

## **NORAKER launches a staggered communication campaign on 7/9/2021**

*Communicating is a real issue: that of making oneself heard, but above all of making oneself understood.*

*The business world is no exception to this complex exercise. With its multitude of internal and external contacts (employees, shareholders, customers and prospects, partners, suppliers, distribution networks, etc.), the company must strive to communicate effectively with all its targets.*

*This implies in particular to multiply the vectors of communication (media, social network, website, print, events, multimedia, POS, promotional merchandise...) as well as determining the most effective means for each target. It is also a question of adapting the content of the messages i.e. its wording, its tone ...*

*Communication contributes to the reputation and image of the company and conveys its chosen positioning per target.*

*It is within this framework that NORAKER is launching a so-called "Décalée" communication campaign.*

*Through this campaign, the company aims to promote a little-known technology named BIOVERRE, which has exceptional properties for numerous pathologies and surgical indications in the fields of the Spine, Orthopedics, Cranio-Maxillo-Facial (CMF), Otorhino-Laryngology (ENT) or even Dental.*

*The purpose of this campaign is revealing or reminding of the virtues of our Bioverre technology, namely:*

*Bone regeneration: Helping the body to rebuild natural bone*

*Bioactivity: Activate cell development*

*Biocompatibility: Provide only absorbable elements naturally present in the human body*

*Biomimicry: Provide technology that regenerates bone cells*

*Synthetic Technology: Guarantee unlimited availability without pathogenic risk*

*But what is an "offbeat" communication exactly?*

*With this new communication campaign, NORAKER aims to appeal to its interlocutors. It is about standing out in a highly codified healthcare market, while striving to comply with regulations.*

*As an alternative to its usual communications, NORAKER wishes to transmit the same messages but in a different manner, by relying on symbolism and double meanings. «*

*COMmuniquer pas COM les autres » is our French motto and word game for « Communicating unlike others ».*

*The first message of this communication campaign will be broadcast on September 7, on the LinkedIn company page (<https://www.linkedin.com/company/noraker/posts>).*



Certains régènèrent leur peau...

**Nous régénérons vos os !**

**Mieux que la reconstruction,  
la Régénération Osseuse**

**NORAKER<sup>®</sup>**  
THE BIOGLASS<sup>®</sup> COMPANY



*Nine messages will be posted in total, on a weekly basis.*