

MANTRA  
MABNAYE SALAMAT  
CO.

BRANDING PLAN

2018-19

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Fulfilling Human Potential



Medical device design & manufacturing company

WHAT MAKES US  
SPECIAL:  
HIGH QUALITY OF  
ALL OUR GREAT  
WORKS

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## WELCOME

We are Mantra, a collective mind with the firm and passionate belief in the unique and immense potential of every human being; and our goal is to fulfill that potential, in ourselves and in others.

We believe the medical field is the best area to achieve our goal, since it gives us the opportunity to focus on rethinking or refining the most important human challenges by delivering [sophisticated and powerful, yet simple and intuitive] products.

# OUR COMPANY

We believe creating a brand is a multifaceted and sophisticated process which needs investment and caring. Many attributes of a company and a product play critical roles in the final brand that it creates. To create and guard our brand, we have gone through a systematic review to understand what brand image we want to create and what elements play a role in creating and sustaining it.

While many definitions of brand are true, we think in the end every effort to build a brand comes to one final conclusion: **Building Trust**.

So, for us, meaningful branding is making a series of promises which reflect our core values to our customers and delivering on them every time. It is this consistent delivering of our promises that builds the trust and brand image that could be the biggest asset of our company. Here, we discuss our branding plan, first in general and then in detail, encompassing all elements that we incorporate into our activities to build our desired brand.

Here,

We discuss our branding plan in three levels:

- a. The promises of IontoNorm® brand
- b. The ways of communicating our brand
- c. The underlying organizational mechanisms



## OUR VISION

Our products will be the most desired Iranian medical devices and our company the most admired Iranian medical device company.



## OUR MESSAGE

Outlandish thinking and execution to break the status quo into the magnificent and excitement. To create products and services we absolutely believe in, and would recommend to the people we love.

## A. THE PROMISES OF IONTONORM® BRAND

Speaking specifically about the IontoNorm® iontophoresis device, our promise to the customers is that by buying IontoNorm®, they will always:

### A.1 GET THE BEST SOLUTION

Get the best solution to treat their primary hyperhidrosis of palms of hands, soles of feet, and underarms, with maximum efficacy, safety, quality, and user-friendliness, also with an affordable price – no compromises made.

Stage A.1.1 Design

Stage A.1.2 Quality management system

Stage A.1.3 Supply chain

Stage A.1.4 Quality control plan

Stage A.1.5 Quality certifications

Stage A.1.6 Customer satisfaction surveys

Stage A.1.7 Customer satisfaction surveys

Stage A.1.8 Pricing

## A.1.1 DESIGN

Instead of attributing the concept of design just to the appearance of a product, we believe design means how something works, how it looks and how it feels collectively. We believe our customers will know the difference between an opportunistic product based on mere monetary incentives and schedule and when a product is made with extending the utmost care by a group of people who deeply care about that particular product.

At Mantra Mabnaye Sehat, we develop our product line carefully, and we are passionate to design extremely powerful and sophisticated, yet elegant and easy to use products.

Our first product, IontoNorm®, is designed to be powerful and effective, yet with its elegant and intuitive user interface is exceptionally easy to use, and aesthetically appealing. This holistic design philosophy is a critical part of our brand.

## ASPECTS

### 01 DEVELOPING AN UNDERSTANDING

The first step to apply appropriate technology to our product has been to acquire a deep understanding of the disease, its different lines of therapy, the needs of patients and gaps in the market.

### 02 DEFINING DESIGN INPUTS

From the start of the company, we have been aware of the importance of complying with the international standards (such as ISO 9001 and ISO 13485). So, the designing process has been conducted according to the processes that satisfy these standards.

### 03 PHYSICAL APPEARANCE

The importance of physical appearance of IontoNorm lies in understanding the nature of hyperhidrosis. As anxiety or stress can exacerbate this condition, if patient is offered with a complicated-looking device, it may make it harder for him/her to approach and accept the product.

### 04 TECHNOLOGY AND INNOVATION

While IontoNorm® was designed to be minimal on the outside, it had to be sophisticated inside, providing the patient with a novel and comprehensive pack of functionality and safety features.

### 05 R&D AND UPGRADE

We are committed to constantly explore and assess new technologies that can ensure our brand image doesn't get affected by out-dated technology.



01

## DEVELOPING AN UNDERSTANDING

Fortunately, We have covered this part...



## SINCE...

One of company's founders is affected with primary hyperhidrosis and has a degree in medical sciences, we have thoroughly studied different aspects of the disease, its lines of therapy and have communicated with patients from different countries since 2005. Also, recognizing that existing iontophoresis devices are not optimized to fully satisfy patients' needs, we have put an emphasis to acquire a detailed knowledge about marketed devices. Although this "understanding" phase has taken us a long time, we believe it's been crucial in order to design a product that would create a meaningful and distinguished brand.

What's equally important though, is that for constantly supporting our brand, our organization commits itself to constant learning and exploring new ways to improve our solution (including products and services) as science and technology advances and as we gather feedback from our customers.

02

## DEFINING DESIGN INPUTS

The design inputs of LontoNorm® stem from different sources:

Regulatory requirements (discussed in detail in QC plan, in section 1.4 of this document).

In-house requirements.

