



SKIN MEDICA

BEAUTY BY DESIGN

**INTEGRATED MARKETING & EVENT
CASE STUDY**

THE SKIN MEDICA STORY

Skin Medica is a manufacturer of innovative skin care products created to rejuvenate all skin types. Leveraging research, science, and innovation, Skin Medica has developed a wide range of effective skincare products sold exclusively through dermatologists and skin care professionals.



THE CHALLENGE

Each year Skin Medica participates in the American Academy of Dermatology Annual Meeting (AAD), and in 2012 the show was held in San Diego, CA., Skin Medica's hometown.

The company wanted to make a lasting impression on the audience at the AAD Show, so Skin Medica representatives contacted Display Works to create a memorable, multi-faceted, integrated marketing campaign.

This program included a striking new custom exhibit, a VIP event, a digital revenue calculator, and a city-wide publicity campaign to boost awareness and enhance Skin Medica's presence at the AAD Show in San Diego.





THE SOLUTION

The first step in the process was to design and build a 20'x 40' custom exhibit for Skin Medica. The exhibit was sleek, elegant, and resembled a high-end retail setting. Several semi-private seating areas and demonstration stations were created to give Skin Medica representatives an opportunity to interact with their customers in a peaceful setting where meaningful conversations could be held.

Next, the Display Works digital media team developed a revenue calculator app that enabled Skin Medica representatives to gather insights, track leads, and demonstrate the economic benefits of using their products versus those of their competitors.



THE SOLUTION

To highlight Skin Medica's presence at the AAD show, Display Works' in-house marketing agency created advertising campaigns that were featured at the airport and seen on buses and taxis throughout the city.

To extend Skin Medica's presence beyond the show floor, and entertain the company's top customers, our event team organized a VIP event at the San Diego Museum of Contemporary Art. This activity helped Skin Medica enhance its brand, build relationships, and highlight the unique benefits of the company's products.



THE OUTCOME & RESULTS

By all accounts, Skin Medica's participation in the AAD Show in San Diego was a resounding success. The integrated program was extremely effective, and company representatives praised Display Works for its holistic approach to seamlessly executing this project.

Skin Medica was able to obtain valuable customer insights, increase brand awareness, develop meaningful customer relationships, and triple the number of qualified leads that they received compared to previous shows.

Skin Medica exceeded its goals and positioned the company as a rising star within the professional skincare industry.