

# WIZER

## Case Study

### Wizer Helps Syneron Candela Identify Brand Equity Opportunities Quickly and Affordably

Syneron Candela commissioned Wizer to research dermatologists' and plastic surgeons' perceptions about the company. Wizer technology executed this complex research at a fraction of the time and cost required by a traditional agency.

#### Client

Syneron Candela (NASDAQ: ELOS) is a leading global aesthetic device company. It provides physicians with a range of medical aesthetic applications including body contouring, hair and tattoo removal, wrinkle reduction and skin appearance improvement. The company sells in 86 countries to dermatologists and plastic surgeons.



#### Challenge

Syneron Candela wanted deep understanding of brand/product perception among their target physicians. The objective was robust evaluating and tracking of brand equity and purchase drivers to support marketing strategy development.

Marketing and management exploited the research results to facilitate new product development, sales materials and marketing strategy. Management intended the customer's voice to inform internal processes and make the company in sync with customer needs. It would also facilitate successful positioning against competitors.



**Industry:**  
Medical Devices



**Products:**  
Body contouring, hair removal, wrinkle reduction, tattoo removal, removing the skin's appearance



**Revenue (2013):**  
250MM



**NASDAQ Ticker:**  
ELOS

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## Solution

Wizer's technology prioritized hundreds of potential market research questions to develop the best questionnaire to achieve Syneron Candela's goals. Wizer emphasized insights such as branded and unbranded awareness, ownership and usage of Syneron Candela products, as well as functional and emotional brand image. Results included recommendations for improvement. Wizer presented the following benefits:

- ▶ **Rigorous knowhow:** In-depth research and domain expertise similar to a top marketing research agency.
- ▶ **Fast execution:** Research completed 50% faster than a marketing research firm.
- ▶ **Cost:** Wizer's technology cuts cost significantly compared to traditional agencies.

The research was fielded to a group of 300 US dermatologists and plastic surgeons.

## Results

Wizer analyzed and delivered the research results. Syneron Candela management applied the results to facilitate marketing, new product development and sales processes.

"Wizer was able to deliver a challenging research and provided additional added value and extra support from their excellent team of experts," said Ilan Nacasch, Chief Brand Officer at Syneron Candela. "Wizer's technology fundamentally changes marketing research by eliminating the manual labor piece, expediting the process and cutting cost to deliver unprecedented value to Syneron's management.

"Marketing research was a key component of brand building during my years at P&G. I wanted to bring this rigorous approach to strategically build our brand among physicians. Wizer was a key partner in achieving this goal," Mr. Nacasch said.



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**Ilan Nacasch**  
Chief Brand Officer  
at Syneron Candela



**GET STARTED TODAY.**

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