Understanding the pathophysiology of hyperhidrosis

Assessing the marketed devices and detecting market gaps

Patients' feedbacks

Professional society's feedbacks

**Note:** the feedbacks mentioned here can be classified into two parts. The first part is studying the initial opinions and feedback of patients and professionals about the iontophoresis technique and existing devices. The second part will be surveying our customers and professional specifically about LontoNorm® according to ... documents, presented in the **appendix....** . These will help directing our ongoing R&D to upgrade our product if necessary.

**F**or the design of the LontoNorm® the goal has been to avoid designing a me-too product, and instead design a device offering unique values instantly recognizable by patients and professionals.

Our plan for sustaining our brand is that we always consider conducting research and development in order to **UPGRADE** the LontoNorm® device whenever necessary based on inputs from customer feedbacks and advances in science and technology.

03

## PHYSICAL APPEARANCE

To design a device with a look and feel in synergy with our brand image, we had the following goals for designing the physical appearance of LontoNorm®:

### SHAPE

Be minimal, in the simplest form and shape, removing all unnecessary clutter, and preferably with no physical buttons on the device other than the on/off button.

### DESIGN LANGUAGE

Have a calming and relaxing design language.

### USER INTERFACE

Be easy to work with, having a familiar and intuitive user-interface that incorporates all the necessary features while not compromising on the user-friendliness of the device.

### WEIGHT

Be small enough to be readily portable.

### APPEARANCE

Look and feel modern and elegant.

### THE ACCESSORIES

Be minimal and elegant, with complete harmony with the design language of the device

**I**n the end, we believe that LontoNorm® is the simplest iontophoresis device in shape, and the most user-friendly one.

Also,

We have taken great care to design the accessories (or buy off-the-shelf accessories) with similar goals. For example:

1

The design of electrodes is completely in-house, and is minimal, elegant and also safe since it avoids any sharp edges or objects, with flat surfaces and curved edges.

2

The design of forearm pads is completely in-house, and is minimal and in harmony with the rest of device in shape and color.

3

The choice of carrying case is for its superb elegance and extreme durability. (WAG Funktion + design ; Germany)

4

Most accessories are placed in in-house designed minimal boxes that render the final product look elegant and easy to approach.

4

## TECHNOLOGY AND INNOVATION

Our goal in the design of hardware and software of IontoNorm®:

Meet the international standards based on design inputs documents.

Meet the internal standards and features based on design inputs documents, to create a device with maximum functionality, safety and user-friendliness.

Meet the demands of the physical design of the device.

We have included numerous **features** in the design of IontoNorm®. Although some (like fully automated treatment, incorporating several hardware and software safety layers, etc.) have been crucial,

Here we mention only the most innovative features:

FEATURE	ABSENT IN MOST DEVICES	UNIQUE TO IONTONORM®
Graphical user interface (control via full touch screen)		✓
Multilingual navigation		✓
Initial hardware and software self-check		✓
limiting the safe settings based on the area under treatment		✓
Immersion detection	✓	
Automatic polarity changes in 5- min intervals for symmetrical treatment		✓
Ability to track small fluctuations in resistance to keep the set current	✓	
Ability to perform therapy in case of too-high resistance, while staying in the safe voltage limit		✓
Electric-shock-proof in case of sudden removal of areas under treatment in the middle of treatment	✓	
Providing therapy report at the end of treatment		✓
Saving the last settings for each area separately	✓	
Loading the last setting for each area with touch of a button		✓

5

Investment and  
R&D AND UPGRADE



WE OFFER THE  
SOLUTION FROM-  
PROFESSIONAL  
RESEARCH &  
STATISTICS.

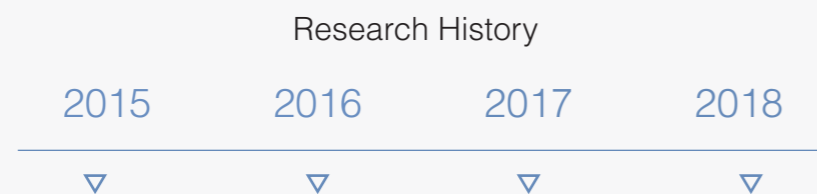
Upgrading the IontoNorm® device whenever appropriate and relevant ensures the costumers that they are buying the best solution to treat their hyperhidrosis at any time, which is one of the main facets of our desired brand image.

Our  
systematic approach to  
upgrading our product  
relies on 4 main inputs:

## Main Inputs

- 1 **Monitoring the landscape of hyperhidrosis**  
We are committed to continually monitor progress made on hyperhidrosis and its treatment to implement new relevant technologies.
- 2 **In-house research and development**  
Developing IontoNorm® involved creativity and innovation, and the result is a device with several first-in-class features which can highly benefit the patients (page 11). We are committed to continue trying and mixing different technologies to take our solutions to the next level.
- 3 **Consumers' feedbacks**  
Patients' feedback is an invaluable source of information for potential upgrades. Following the guidelines of ISO 9001:2015 and ISO 13485:2016, we have established a system to gather and analyze patients' feedbacks.
- 4 **Health-care professionals' feedbacks**  
Since this group has a deep knowledge and experience about the disease and routinely deals with patients with different solutions, their feedback is another important source of information for considering possible upgrades.

