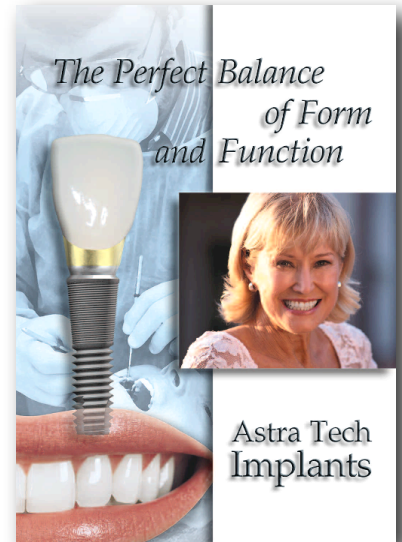




Astra Tech Div. Astra Zeneca - Bridging the Ocean to Open New Markets

European companies like Astra Tech are entering the U.S. market even as U.S. companies are moving into foreign markets. AAI has worked both sides of the pond. For example, AAI helped Astra Tech, a global leader in the dental implant market, achieve 55% compound annual sales growth as it entered the U.S. market and maintain that momentum over a five-year period.

One of the keys to this success was understanding the market. AAI knows the dental market and has a number of clients in that market. This experience combined with a comprehensive research program helped Astra identify likely customers, refine its message vis-à-vis competitive differentiation, build brand equity, and establish strategic partnerships. This ambitious program included full-page ads in professional journals, brochures, direct mail, and public relations as well as active participation in professional conferences and trade shows.



Results:

Beyond the stated sales results, AAI helped Astra increase share of existing markets and penetrate neglected dental practice areas, and achieved recognition among target audiences as the implant system of choice and the innovator of next generation implant systems.

(Continues)



CASE STUDY

Astra Tech Div. Astra Zeneca - Bridging the Ocean to Open New Markets (Continued)

Epilogue:

Astra is not the only European company AAI has helped successfully compete in the U.S. market. We've also worked with Novotechnik, Stapla, United Medical Systems, Brüel & Kjær and many other companies headquartered in Europe. At the same time, we've helped Colgate Oral Pharmaceuticals, Handpiece Headquarters div of Sullivan-Schein, 3D Diagnostix and others open new markets in Europe, Canada, South America, and the Far East.