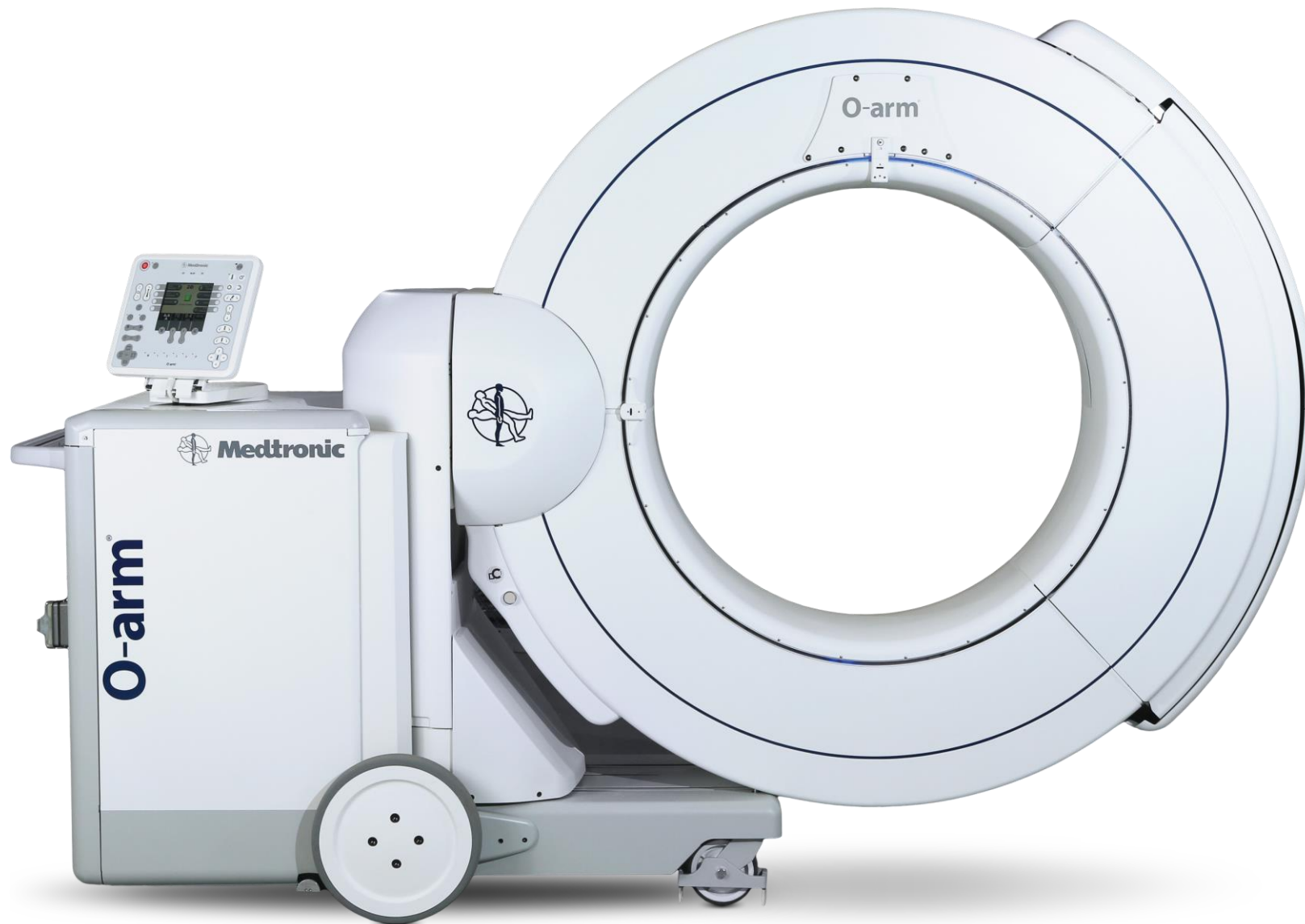


Medtronic
Engineering the extraordinary

Clarity without Compromise

O-arm™ Surgical Imaging System





Creative Concept

The O-arm™ Surgical Imaging System delivers image clarity without compromise to surgical workflows. Surgeons can expect superior image quality in both 2D and 3D while the breakable gantry allows the O-arm™ to move room-to-room for concurrent case support.



