

BYE-BYE FAT: US LAUNCH OF COOLSCULPTING



SITUATION

Received FDA clearance same day as biggest competitor in category- had to differentiate and dominate news. Zeltiq was creating an entirely new category; skepticism over efficacy.

Launch success was based solely on the efforts of PR and social media with no other marketing efforts.

SOLUTION

ZELTIQ's consumer PR and Social Media campaigns were (and remain) the primary marketing forces behind the ongoing success of CoolSculpting since the 2010 launch in the US.

An aggressive, multi-tiered go-to-market strategy consisting of traditional and social media tactics was executed to support the launch and sustain momentum to this day.

SUCCESS

- Over 6 billion impressions to targeted consumers to date
- CoolSculpting was on *The Today Show*, *Good Morning America*, *The Early Show*, *World News Tonight* and *Nightline* the day of launch
- CoolSculpting was featured on the front of the *Wall Street Journal*, a feature in *USA Today* and *New York Times*
- Additional media wins in the first year included: *Doctor Oz*, *The Doctors*, *Ellen*, *CNN*, *MSNBC*, *The View*, *Regis & Kelly*, *Rachel Ray*, *Time Magazine*, *BusinessWeek*, *US News & World Report*, *Fast Company*, and in more than 24 national women's magazines
- Positioned CoolSculpting as the premier and proven non-invasive procedure for fat reduction. It remains the category leader 6 years later
- Resulted in increased device sales, utilization and rapid growth of the provider channel. Company went public in 2011

