



CASE STUDY:

SPINE IQ – The Spine Institute for Quality



OPPORTUNITY: Sharpen Strategy, Brand Promise, Brand Communications Strategy and Value Proposition around conservative spine care. Provide platform brand idea. Rebuild responsive website. Create in-market communications.

IDEA: We created a platform around the idea “Smarter Sources. Better Solutions.” The website was designed and built as a two-sided landing experience, so patients and providers wouldn’t have to weed through content that wasn’t relevant.

RESULTS: The simpler, crisper voice is helping this non-profit raise record funding to continue their mission for conservative spine care.

MOJO
Terri@mojogang.com
612.619.2837