We've spent ... years developing IontoNorm® to make it the most advanced and user-friendly iontophoresis device available; But it cannot maintain its brand promises by standing still. We are aware that as science and technology advance, the technologies applied to our product may need to be improved in order to fulfill the same promises of our brand.



## A.1.2 QUALITY MANAGEMENT SYSTEM

Since IontoNorm® is a medical device, it is mandatory to establish ISO 13485 standard in the company. We have established the ISO 9001:2015 and ISO 13485:2016 in Mantra Mabnaye Salamat company and at the time have been successfully audited for ISO 9001:2015 and ISO 13485:2016 by DQS (Germany) and QS (Switzerland) respectively.



We are committed to only offer products and services that would recommend to our own loved ones. One important way to ensure that, is to implement quality management systems externally confirmed by a credible organization.

To

Sustain the quality of IontoNorm® devices, it is critical to establish a quality management system.

By implementing these systems,...

Every process (such as design, production, sales, outsourcing, etc.) has been thoroughly thought through and broken down to sub-processes and its inputs, outputs and risks have been considered and analyzed in compliance with quality management systems, so that if a problem arises, it would be easy to track, fix, and improve.

## A.1.3 SUPPLY CHAIN

Manufacturing high quality products requires using high quality components coming from suppliers committed to quality standards.

**A**lthough The mere monetary incentive may prefer using the lowest cost components possible, we have decided to eliminate any low-quality components from being used in our products, thus reducing the profit margin of each product, but strengthening our brand.

## HOW WE DO IT

**S**ince fake electronic components exist in domestic market, we only purchase components from credible suppliers.

**S**ince patients will use carrying cases as treatment trays, we have chosen Tekno 2011 suitcase, made by WAG Funktion + design (Germany) for its superb durability and elegance.

**T**he cables play an important role in safety and functionality of the device. We have chosen Schützinger (Germany), one of the top connector suppliers in the world.

**T**he quality of electrodes plays an important role since it is in contact with patients during therapy. We use stainless steel 316L for making them, which because of its excellent biocompatibility is used to make medical implants.

**W**e use German-made physiology pads to make our axillary pads, which provide excellent biocompatibility and long-term endurance.

**T**he quality (including safety) of power adapter is critical in providing the safety for patients. We have selected medical grade (IEC 60601-1 compliant) adapters from Mean well, a credible supplier of medical equipment.

**W**e use gold surface finish for making our printed circuit boards, since they provide superior durability and enable us to avoid using lead in our production, thus follow the RoHS directive.

An important measure to ensure product quality is evaluating and monitoring the suppliers of products and services. Whenever we decide we need to buy or outsource a product or service, we start by evaluating the suppliers according to the MMS.QA.PR.08 document and follow up by periodic evaluations as part of our quality management system.

Part of the constant evaluation of our supply chain, is performing quality control tests on the purchased products and services. this is discussed in more detail in section below (quality control plan).



The best Quality comes from inside and outside...



## A.1.4 QUALITY CONTROL PLAN

Emphasize **QUALITY** over quantity

**We** have created an extensive quality control plan, covering QC of raw material, in-process quality control (IPQC) and QC of final products in addition to a quality by design approach explained in section ... (defining design inputs).

Document MMS.QC.PR.01 shows our detailed QC plan.

## A.1.5 QUALITY CERTIFICATIONS

**We** believe that one of the branding tools that we can implement is the certifications issued by some of the world's top certification bodies. This is one of the reasons we have decided to meet the standards required for our product to be certified not only by local regulatory agencies, but by credible bodies like:

DQS (Germany), GAE (Germany), QS (Switzerland), etc. as well. So, we are in the process of acquiring the following certifications:

1



ISO 9001:2015  
DQS  
Germany

2



GC marks:Trusted Brand  
DQS  
Germany

3



IEC approved  
Switzerland

4



Approved by national  
medical device directorate  
Iran

5



ISO 13485:2016  
ISO 9001:2015  
QS  
Switzerland

6



Verified product Quality  
DQS  
Germany

7



Compliance with FDA  
quality system requirement  
QS  
Switzerland

## A.1.6 MEDICAL COMMUNITY ENDORSEMENT



We think if the professional community accepts and welcomes our product, then the patients will see the value of our brand more clearly.



### TRUST

We believe if we want to convince patients that lontoNorm® is an effective and safe solution to treat their hyperhidrosis, we must first be able to convince the professional community. We think this is an effective way to strengthen our brand since the medical community would not welcome an inferior product or reject it if they see poor quality or poor results in their patients.



### KEY ELEMENTS

That is why we think this is a key element of our branding and we pursue it in two levels by introducing lontoNorm®:

1. To relevant hospitals and clinics and convince them to equip their settings with lontoNorm® devices and start accepting patients for treatment.
2. To specialist physicians to make them aware of such a solution so that they can recommend it to their patients.



### APPROACH

When a new clinic or hospital installs an lontoNorm® device in their settings, we update the information on our website to inform the customers of the latest centers which use lontoNorm®.

## A.1.7 CUSTOMER SATISFACTION SURVEYS

Mantra  
is always here for  
YOU...

This is important in two related levels:

- 1 Keeping the customers satisfied is a key goal of our company.
- 2 Informing the potential customers about the level of satisfaction of existing customers.

