The dawn of the Ionic age in Europe

The year is 2018. December. Average consumer in the Serbian market buys 1,2 toothbrushes annually. Toothbrush market is dominated by industry giants that established themselves both in retail and in academic community as non-disputable leaders in quality and innovation. Additionally, in country whose economy is slowly developing after years of economic hardships consumers are not so keen in looking into alternative and innovative ways of maintaining their oral hygiene. Relevant market analyses suggested that 60% of citizens are not taking care of their oral hygiene daily. Lunching new toothbrush with cutting edge technology looked as a doomed endeavor. But, audacious and diligent Vis Health team defied the gloomy odds.

We, at Vis Health, focused our efforts on three major areas of activity that we engaged consecutively. Primarily we focused our activities towards working closely with the local stomatologists and dental community in order to acquaint them with the new cutting edge Ionickiss technology. Furthermore we funded completely independent study with local experts to assess the impact of the new Ionickiss technology on dental hygiene. We engaged with renown members of academia to become our brand ambassadors and present our products and technology behind it to their peer on various Dentistry Conferences and Dentistry Trade Fairs. Moreover, we designed and produced tailormade handouts that enabled dental community to easily comprehend the ingenuity of Ionickiss products. Once we had their attention we organized a brand club called Ionickiss Dental Support System that included more than 50 fully branded dental practices. Ionickiss Dental Support System, organized as vibrant community of knowledge and practice, provided members with 24 hour support and enabled them to tap into the market of myriad of satisfied Ionickiss customers.

Our second area of activity was marketing. We focused our marketing efforts on both online and offline marketing at the same time. Our digital approach was aimed boosting our social media presence. We engaged with local dentist and influencers communities and created a great synergy of confident practical knowledge and early adopters. We were amassed by the success that our digital campaign on platforms such as Instagram, Facebook, google ads brought. In addition, once our Youtube account hit one million views (currently at 1,322,370 views) we were blown away. Our offline marketing campaign had similar success. We branded public transportation, business centers, shopping malls and did different “old school” marketing activities such as direct presentation on the public areas by our trained promoters, disseminating modern looking catalogues and brochures.

Finally, third paramount area of our focus was developing our Retail strategy and boosting our sales. Moving swiftly we set up from ground up our own online shop and successfully listed our innovative products with 4 biggest online shops. Simultaneously, we worked hard to earn the retailers trust and list our products with the small, medium and huge retailers. In addition to our already existing network of dental practices that were selling our products on respectable scale, we managed to list our products with top pharmacy and drugstore chains such as DM, Benu, State pharmacies and Galen Pharma. Additionally, we successfully entered popular hypermarkets such as Merkator, Roda, Idea Organic etc. Uniquely for Serbian market, our Ionickiss products appeared at the OMV gas stations.

Even though our marketing and retailing strategy was only getting warmed up the fruits of our hard work came to life almost instantly. After only 6 months we sold 10.000 Ionickiss products. Our delighted customers were keen to try new Ionickiss products and our brand loyalty skyrocketed with more than 85% of happy returning customers. At the end of the 2019 we could proudly state that we managed to list in more than 100 drugstores, 150 pharmacies, 70 hypermarkets and 15 gas stations. Our Ionickiss Dental Support System grew more than 100% to staggering 115 dental practices. To our amazement at the end of 2019 we fulfilled our 5 year plan and controlled 3% of the toothbrushes sold in drugstores across Serbia.

Than the “big” call from Japanese Ionic Corporation came. Gobsmacked, amazed and ecstatic about our performance they offered our young, growing and hardworking team an opportunity to spread the Ionickiss revolution throughout Europe. Humbled by the confidence of the Ionic Corporation, and encored and energized by our success we started the enterprise of grooving the Ionickiss family across the European continent.