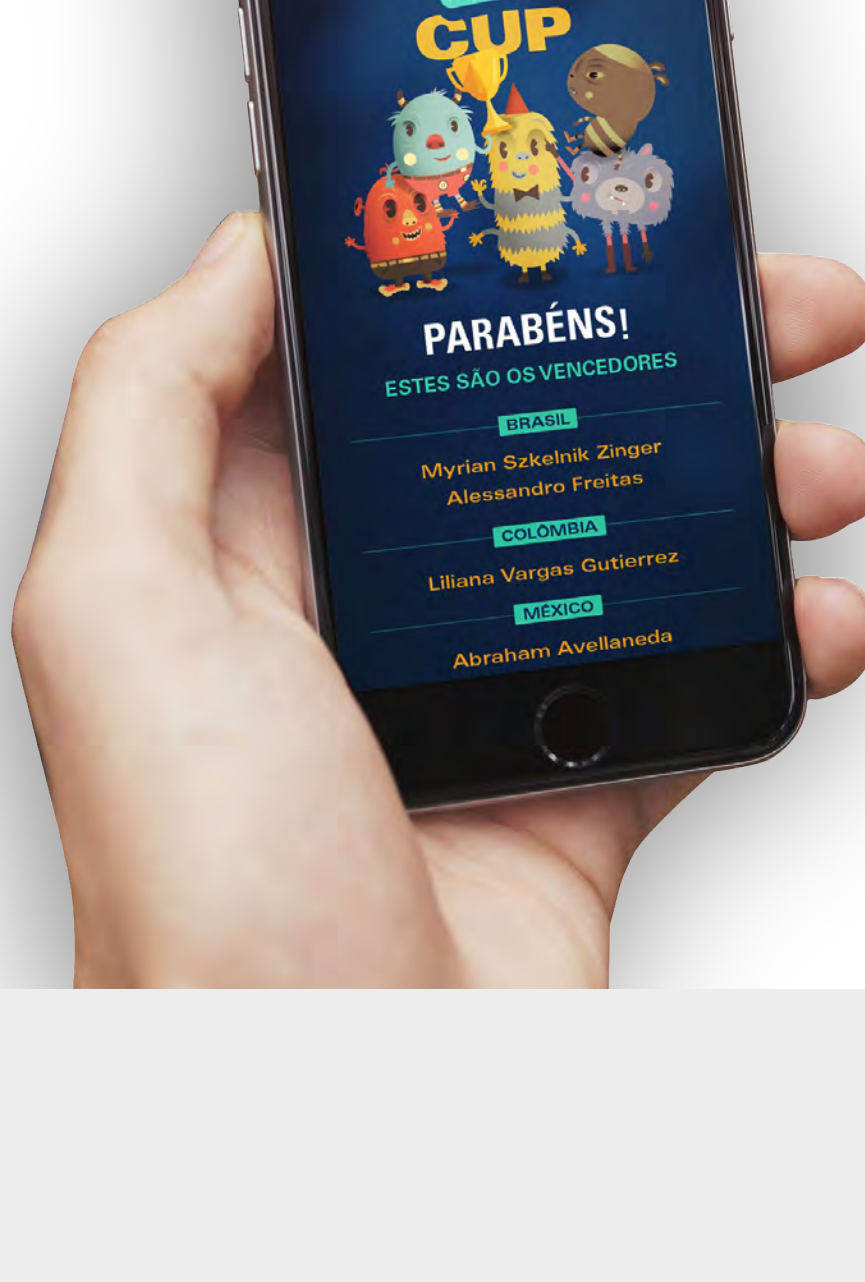


BOSTON SCIENTIFIC

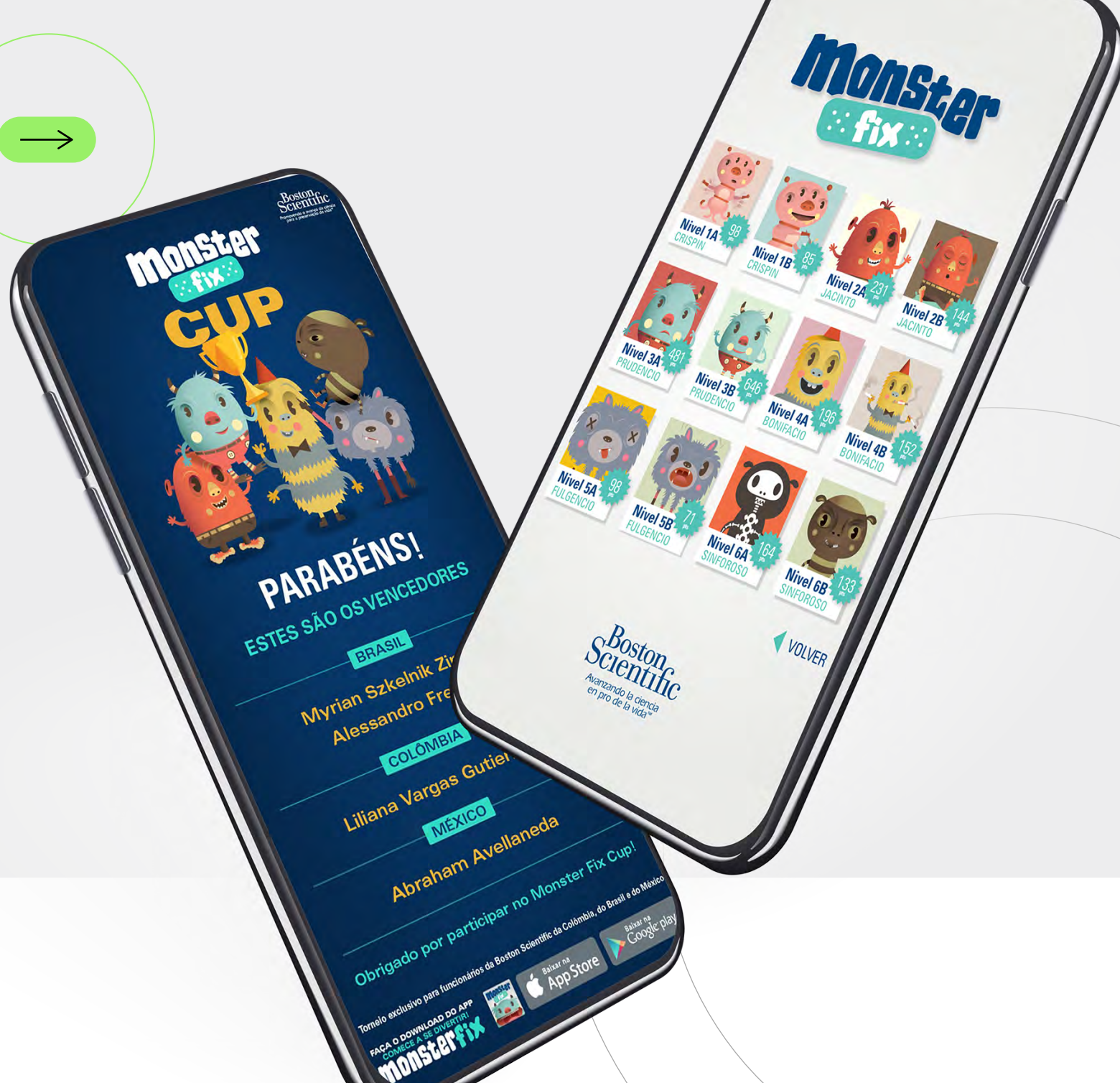
MONSTER FIX

case study



BACKGROUND

Boston Scientific is a multinational manufacturer of medical devices used in interventional medical specialties with more than 36,000 employees, and a presence in over 125 countries. Its mission is to transform lives through innovative medical solutions that improve the health of patients around the world.