Creative Concept

Four Stories & Headline Ideas

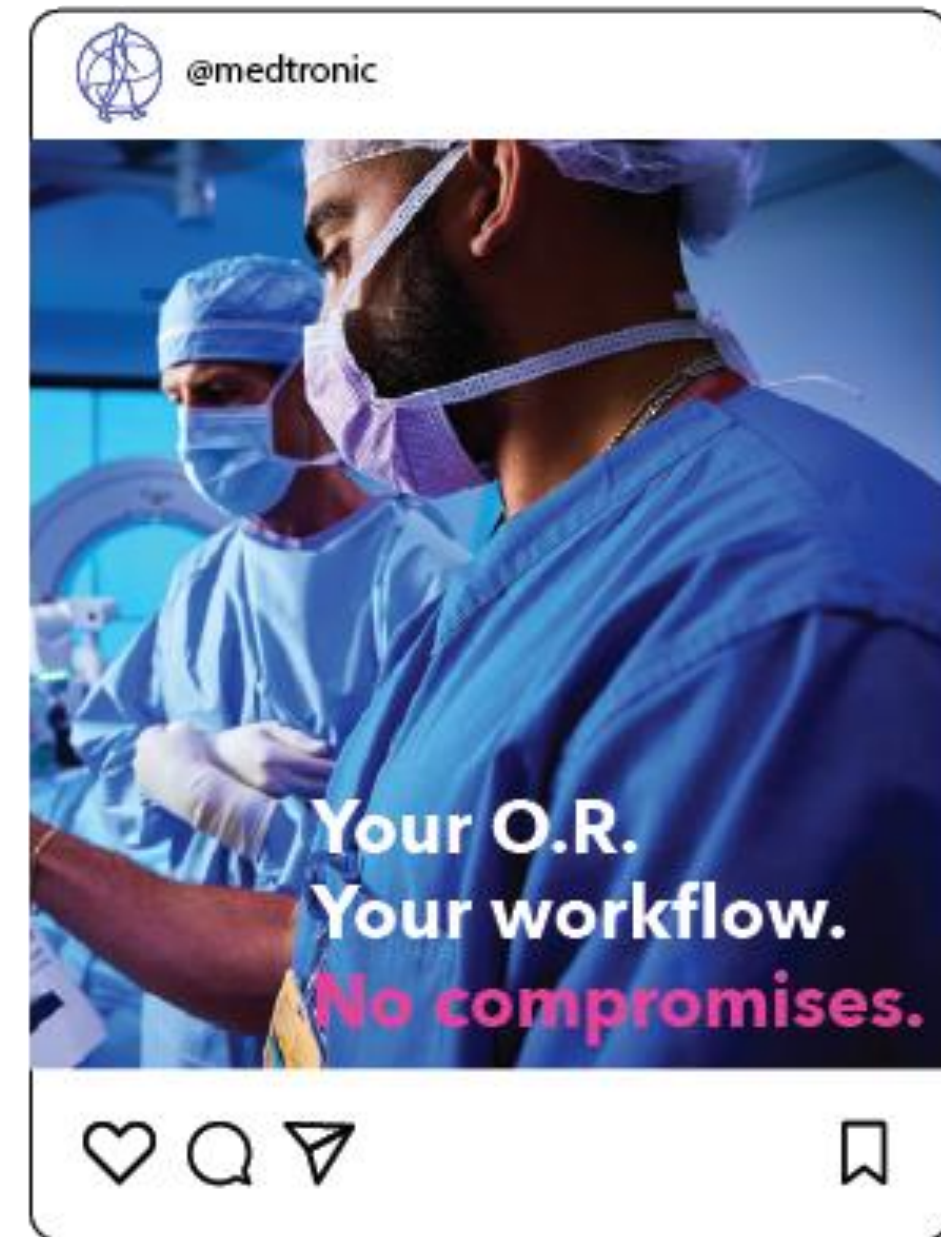
Image Quality	Expect superior image quality Confidence across the procedural range Image clarity you deserve Clarify. Correct. Confirm.
Workflow	Your O.R. Your workflow. No compromises. Without compromise to your workflow. Table Flexibility. Support Concurrent Cases. Protect the sterile field
Radiation Reduction	Limit dose, maximize outcomes Control your dose Opportunity to reduce dose
Technology Integration	Seamless integration with the technology already in your O.R. Designed together to work together

