



CASE STUDY:

GUIDEWELL INNOVATION

TARGETED LAUNCH OF HEALTHCARE INNOVATION CENTER

Our work for GuideWell Innovation (GWI) is a prime example of our expertise in the intersection of healthcare and innovation. The success of this initiative demonstrates our ability to craft a compelling narrative that resonates with the target audience and drives meaningful engagement. We effectively positioned GuideWell Innovation as a leader in the healthcare innovation space and created a lasting impact on their brand's growth and visibility. This case study highlights our expertise in navigating the complex intersection of healthcare and innovation, and our ability to develop targeted marketing strategies that deliver measurable results.

GUIDEWELL

-  **INDUSTRY**
HEALTHCARE
-  **AUDIENCE**
SENIOR-LEVEL
HEALTHCARE LEADERS
MEDICAL RESEARCHERS
POLICY INFLUENCERS &
DECISION MAKERS
-  **CATEGORY/TACTICS**
CUSTOM GIFT BOXES
CREATIVE DESIGN
BRAND DEVELOPMENT
VIDEO PRODUCTION
EVENT MARKETING
STRATEGIC MESSAGING
POSITIONING & REPORTING

CASE STUDY: GUIDEWELL INNOVATION



GuideWell Innovation CORE Video

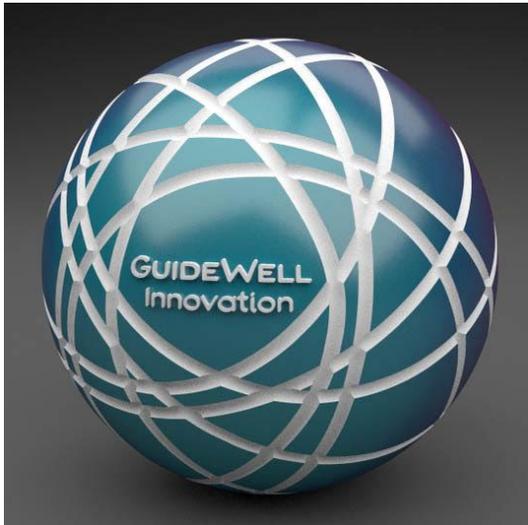
[Play Video](#)



IDEAS.

GuideWell Innovation (GWI) sought to accelerate change in the healthcare industry by bringing together industry leaders under one roof. To support this mission, evok developed a strategic marketing initiative centered around the Lake Nona Impact Forum, a private event hosted by GuideWell Innovation at the GWI Center. The primary objectives were to connect the right people, encourage ongoing support for the GuideWell Innovation mission, and drive awareness of the GWI brand and Innovation Center.

CASE STUDY: GUIDEWELL INNOVATION



3D Printed Logo



Membership Card



Promotional Gift Box



To achieve these goals, our team created a carefully curated promotional gift for a select group of 75 VIP event attendees. The centerpiece of this gift was a custom-designed box featuring a 3D-printed spherical GWI logo, showcasing the brand's commitment to innovation and cutting-edge technology.

In addition to the eye-catching logo, we designed a unique membership card that granted the VIP guests exclusive access to the GWI Center. This membership provided attendees with valuable benefits, including access to research, information, and opportunities for collaboration with other GWI members and partners through an online portal. By creating this exclusive membership experience, we fostered a sense of community and encouraged ongoing engagement with the GuideWell Innovation brand.

CASE STUDY: GUIDEWELL INNOVATION



Event Invitation



RESULTS.

Our strategic marketing efforts yielded impressive results for GuideWell Innovation:

26.2%

increase in GWI
membership

**Heightened awareness of the GWI brand and the
GWI Innovation Center among key industry leaders**

KEY TAKEAWAYS

GuideWell Innovation's targeted launch exemplifies how strategic brand positioning and experiential marketing can amplify visibility within a complex industry. By blending creativity with precision, evok successfully introduced the GuideWell Innovation Center to key healthcare leaders through a curated campaign that combined exclusive access, immersive branding, and personalized engagement. The initiative strengthened GuideWell's reputation as a catalyst for healthcare transformation, driving membership growth and fostering meaningful collaboration among industry innovators. This project demonstrates evok's ability to translate visionary goals into measurable outcomes that elevate both brand perception and strategic impact.