The implication of the first point is that we need to take every measure to keep the satisfaction level of our customers high. This is why it's one of the main goals in our quality policy ( Document MMS.QA.QP.01)

The second point is about communicating our results to new potential customers, since when potential buyer knows that the previous buyers are happy with their choice, they will trust the brand more.





## A.1.8 PRICING

We

think of price not just as a mere economic parameter, as price can affect both:

1

### Accessibility

During our market analysis, we realized that the prices of other devices were too high for the average customer (at least in countries with less developed economies) and were a major obstacle in accessibility.

2

### Brand Image

A reasonable profit margin is required to maintain a stable and growing company and also to ensure future R&D and upgrades will take place (both are promises of IontoNorm® brand).

Since...

The first promise of our brand is to offer a no-compromise iontophoresis device (even in terms of pricing), although IontoNorm® is an advanced machine, we have decided to price it to around 1/5 of major global brands.

## A. THE PROMISES OF IONTONORM® BRAND

Speaking specifically about the IontoNorm® iontophoresis device, our promise to the customers is that by buying IontoNorm®, they will always:

## A.2 GET THE TRUSTED PRODUCT

Get a product from a company which is convenient to access and will welcome them for their every question, problem, or suggestion and will deliver helpful support until their issues are fully resolved.

Stage A.2.1 CRM plan

Stage A.2.2 Website

Stage A.2.3 Tracking

## A.2.1 CRM PLAN

In order to value our customers and provide excellent support, we must have a constant control over the way we interact with our current and potential customers and generate customer satisfaction as well as sales growth. To do this, we have established a Customer Relationship Management (CRM) system to manage our interactions with our customers, leads and professional community. Our CRM system is discussed in detail in document MMS.QA.PR.20, but here's a brief of how it works:

Our CRM system is comprised of three related steps:

- Gather data
- Analyzing the data
- Act on our findings

### GATHERING DATA

Data is compiled from every touch-point with the customers, such as interactions through phone, email, face to face communication, social media, website, live chat, customer satisfaction surveys, etc. the data is collected in a single system that is immediately updated, backed-up and shared. A variety of data can be gathered in this step, such as name, customer code, their category (individual buyer, distributors, clinical settings), contact information, their status (customer, lead, medical professional), our complete history of interactions with them, their inputs; also the answer to questions such as which aspects of our brand attracts them, what they would like to see in our brand, the way they were acquainted with our product.

### ACTING ON OUR FINDINGS

If the results of analysis are translated into proper actions, CRM can prove to be a powerful tool for improving our every activity, from customer service to marketing to sales. We conduct regular CRM meeting, and explore the ways they can be implemented to our design, buying experience, prevent emotional friction for customers, distribution policies, pricing policies, customer services, aresponse times, etc.

### ANALYZING THE DATA

If analyzed properly, the CRM system can give invaluable information about different aspects of our brand. The key factor in conducting an efficient CRM system is for the company to know its core strategy and what it aims to gain from implementing it. For us the main focus is generating customer satisfaction, and after that, market growth. We analyzing the CRM data using statistical methods, but the final conclusions and decisions are made when the related members of our team discuss the results in regular meetings.

## THE ASPECTS OF OUR CRM SYSTEM:

### 1 It's holistic

In addition to individuals and organization actually or potentially buying our products, we include medical professionals in our CRM system as well, because creating a strong brand in the medical field requires being accessible to the medical community for their issues and provide streamlined services.

### 2 It's continuous

Since the nature of valuing our customers requires constant attention and caring, and also because the needs and wants of our customers may change in time, we look at CRM as a continuous effort. For example, our system alarms us if we should response in the near future or if we haven't been in contact with them for too long.

### 3 It's centralized

Every data generated from our every interaction with customers ends up in a single database, immediately backed-up and easy to update and share. This way, we can easily and rapidly display the last time we have been in contact with a customer, the nature and result of our interaction, our next act and the date we should contact them again.

### 4 It affects our entire organization

This happens in two levels. One is that our entire staff are aware of our CRM system and act accordingly. Also, as the CRM system itself streamlines the way we interact with, follow up, and manage our customers, the results of analyzing it become inputs for our every activity.

## A.2.2 WEBSITE



A great website plays an important role in making a good first impression and also in opening a convenient way for customers to get information about the product and have access the company at any time. This could be crucial for making a brand. Again, in the case of website, we think of design as how it works as well as how it looks and feels. As a contributor to our brand, our goals for our website have been to:

### 01 Find in a moment

Enable the customers to find all the necessary initial information about IontoNorm®, the company, and the ways to explore more.

### 02 Contact Company

Provide the customers with several ways to contact the company, its distributors and clinical centers easily.

### 03 Navigation

Be easy to navigate, removing sources of confusion for the visitor or leaving him/her struggling to find out where different elements are. (simple and logical website navigation, use of easily legible fonts and sizes, consistent layout and structures).

### 04 Audience Language


Have a language that's easy for different audiences to understand.

### 05 Human

At the same time be educational, informational, emotional, and encourages customers to get in touch with the company should they have any issues.

### 06 Harmony

Be in harmony with design of the product (shapes, colors, etc.).