Creative Development




We took the four creative concepts and turned them into social ads, printable ads, and digital display ads.


Instagram Ads



Facebook Carousel Ad

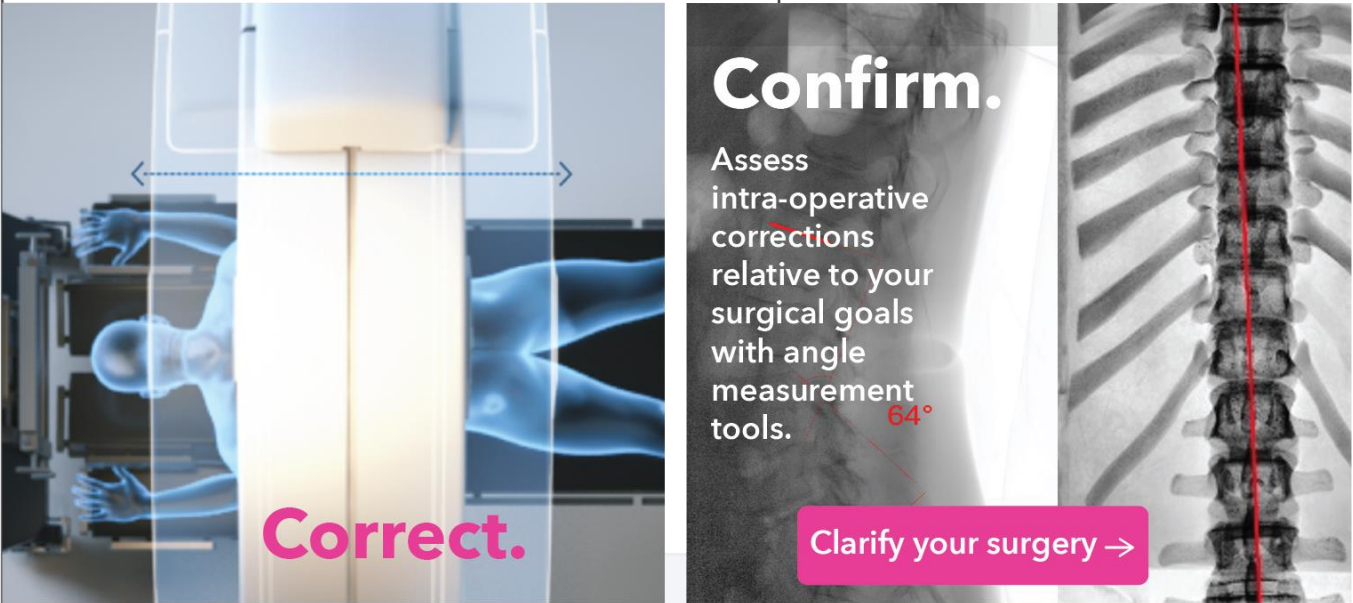


Clarify.



Medtronic

Yesterday at 11:11 PM



Correct.

Confirm.

Assess intra-operative corrections relative to your surgical goals with angle measurement tools.

