



REBRAND CASE STUDY

GeneType empowers the average person to understand their individualized risk for cancer and other diseases even without the presence of family history, as well as educate the individual on the key risk factors.

Their tests are designed by the experts and made for the people. They aim to improve the quality and longevity of life for people around the world by providing them and their doctors with insights that enable the early detection of cancer and other chronic diseases.

THE CHALLENGE:

GeneType's branding was outdated and lackluster and needed a more modern appeal to match its competitors. In the health and science industries, trust and security are some of the most important factors that determine a company's success. Consumers of health and science products need to trust a company's authority before they exchange their DNA for information about their health. For this reason, proper branding was not only aesthetically important for GeneType's success but critical for building relationships with its target audience.

THE SOLUTION:

Ajax Union enlisted user testing services to gather input from sample users on what messaging and visual assets created the most appeal and authority for the brand. After collecting insights, Ajax Union used that data to inform GeneType's new look and feel.

THE RESULTS:

GeneType received a new logo, color palette, and messaging concepts to appeal to its audience.



Before

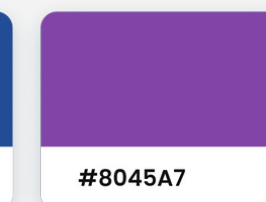
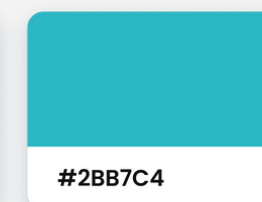
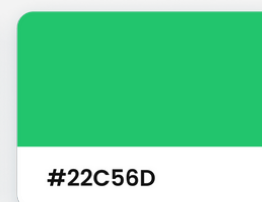
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Need help generating real results for your B2C company?

Book a strategy session with a team member to talk about how we can help you generate leads and revenue with your marketing.