Though our website, , we demonstrate our commitment to:

- ▶ Educate the public about hyperhidrosis and methods of treatment.
- ▶ Encourage the patients to start therapy and change their lives.
- ▶ Educate the public about IontoNorm® by putting text, user manual, and video into the web-site.
- ▶ Provide patients with life-style tips to help the process of treatment.
- ▶ Inform the customers about the quality certifications of IontoNorm®.
- ▶ Simplify the process of giving feedback to the company for customers.
- ▶ Inform customers about recent news about IontoNorm® (such as customer satisfaction rate) to ensure them of reliability of our brand.
- ▶ Increase the accessibility of IontoNorm® by providing electronic shopping and also pinpointing the distributors.
- ▶ Let the customers know about the company, our mission and our social responsibilities.

### Support Page

WITHIN OUR WEBSITE, THE “SUPPORT” PAGE IS ONE OF THE KEY PAGES SINCE IT IS ONE OF THE MOST IMPORTANT WAYS WE DEMONSTRATE OUR ACCESSIBILITY AND SUPPORT FOR CUSTOMERS. IN THIS PAGE, WE HAVE CONSIDERED THE FOLLOWING:

- 1-EXPLAINING WHY SOMEONE SHOULD CONTACT US, AND DESCRIBE HOW WE CAN HELP SOLVE OUR VISITORS' PROBLEMS.
- 2-INCLUDE DIFFERENT WAYS OF CONTACT, SO VISITORS CAN QUICKLY FIND THE RIGHT INFORMATION.
- 3-INCLUDE A SHORT FORM USING FIELDS THAT'LL HELP THE BUSINESS UNDERSTAND WHO'S CONTACTING THEM.
- 4-LINKS TO ACTIVE SOCIAL MEDIA ACCOUNTS LIKE TWITTER, FACEBOOK, INSTAGRAM, AND LINKEDIN TO GIVE VISITORS A WAY TO ENGAGE WITH THE BUSINESS MORE.
- 5-REDIRECT TO A THANK-YOU PAGE THAT EXPLAINS WHEN AND HOW WE'LL BE CONTACTING THEM.

## A.2.3 TRACKING



As an integrated part of our quality management approach, we implement a seamless tracking system which is discussed in detail in document MMS.QA.PR.03 This system answers the following questions:

### HOW DO WE INSTALL THE TRACKING CAPABILITY?

We do this by:

- Devising an in-house coding system for initial, intermediate and final products.
- Dedicating a product ID file system for every single product we make with full production and QC history
- Synchronizing our data with our CRM system

### IF AN ISSUE ARISES, HOW FAR CAN WE GO BACK?

Using this system, whenever we want, we can find out:

- The complete production & QC history of a product
- The manufacturing & QC staff responsible for production of that product
- The source of every single component (supplier, date of purchase, QC history, etc.)
- The history of every supplier
- The history of our interactions with every customer

### WHAT CAN WE DO WITH IT?

Some of the actions that can be done with analyzing these findings are:

- Pinpointing the sources that negatively impact the quality of our products
- Revising our supplier evaluation file, and/or comment them on their quality
- Evaluating the performance of our staff
- Revising and improving our internal procedures
- If a problem is directly linked to a source, we can recall a series of serial numbers from the market whenever relevant.
- Assess our design retrospectively and use it as a guide for our future designs
- Detecting possible false calls



## A.3

Receive standard products and services anywhere



### 3.1 Educating distribution channels

When we deliver our first products to each distributor, and whenever necessary, we educate them about the product, and the way they should respond to customers. This is the first step in standardizing the process of buying and customer support. We have discussed this step in detail in MMS.SA.PR.01

### 3.2 Supervising distribution channels


Educating the distributors cannot be enough, so we evaluate the way they interact with customers by two means: listening to customers for how they comment on their experience with distributors, and through randomly calling them up as customers to assess how they act. (according to MMS.SA.PR.01.)

### 3.3 Pricing policies

We implement a universal pricing policy by:


- Announcing the up to date price of our products and accessories in our website.
- Listening to customer feedbacks
- Collecting invoices issued by our distributors.
- Randomly calling up our distributors as customers to evaluate their response.
- Having a direct sales mechanism which would prevent higher pricing by distributors.

**A.4.1 Commitment to growth**




Even if a product seems to be what its brand image implies, the customer still wants to know if the company (and with it, its support and services) are going to last and will not fail and disappear in the foreseeable future. This is why the success of the company (including market share, profitability, visibility, public opinion about its value, etc.) can influence its brand immensely.

**A.4.2 Informing the customers about status of the company**



When the company executes its plan for growth, we need to communicate this to our customers to let them know the IontoNorm® brand is backed up by a lively and growing organization.

**A.4.3 Social responsibility**



When customers are aware that a company is socially responsible, they trust its brand more. At Mantra, we have a social responsibility commitment comprising of the following principles in 5.1.




**A.4**

Get a product from a stable company that will continue to support them.

## A.5 Get a product from a socially responsible company.

**A.5.1 Commitment to treatment**




Since hyperhidrosis could be extremely detrimental to one's different aspects of life (such as social, economic and emotional), we believe by helping each person to come back to normal life, we make a huge difference in his/her personal life and bring back an active individual to the society.

