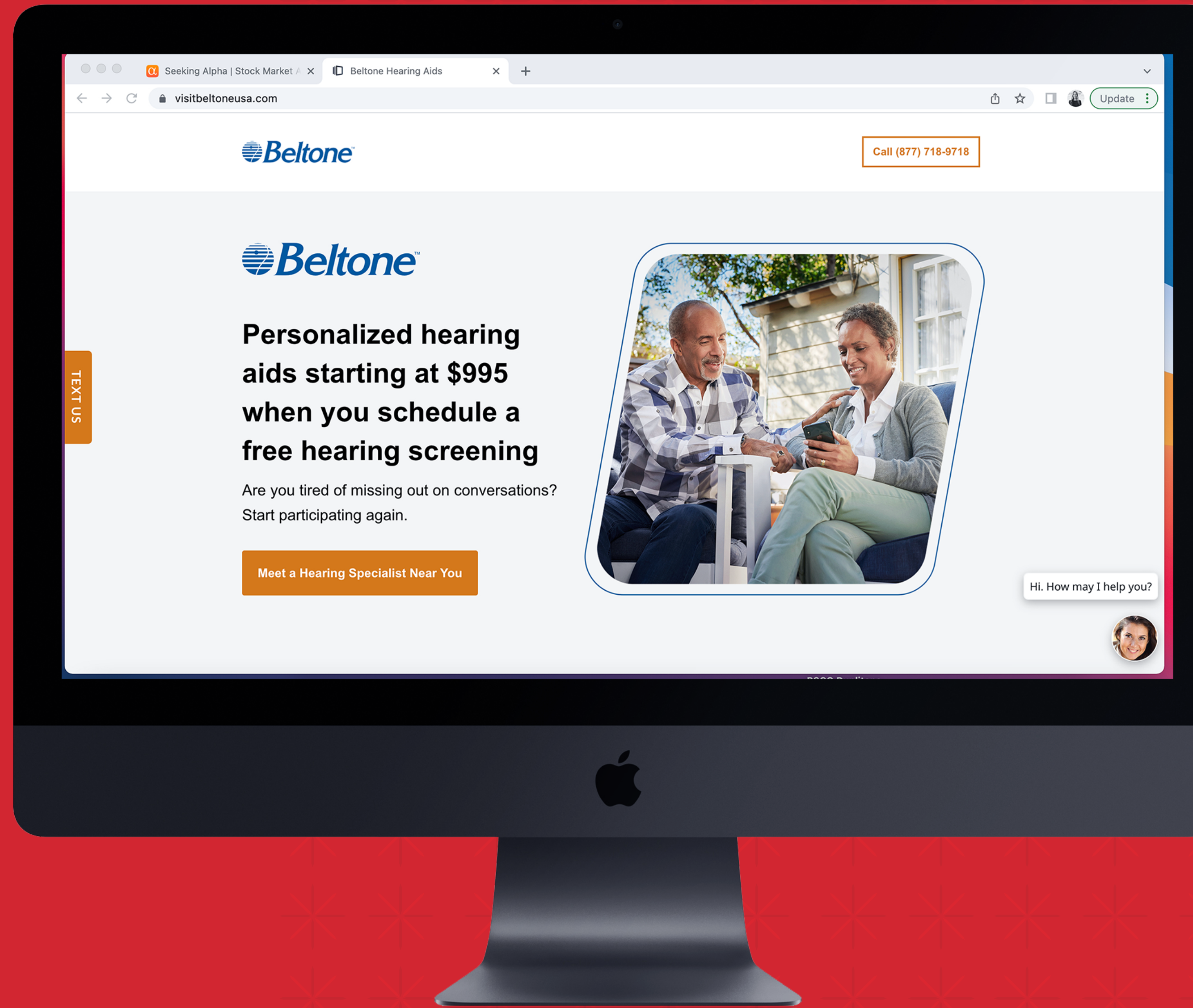


BELTONE



5BY5 HELPS GLOBAL COMPANY
FIND THEIR FOOTING IN

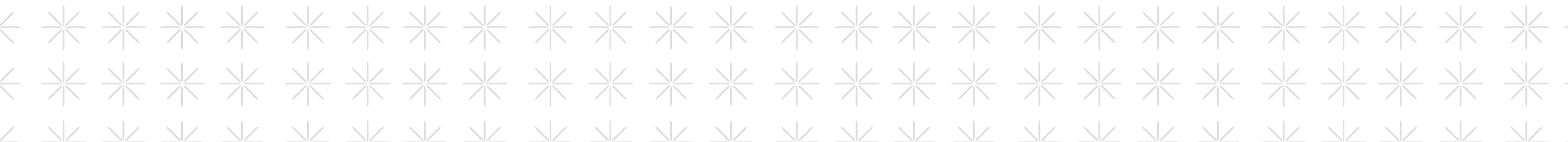
digital advertising



PAIN POINT



For years *Beltone* struggled to reach their increasingly digital audience.



