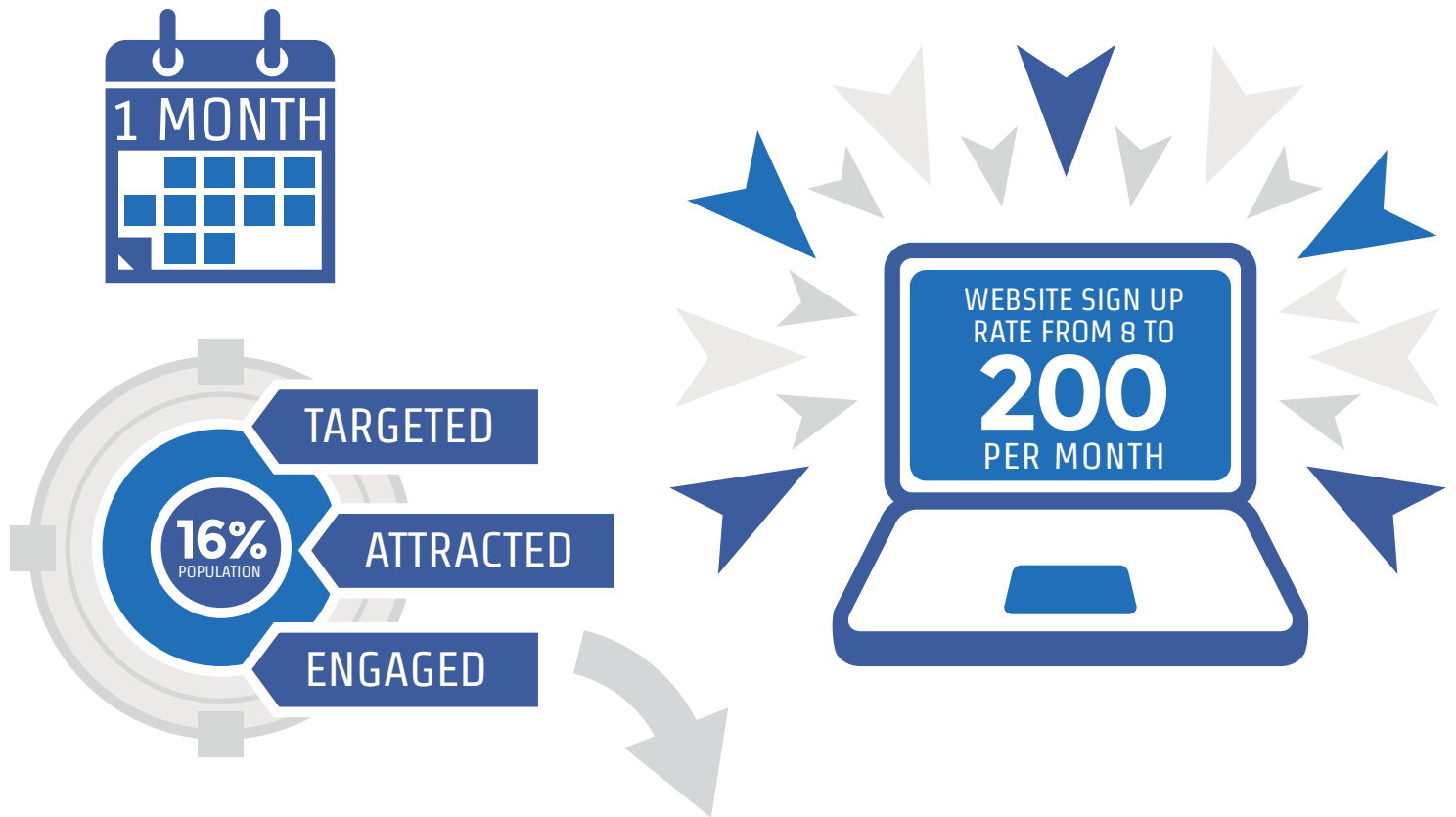


CUSHING'S SYNDROME: A RARE DISEASE

LIQUID GRIDS TARGETED, ATTRACTED
AND ENGAGED 16% OF THIS POPULATION...
IN ONE MONTH.



LIQUID GRIDS



Cushing's Syndrome incidence is estimated at 2-4 people per million. The disease carries with it a variety of symptoms including extreme weight gain, moodiness, hypertension, sleep disturbances and osteoporosis.

Liquid Grids successfully targeted, attracted and engaged 16% of this population in one month. Increased Facebook following by 1,500% and increased the website sign up rate from 8 to 200 per month.



This campaign directly connected the brand with consumers that were sharing their experiences and concerns online. Our sophisticated intelligence drove highly precise content marketing to the exact target audience of the client, delivering real Return On Investment.