THE PROBLEM

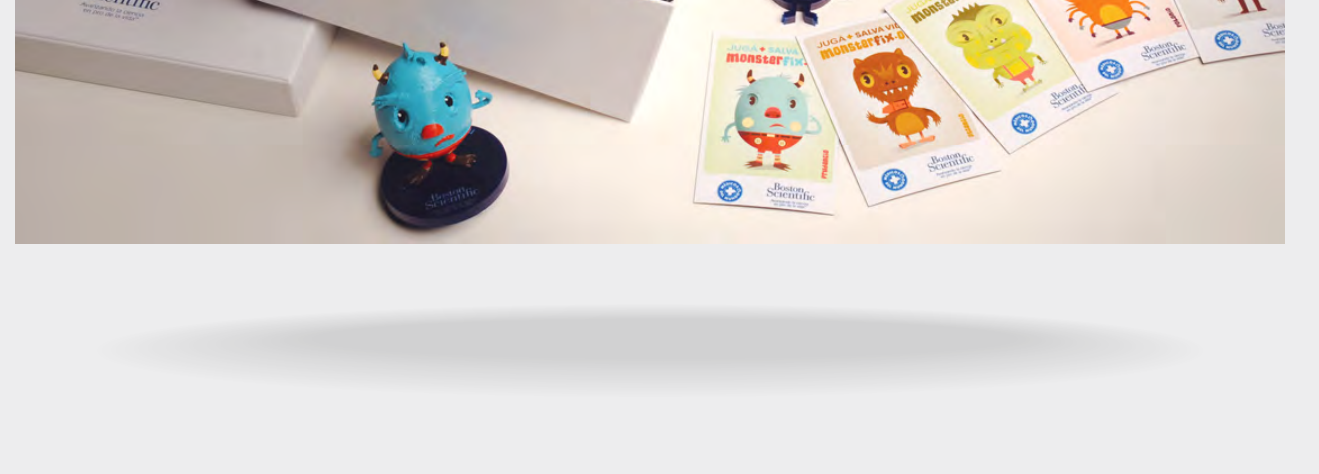
Boston Scientific wanted to help fight Chagas disease, a potentially life-threatening illness caused by the Trypanosoma cruzi parasite, which affects about 7-8 million people, mainly in Latin America. To fight this public health problem the company wanted to generate awareness around Chagas disease, create a public outreach campaign, and reinforce their position as a market leader in the region.