SOLUTION

In just four weeks we made fast friends, launched a campaign and began **capturing leads**.

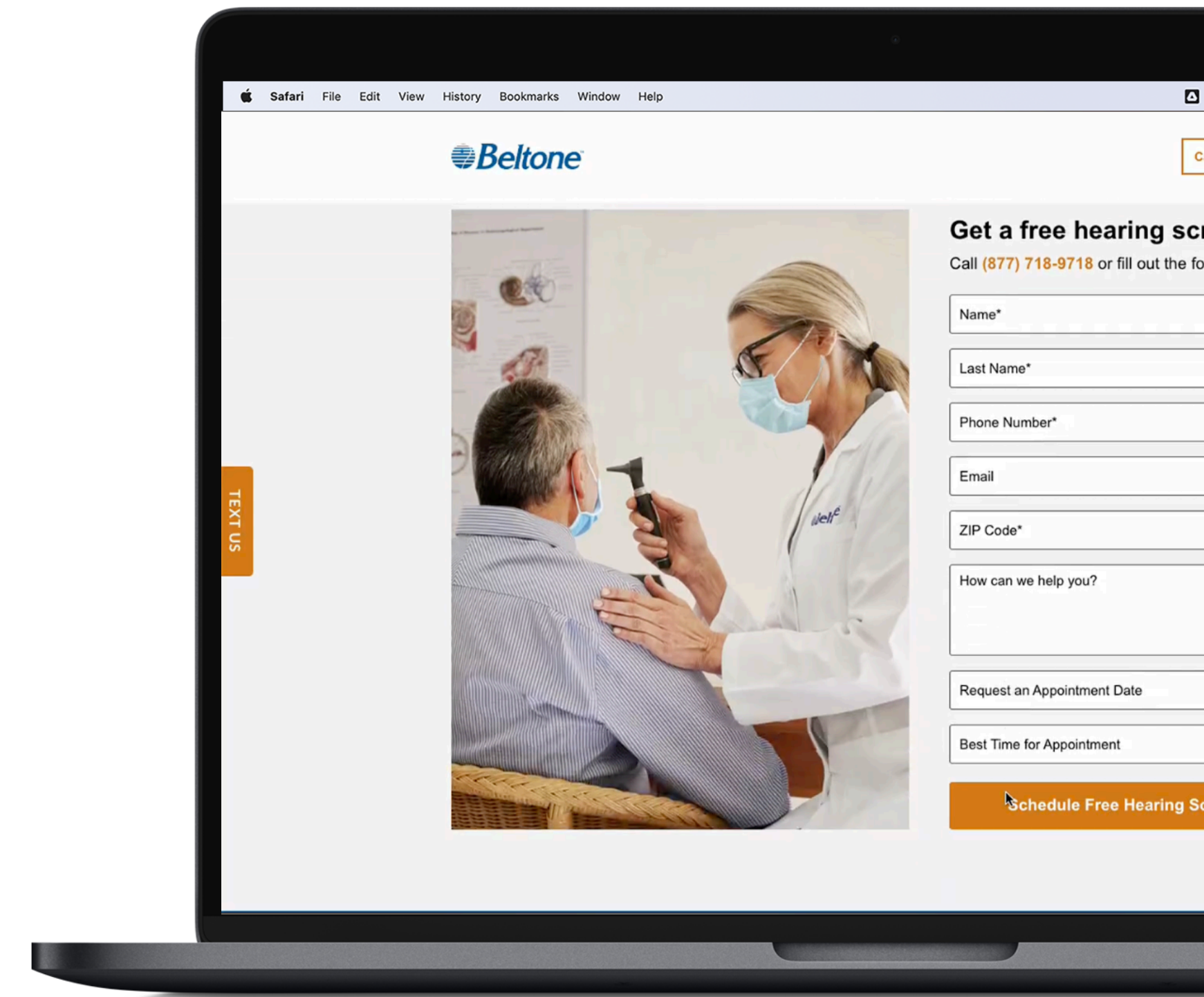
- Landing Pages
- Search Ads
- Facebook Ads