We pursue this responsibility by committing to:


- Education and educational marketing (one of the common observations about hyperhidrosis suffers in different countries has been that many of them are unaware that they have a treatable condition, and/or wouldn't seek treatment. This is why we think educational marketing and making them aware that they have a condition and there is a treatment is the first step in accomplishing our most important social responsibility. We do this by fact-based advertisement and providing individual support and education to costumers.)
- Putting patients first and well before making profit
- Providing responsible services to customers
- Committing to quality
- Committing to innovation

**A.5.2 Social duties**




As a law abiding company, we pay our taxes, which in turn will be used for social improvements.

**A.5.3 Charity works**



We will dedicate a certain percentage of our annual profit to donate to Mahak charity organization (an Iranian organization dedicated to support children affected by cancer). And we will announce our charity activities transparently through our website and our electronic newsletters to encourage others to do the same.



Our first and foremost social responsibility with IontoNorm® is to treat hyperhidrosis in patients

## B. THE WAYS OF COMMUNICATING OUR BRAND

A good brand needs to be communicated to the audience effectively. We think our communication language should be simple, clear and direct.

IontoNorm® has two types of audiences:

- Patients
- Professionals

We have envisioned our brand communication as below:

Item B.1 Trade name

Item B.2 Logo

Item B.3 Website

Item B.4 Online presence

Item B.5 Color

Item B.6 Advertisement

Item B.7 In context of competitors

### B.1 Trade Name

**W**e decided that in order to be in harmony with our desired brand image, the name of our brand should meet the following criteria:

- Be short
- Be easy to pronounce
- Be meaningful internationally
- Be memoizable for the audience
- Have a positive air around it
- Doesn't have a negative or offending meaning in any language

To do this, we started by categorizing the naming methods and analyzing the names of marketed devices in order to avoid using similar names to existing ones:

TYPE OF NAMING	EXISTING EXAMPLES	MORE SUGGESTIONS
Derived from the name of the disease (hyperhidrosis)	Hidrex, Idromed, Idrostar	Hydro-
Derived from the name of the desired effect	Electro antiperspirant	Normal, Norm, dry
Derived from the name of the applied areas	Iontoderma	Derm, Derma, Dermom, skin,
Derived from the name of the company or inventor	Fischer MD-1, Saalio,	-
Derived from the name of the technique (iontophoresis)	Hidrex, Idromed, Idrostar	Ion, Ionto, Phor, phore
Other	Fischer MD-1	-



Finally, IontoNorm was selected based on the following reasons:

- 1- We believed Ionto- would be more recognizable than Hydro-, since "iontophoresis" is a word using similarly in different languages, but hyperhidrosis is also known by more routine phrases such as "excessive sweating" in English or "ta'righ-e bish az had" in Farsi.
- 2- Using the name of the treatment was more positive than using the name of the disease.
- 3- Because of the nature of the disease (mentioned earlier), choosing a descriptive name that mentions the technique and its indication is appropriate.



## B.2 Logo

A logo is the single face of the brand which appears consistently in different media.

### Full Logotype

Full IontoNorm® Logo



Logotype

Logo

### Single Logotypes



#### THE LOGO SYMBOL

Our goals for the design of a logo for IontoNorm® was:

- Be original and not similar to an existing logo from any industry
- Have a meaning in its design in complete harmony with our selected trade-name.
- Be positive and calming
- Be in harmony with design language of the device and accessories.



#### THE LOGO TITLE

Carefully chosen for its modern and refined, highly legible style, which has been further enhanced by the use of upper case letters in blue tone of the chosen corporate and device color.

### Logo appearance

- The logo will only appear on white background.
- Always the same CMYC color code will be used.
- Only one logo is allowed in one display.
- Full logo should be used, except for browser tabs, in which this is impractical.



## B.3 WEBSITE

In an online world, websites are sometimes the primary way of communication, since they can be accessed from anywhere consistently. This level of control over content and form makes websites a great way to support the brand image.

We have discussed our plans for IontoNorm® website in section 2.2

## B.4 ONLINE PRESENCE

In today's world, with an ever-growing personalization of the digital world, we need to increase our visibility by powerful online presence, SOCIAL MEDIA for example.

User manual as part of communication:

Since customers are supposed to read the user manual before using the device, it also plays an important role in the quality of final product and also in how it looks and feels.



In creating user manual, we have considered the following issues:

Incorporating comprehensive information yet avoiding too long instructions.

Intuitively structured text and illustrations which mimics the way user thinks and organizes information hierarchically.

Consistent layout from page to page.

Effective use of pictures and diagrams.

Water resistance paper in a commensurate with the quality of the product.

Pages with appropriate use of white space.

Clean and readable font.

High text-to-background contrast.

Write in the present tense and the active voice.

Simple language.

## B.5 COLOR

Selecting the color theme is a crucial element of a brand by creating a strong and cohesive identity. This is because color conveys feelings and emotions that can send the right message about the brand personality and evoke the right audience reaction.

### Color Association

Warm colors are generally perceived bold, uplifting and energetic. the cooler side of the spectrum are associated with stillness and subtlety. Colors enable us to make these associations, therefore altering our perception of a brand.



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84.7 % of consumers cite color as the primary reason they buy a particular product.

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To choose the right color theme, we must first know What are we promising our customer? What our core values are, Who are the people we are appealing to and what is it that they care about? How do we encourage our audience to engage with our brand?

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The colors we have chosen and the reason why are:

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**Blue:** A calming color that can stir up images of authority success and security. Most people can say they like at least one shade of blue. The most popular color in logo design. It can be seen extensively in government, medical and fortune 500 company logos.

