

## Digitec Medical

After 25 years in the highly specialized field of after-market mammography equipment, **Digitec Medical** faced increasing competition and a lack of brand awareness. In addition, the company's marketing materials had not been updated in more than two decades.

After a thorough competitive analysis and identifying Digitec's brand differentiation, Groove completely rebranded the company. Everything from a new logo and identity system to a website serving multiple user groups to new trade show booth materials helped Digitec rise above the competition and finish the year with its strongest sales ever. **Monthly Web traffic increased by 25,000 while sales rose 16%.**