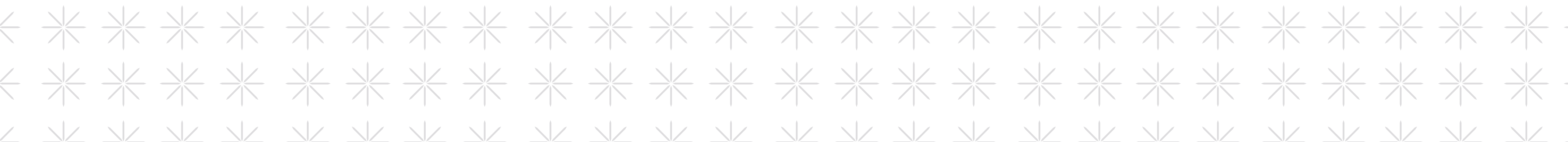
RESULTS



From there, we optimized results to reach a **5:1 ROAS*** and successfully integrated their systems to convert leads faster.



*Return on Ad Spend



CONNECTED CAREGIVER



5BY5 HELPS HEALTH
TECH START-UP DEFINE
A NEED AND

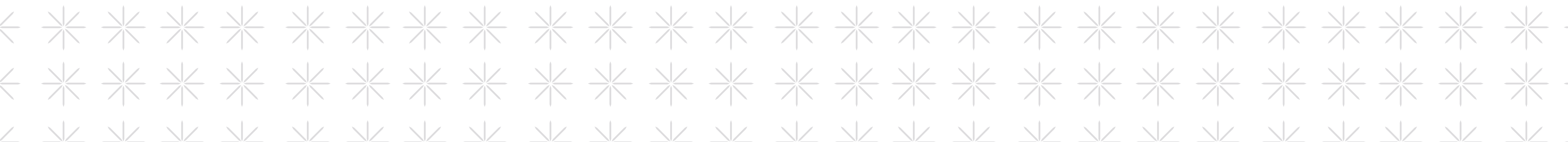
**go to
market**



PAIN POINT



Family caregivers shoulder many of the same duties as professional caregivers, but usually with **none of the necessary resources, training or community.**



SOLUTION



We dove in with research, renamed the product, produced videos and **created a roll out plan.**