SOLUTION

We created Monster Fix, a fun social learning app for public health education to support the fight against Chagas disease in Latin America.

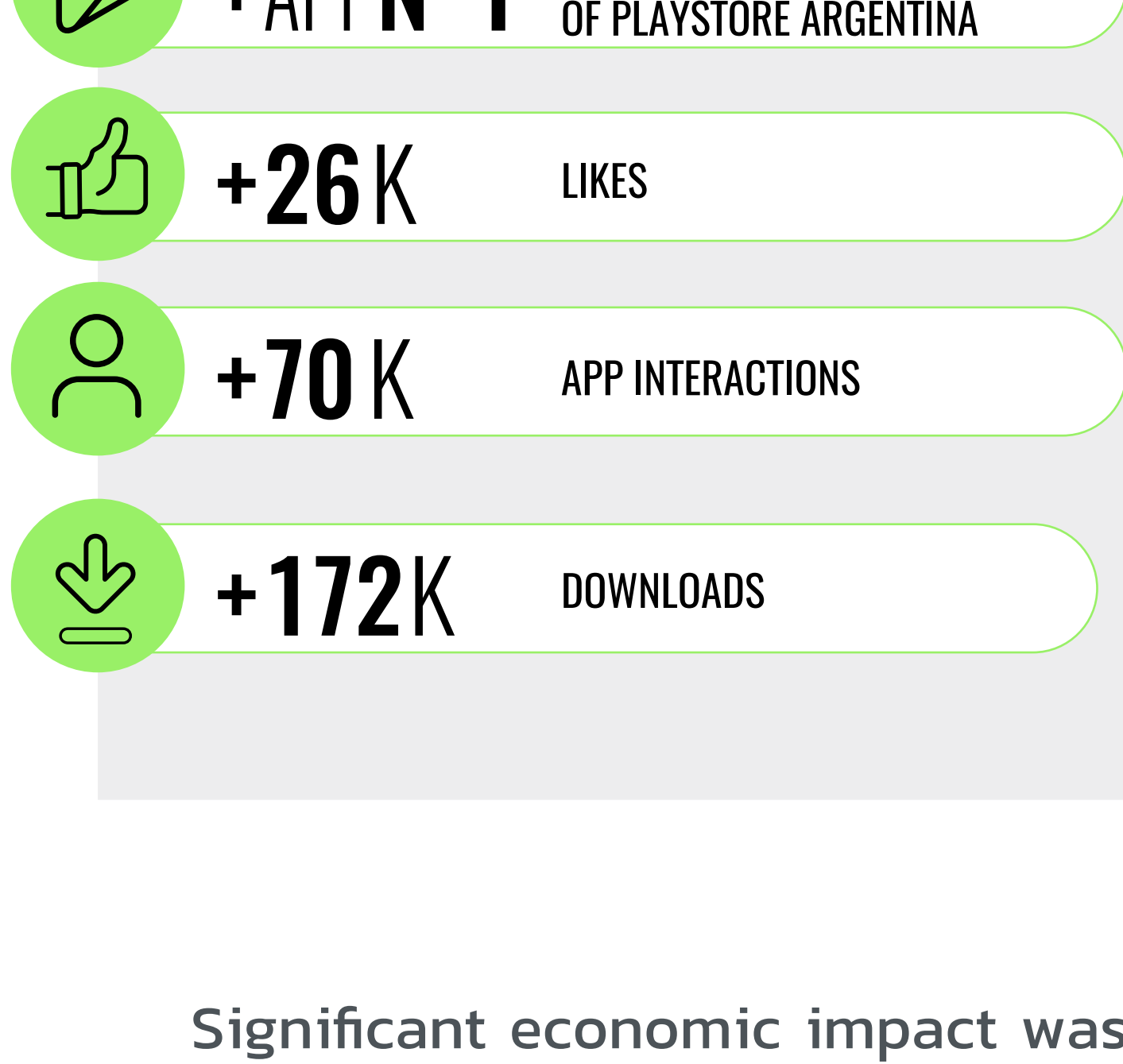
Points 'won' during gameplay are then converted into actual money to be donated by Boston Scientific to Médicos del Mundo (Doctors of the World, a 501c3 nonprofit organization) to fight against Chagas in the region.

We created a comprehensive development and marketing program for the app: characters, gameplay mechanics, and programming. We designed the visual identities, website, merchandising, communications campaigns, promotional videos, and press campaigns for TV, radio and print, as well as all the individual country launch presentation materials throughout the Latin American region.



RESULT

This program had strong social, educational, and economic impact in Latin America. Boston Scientific succeeded in raising brand awareness by 79%, and Monster Fix was a hit with the public:



Significant economic impact was shown when Boston Scientific donated USD \$355,000 to Medicos del Mundo to fight Chagas disease as a result of Monster Fix's App gameplay 'wins'.