64°

Clarify your surgery →

Medtronic.com

258

Like


Comment

Share


Medtronic

Engineering the extraordinary


Facebook Carousel Ad



Limit Dose.

 **Medtronic**
Yesterday at 11:11 PM


Maximize outcomes.






Working together, the O-arm™ and StealthStation™ systems eliminate the need to wear lead-protective apparel during the navigated steps of the procedure.

Reduce Your Dose →


Medtronic.com

 258

 Like  Comment  Share


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LinkedIn Ads




Medtronic

1,600,090 followers

2d • 

Enter description here...


Seamless integration
with the tech already
in your O.R.





Connect your O.R. →


Headline here


medtronic.co • 3 min read


 477

 Like

 Comment


 Repost

 Send




Medtronic

1,600,090 followers

2d • 

Enter description here...


Confidence across
the full procedural
range





Gain more range →


Headline here


medtronic.co • 3 min read

 477

 Like

 Comment

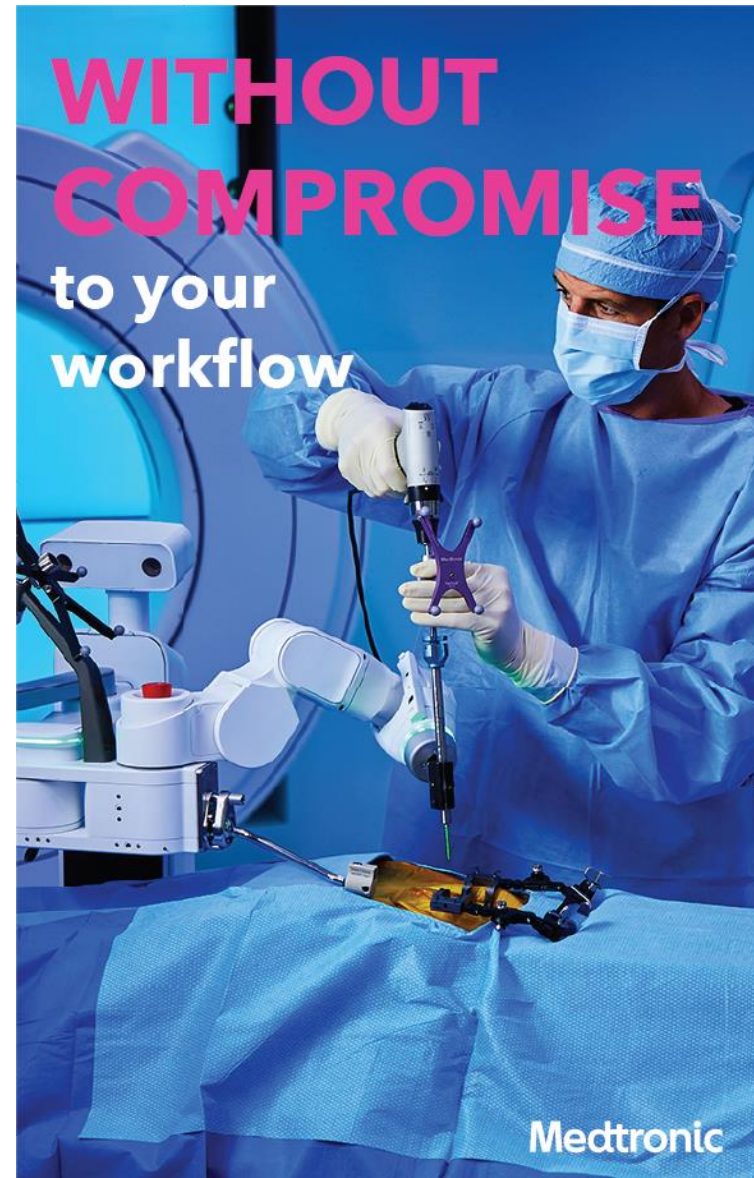
 Repost

 Send

Printable Asset



Digital Display Ad



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Thank you!