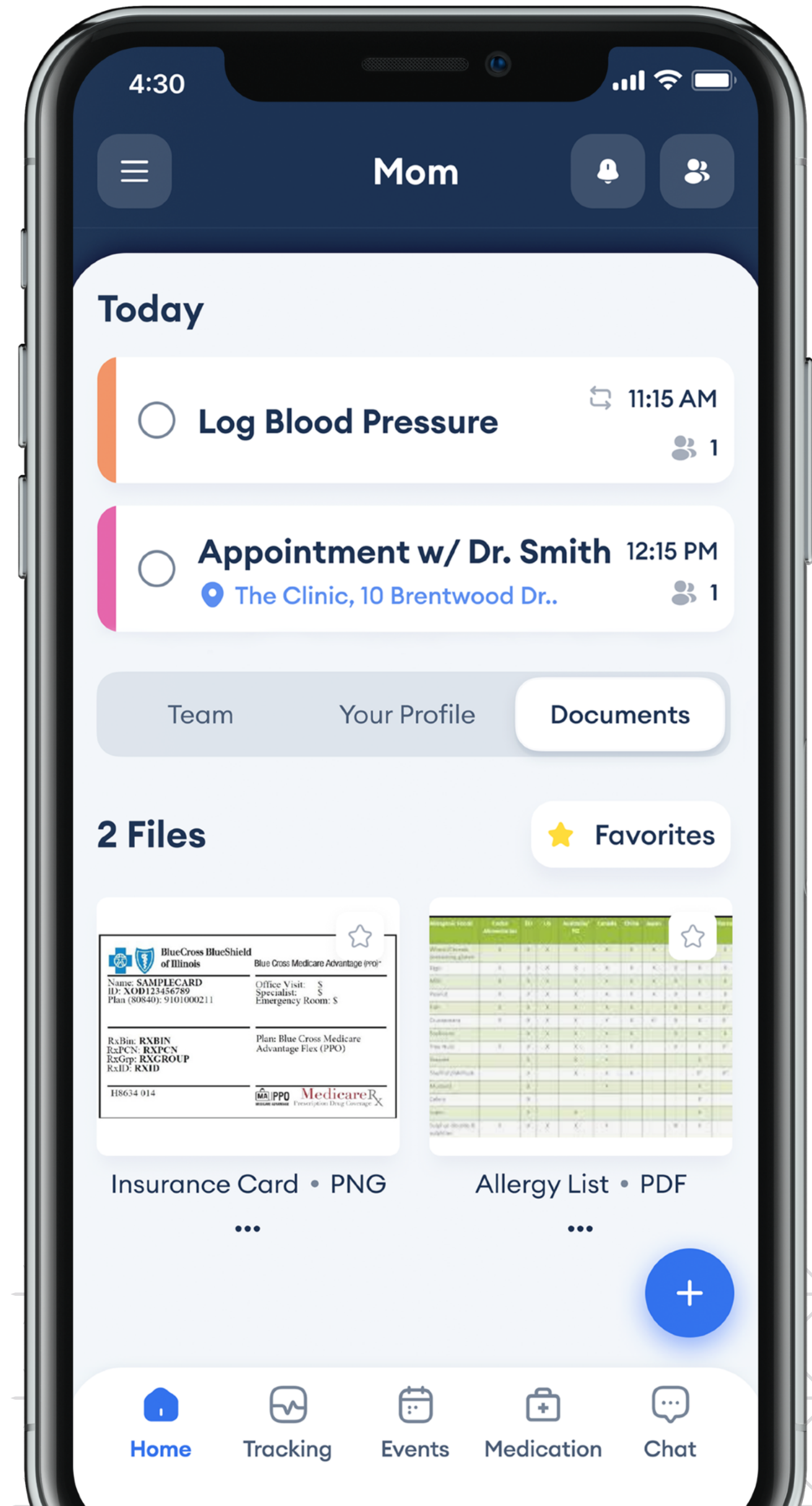


RESULTS



Together, we launched a secure, reliable and user-friendly health monitoring system.

No family caregiver deserves to feel overwhelmed and alone.
Now they don't have to.

