

Velfina

Brand audit and strategy

Background

Actimed Emergency Systems - currently known as Velfina - is a Romanian medical company that has been active both on the national and international markets since 2001. Its main solutions and products are used in the treatment of wounds.

Challenge

Actimed is the only Romanian supplier of medical products whose quality is recognised at the European level, and its approach to the European market has been twofold: both directly, by using a proprietary brand, and indirectly, by subcontracting. Due to the potential problems that would have derived from using Actimed as a brand name at the European level, the company contracted Grapefruit to assess the existing brand and highlight both the opportunities and risks that would be implied by a launch on the European market.

Solution

The first step represented conducting a brand audit which emphasised a series of very important issues related to entering the chosen new market. Preliminary legal research pointed out that, in order to target the European market, the brand needed a new name, since Actimed was already a registered trademark in most of the EU member states, as well as in the USA.

Since the need for a rebranding process was obvious, the next step was identifying the key elements of the future brand. The final approach was to build the new brand around a set of functional values - innovation, efficiency and fast response time. Consequently, the position it acquired on the specialised market was ideal for taking on the challenge of being actively involved on two very different markets at the same time: the Romanian, as well as the traditional European one.

The phrase 'professional wound care management' targets a clearly-defined market niche that presents two major advantages. First of all, it allows Actimed to come across as a company that specialises in one unique domain. This way, it helps the company stand out from other competitors which offer a far wider range of products. Secondly, this specialisation allows Actimed to meet even the most demanding market expectations by delivering high-quality products to the right people at the right time and place for ideal therapeutic results.