YES, I WANT TO GENERATE LEADS



LEAD GEN B2C CASE STUDY

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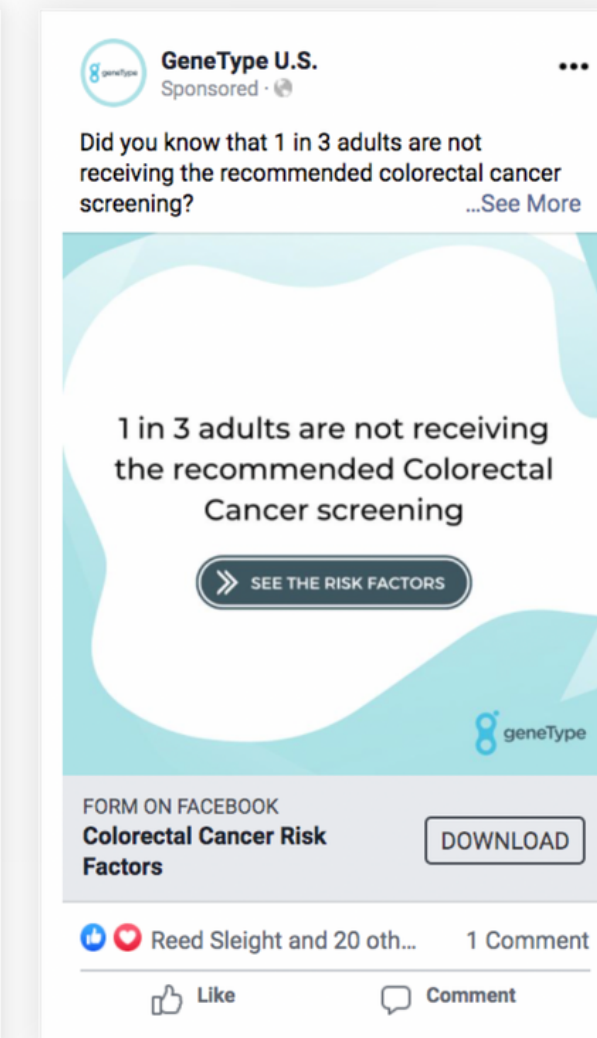
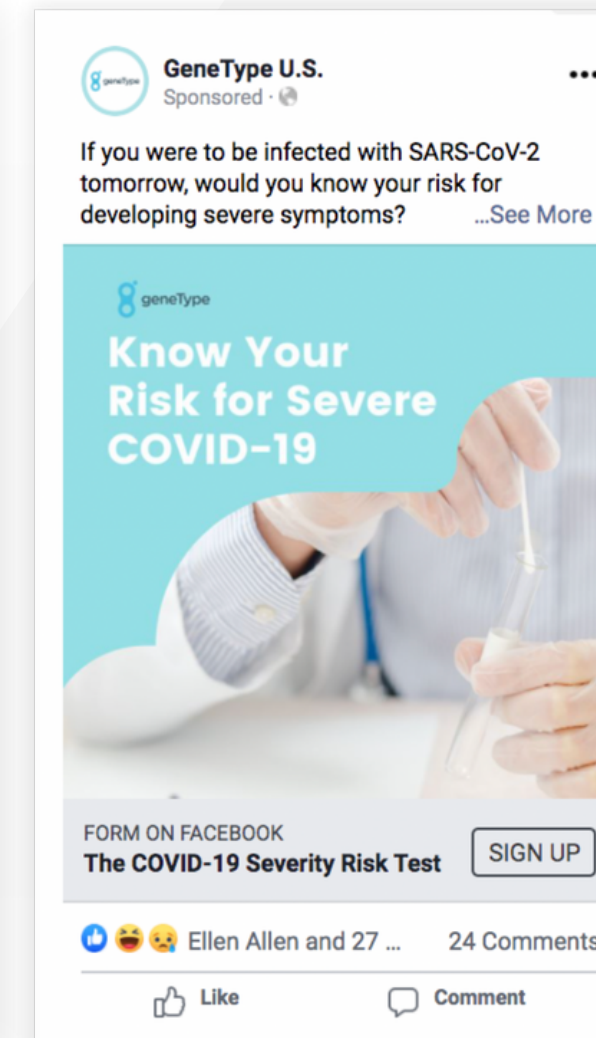
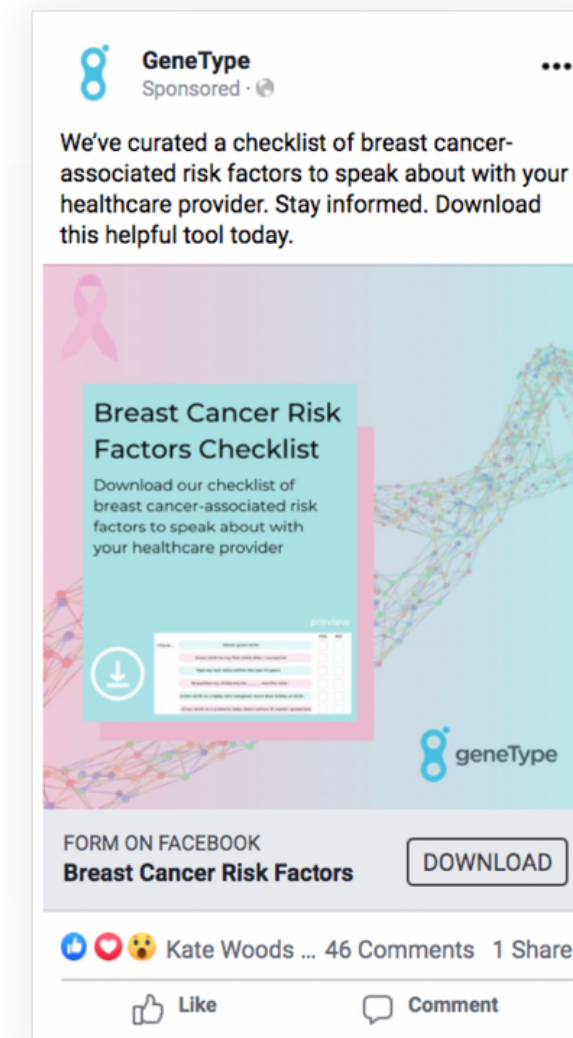
THE CHALLENGE:

GeneType, originally based in Australia, was rolling out its breast cancer risk assessment tests in the United States. Having dealt with some bad press in Australia, GeneType had to innovate a way to reach women in the U.S.

To be successful in the new market, GeneType had to overcome a lack of brand awareness and create marketing materials to build trust with their new target audience.

THE SOLUTION:

Ajax Union helped GeneType expand its offering to the United States by creating new messaging for its target demographic in the United States. With this collateral, Ajax Union created a downloadable breast cancer risk checklist and designed a social media ad strategy to build brand awareness and trust with women ages 35-55. Leads collected from the Facebook campaign were then nurtured using email marketing nurture series and blasts.



Within 90 days, GeneType saw:

1,493

Breast Cancer Risk Checklist downloads

\$1.78

Cost per lead

3000%

increase in their marketable contact database

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