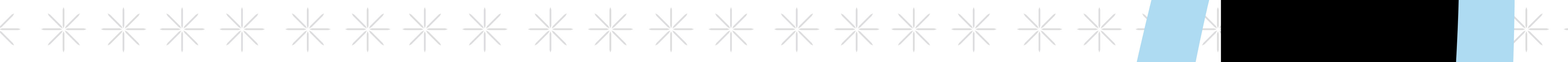
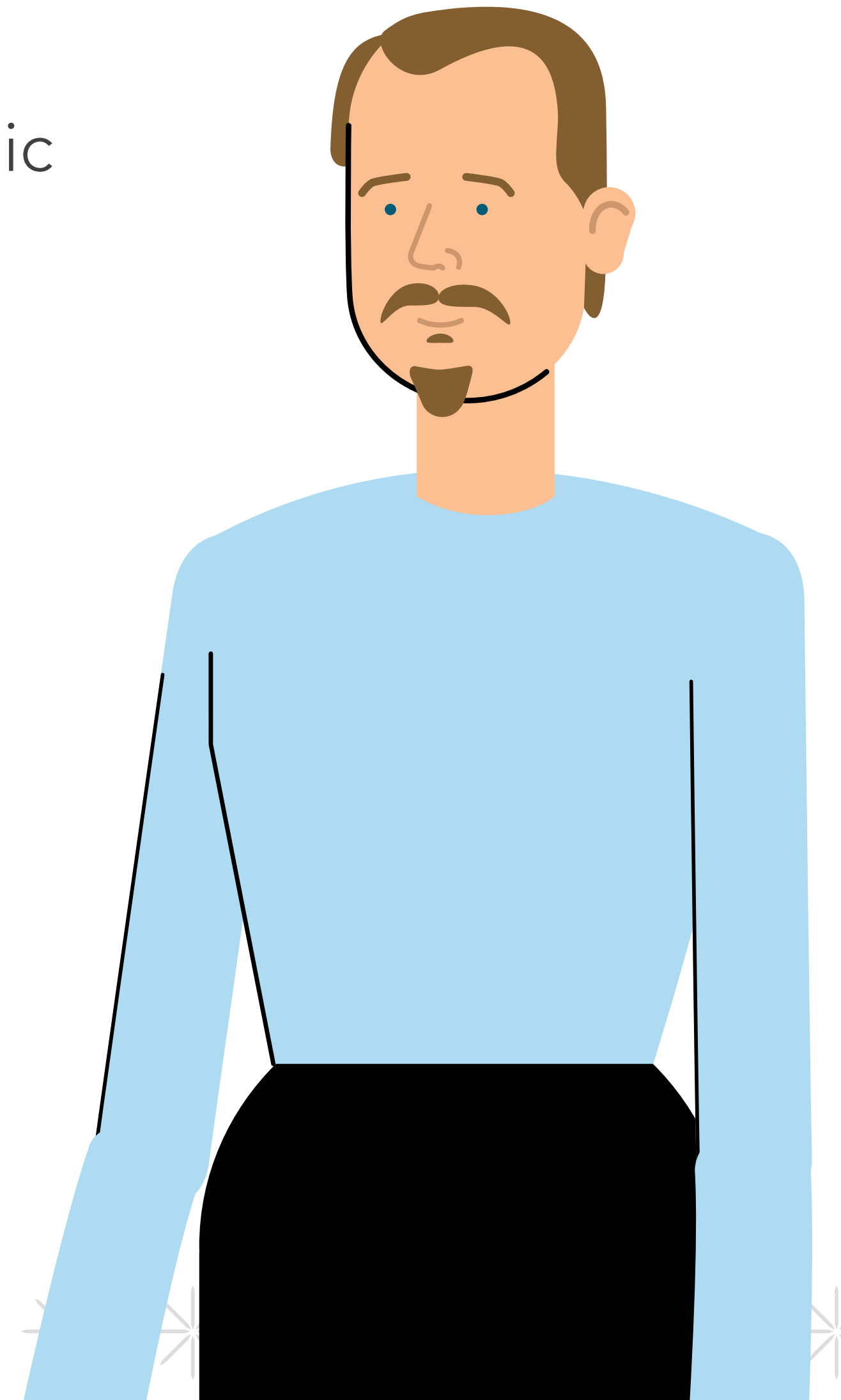


TESTIMONIAL

“Connected Caregiver was just an idea when we began working with 5by5. With them as a strategic partner, we are now poised to move from test market to full launch with a well-defined brand, messaging and a plan to reach our target.

Having worked with multiple (some very big and well-known) agencies in my 20+ years in marketing, I can honestly say that **5by5 has easily been the most collaborative partner I've ever experienced.**”