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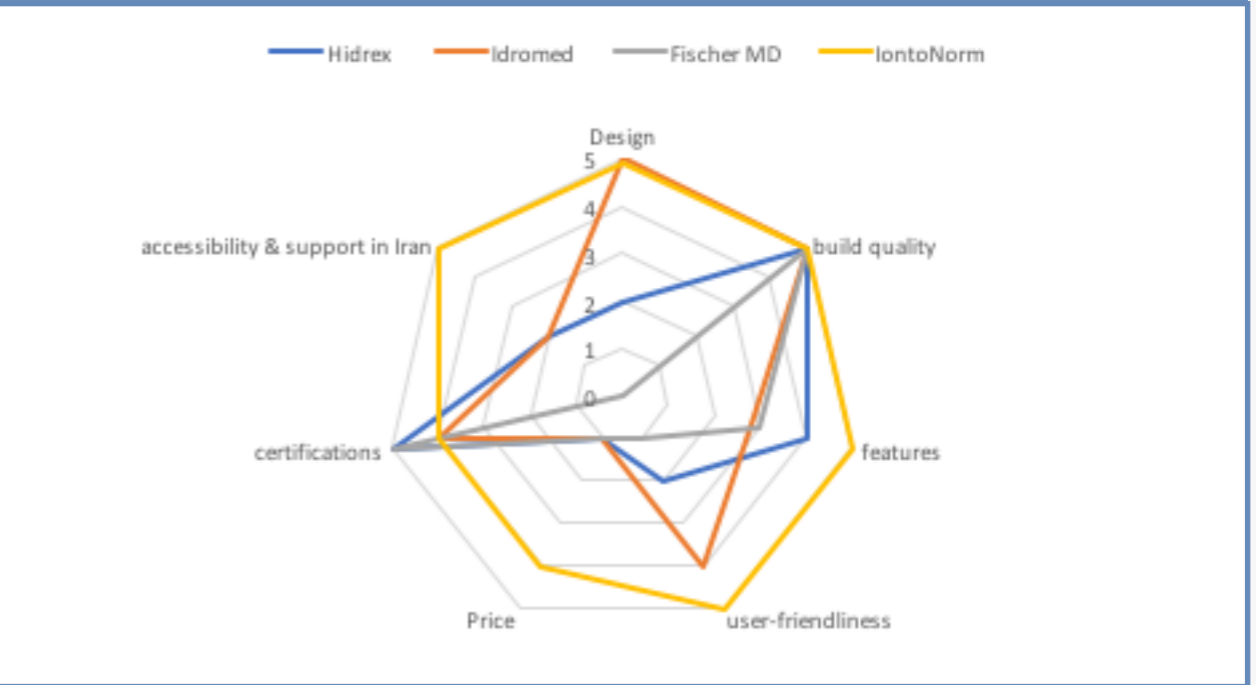
**Gray:** Being both still and emotionless, gray is strong and steady, making a feeling of cool and self-restraint, and alleviates you from a riotous world. From color psychology point of view, gray looks moderate, exhausting, dull and discouraging. But at the same time it looks exquisite and formal, yet never captivating.

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We see advertisement as a way to communicate our values and brand to our potential audiences. Since we have two distinct audiences, we have planned our marketing (including advertisement) differently for each group:

PATIENTS	MEDICAL PROFESSIONAL
<p>We look at advertisement for patients as not just as a business endeavor, but as part of our social responsibility; so, it will be:</p>	<p>Our presentation approach towards this group is going to be:</p>
<p>- <b>Educational</b> As we have seen, there is very little awareness of the nature of hyperhidrosis and the role of iontophoresis among patients. So, we believe educating them is our first and foremost marketing strategy.</p>	<p>- <b>Informational</b> To let them know of existence of our product and its specifications.</p>
<p>- <b>Encouraging</b> since many patients continue to suffer through inaction, in our ads, we also encourage them to start therapy and change their lives for the better.</p>	<p>- <b>Trust-making</b> To let them know about our quality and certifications.</p>
<p>For doing this, and because iontophoresis is fairly unknown within Iranian patients, we have decided the key factor for our advertisement medium is visibility. We have researched different media and have chosen medical and lifestyle publications, internet and social media, TV, and subway advertisement for the superior visibility they provide.</p>	<p>This part will include personal visits by our representatives, participation in relevant medical conferences, and also via medical publications.</p>

Although currently there is no active iontophoresis brand in Iran, there might be in the future. Also, there are a number of brands in the world. The major ones include Hidrex (Germany), Idromed (Germany), Fischer MD (USA). In our marketing endeavors, we must answer the questions “where does LontoNorm stand among its competitors?” and “how is it differentiated from them?” To answer, We started by looking at crucial aspects of an Iontophoresis device and tried to score them objectively as 1 (poor), 2(weak), 3(media), 4(good), 5(excellent/best in class). The result is graphically shown below:



This means we have a strong differentiating position and can emphasize on the features and user-friendliness (page 11), build quality and certifications (page 17), price (Page 20), and accessibility and support (page 21). As well as design, for both professionals and patients.

Note: we are in the process of obtaining a number of credible certifications, although it's not possible to acquire FDA clearance because of current international relations.

