

Cimidaxil August Strategy

Campaign Thought

A wound can make you pause, limit your movement, or make everyday activities feel difficult. But healing shouldn't just be about treating the wound, it should be about **getting people back to the things they love.**

This Independence Day, Cimidaxil celebrates how it feels to feel free

Campaign Line

Freedom Feels Good!

And each communication completes the line through a different life scenario.

The Big Creative Device

The entire month follows one visual language:

A person + the thing they love + the invisible limitation of the wound being removed.

The visual can use a consistent **“break-free” graphic device**—a line, barrier, circle, or frame that gets broken/opened in every creative.

So, even without seeing the Cimidaxil logo, the audience begins to recognise the campaign.

Week 1: Freedom to Move

Focus: Open wounds / everyday wounds

The smallest wounds can sometimes stop the simplest things.

Creative territories:

- Freedom to Walk
- Freedom to Step Out
- Freedom to Go About Your Day
- Freedom to Keep Moving

Hero thought:

A wound shouldn't decide where you go.

Week 2: Freedom to Play

Focus: Sports wounds / active lifestyles

A wound shouldn't make you sit on the sidelines.

Creative territories:

- Freedom to Play
- Freedom to Run
- Freedom to Get Back in the Game
- Freedom to Chase Your Best

Hero thought:

The game shouldn't stop because you did.

This could be particularly strong visually—someone sitting on the sidelines with the visual barrier literally breaking open.

Week 3: Freedom to Heal & Live

Focus: Diabetic wounds / bed sores / chronic wounds

Here, the campaign becomes more emotionally relevant. These aren't just wounds; they can affect independence and everyday life.

Creative territories:

- Freedom to Move Independently
- Freedom to Get Back to Routine
- Freedom from Being Held Back
- Freedom to Feel Like Yourself Again

Hero thought:

Healing is more than closing a wound. It's getting life moving again.

Week 4: Freedom to Get Back

Focus: Post-operative / recovery wounds

Recovery can feel like life is on pause. Cimidaxil becomes part of the journey back.

Creative territories:

- Freedom to Get Back
- Freedom to Step Forward
- Freedom to Return to What Matters
- Freedom to Live Unstopped

Hero thought:

Every step towards healing is a step back to life.