Jeff Hingher, Chief Marketing Officer, Connected Caregiver

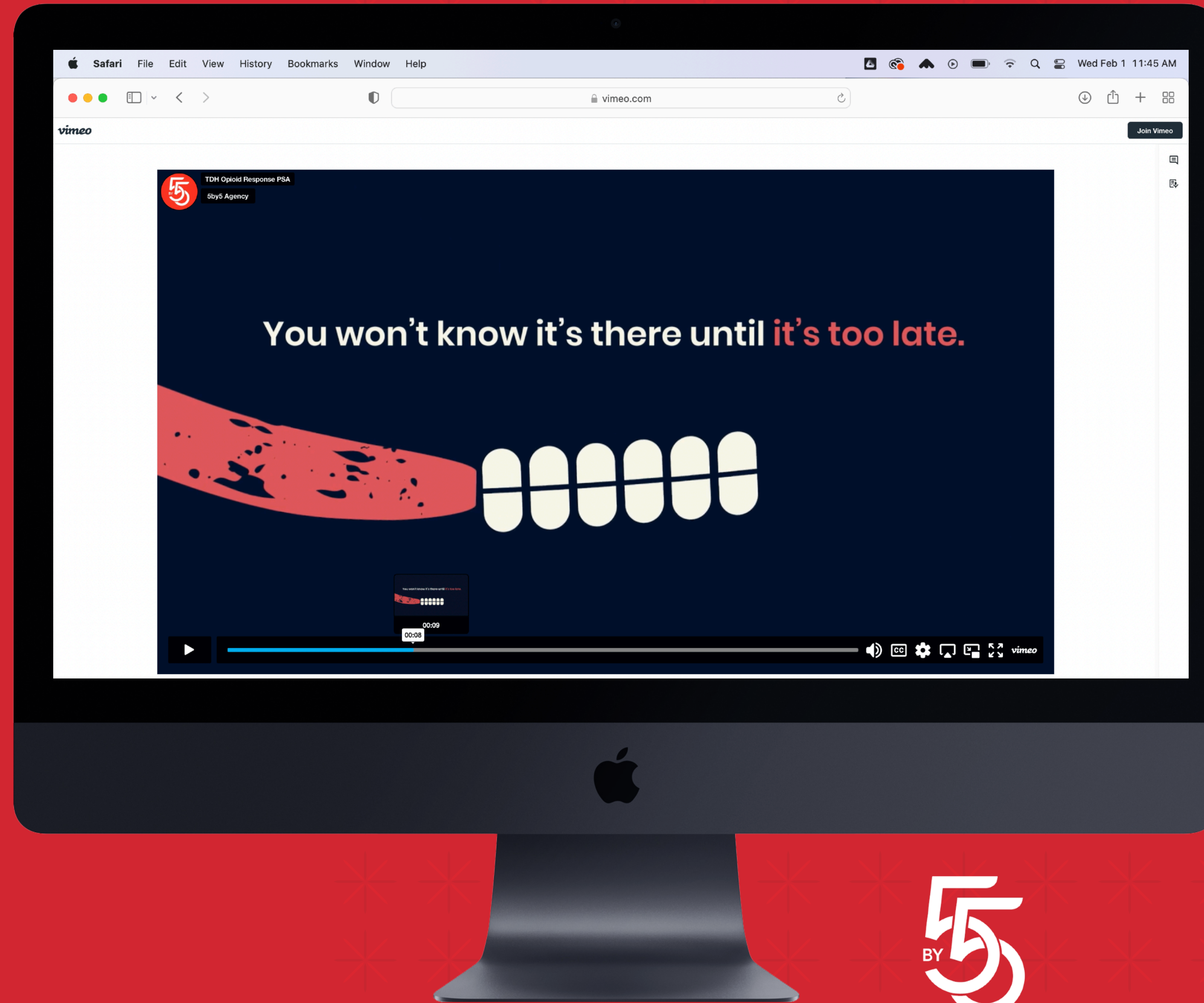


TENNESSEE DEPARTMENT OF HEALTH



5BY5 HELPS CURB STATEWIDE
ADDICTION CRISIS BY

**raising
awareness**

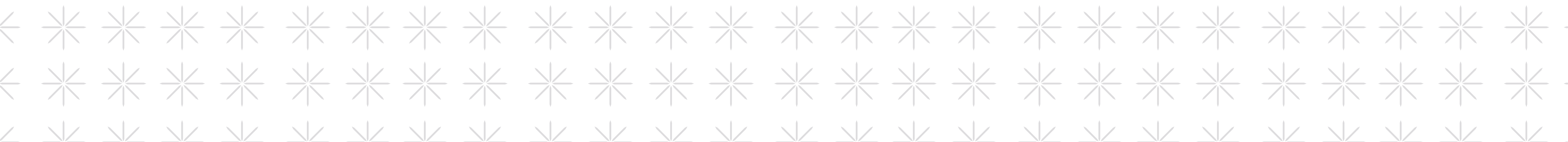


A Change Agency

PAIN POINT



Tennessee is among the hardest-hit states when it comes to the opioid epidemic. The State Health Department needed a creative partner to raise awareness of this staggering issue and **reach the public with life-saving resources.**