## C. THE UNDERLYING ORGANIZATIONAL MECHANISMS

### Fulfilling human potential

is the answer to the critical question «who are we?» and «what do we stand for?». The core value of our company is believing in the immense potential of human beings, to create life-changing products that with protecting and boosting the health of other people, will help them explore their own great potentials.

Finally, We speak about the topics bellow :

Item C.1 Values

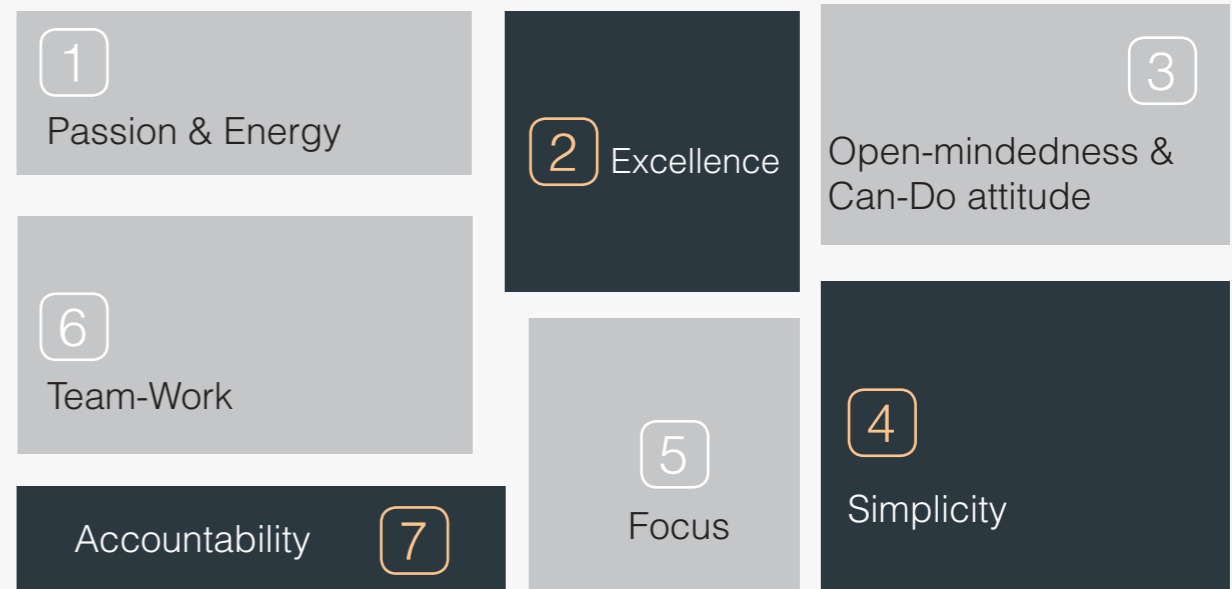
Item C.2 Vital signs of the company

## C.1 VALUES



“When some core values are beginning to emerge, it might be time to go to Mars. The “Mission to Mars” exercise by Jim Collins asks you to imagine you’ve been asked to recreate the best version of your organization on another planet, but you only have room to take 5 to 7 people. “Who would you send? They are the people who are likely to be exemplars of the organization’s core values and purpose, have the highest level of credibility with their peers, and the highest levels of competence.”

We look at our values as behaviors that are going to are going to get us to our vision. List below shows our set of values, what they mean to us and exactly what we expect from our employees:





To evaluate our employees, we take a 2x2 chart with two factors:  
 1. result of their activities, 2. commitment to our values.  
 By considering all possibilities, this table would emerge:

<p>01</p> <p>■ Excellent results Have the values</p>	<p>02</p> <p>■ Mediocre results Have the values</p>
<p>03</p> <p>■ Mediocre results Do NOT have the values</p>	<p>04</p> <p>■ Excellent results Do NOT have the values</p>

NOW WE TAKE ACTION BASED ON THE CATEGORY EACH EMPLOYEE FILLS:

01

Upward & onward. We give them incentives, promote them, let them know they're doing great.

02

We give them a second chance, if they don't fit to a particular job position, we try them somewhere else.

03

We let them know they don't fit in our strategy and help them find a job somewhere else.

04

We let them know they don't fit in our strategy and help them find a job somewhere else.

Above all, if there's an integrity violation, we fire the employee and let everybody in the company know why he/she was removed from the company



### C.3 VITAL SIGNS OF THE COMPANY

We always checks the organization for the following signs, if they are lacking, then the company has an illness and should be treated immediately.

PARAMETER	DEMONSTRATION
Integrity	Are we responsible for our actions? Are we complying with legal and moral issues?
Truth & Trust	Is leadership creating the sense that it is looking for truth only and telling the truth by members is safe and good for them? Are members freely expressing the truth about everything? (except revealing internal technical knowledge and plans of the company to outsiders)
Learning organization	Are we getting better each day by learning something new or have we become an intellectually isolated company?
Introvert / extrovert	Have we put introvert and extrovert individuals to appropriate jobs and situations?
Fun and alive place	Is the company a lively, energetic and fun place where members can't wait to come to everyday and win and achieve great results and goals and celebrate for it?
Winning team	Do members feel part of the winning team? Do they feel they are part of the leader in excellence and are deeply satisfied with being part of that great cause?



Many Thanks

## OFFICE

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