SOLUTION

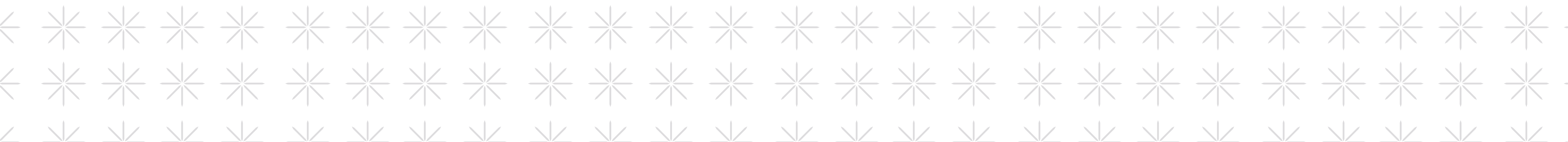
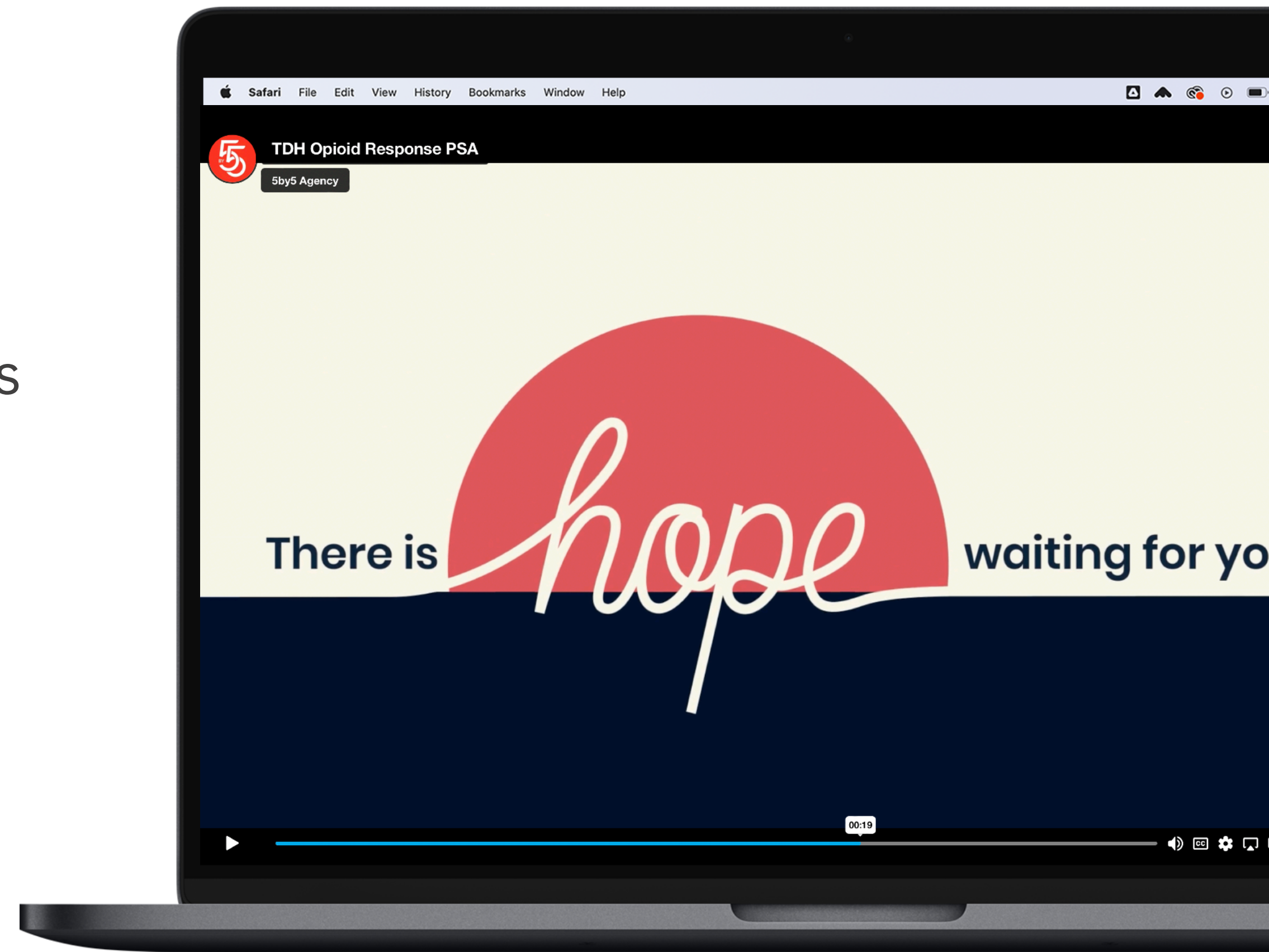
We designed an entire creative campaign including videography, social media assets, billboards, flyers and radio spots to **grab people's attention and give them access to the help they need.**



RESULTS



The opioid response awareness campaign generated **over 1M impressions** and an average **increase of 270% in site traffic** year-over-year.



**Clarity
X Reach
= Results**

LOOKING FOR A CHANGE MAKER PARTNER?

5by5agency.com

