

grow

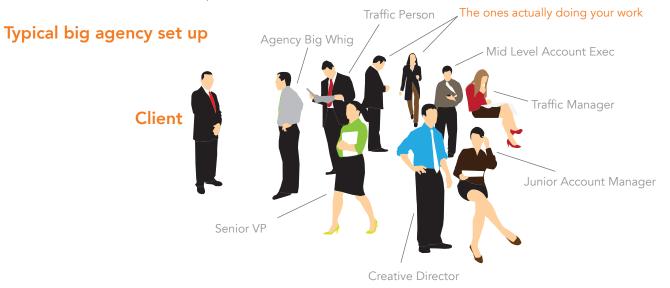
SCIENCE CHANGES EVERYTHING, BUT IT IS FUELED BY IMAGINATION.

Vitamin-D Creative is a life sciences branding and marketing agency dedicated to uniting science with imagination for results that are unstoppable. As creative industry professionals schooled in science, we blend the rigors of science with the magic of imagination to propel medical-device, diagnostic, and pharmaceutical brands to new heights.

Vitamin-D creative GROW

WE KEEP IT SMALL AND EFFICIENT

If you've been dealing with large or even mid-size agencies, chances are **you are not getting the most out of your marketing budget.** That's because their own inefficiency -- the multiple, billable, and unnecessary layers that come between you and the people creating your work -- makes them money, but uses up your marketing dollars.



WE PROPOSE AN ALTERNATIVE.

Talk directly with the people creating your work. Here you won't find gimmicky "proprietary" marketing methods and endless PowerPoint presentations telling you what you already know. What you will find are creative industry veterans who will cut out the middleman, and overhead, to give you the convincing, high-impact product you need. What could be simpler? You, your writer, your art director, your account executive, and your brand, period.

Vitamin-D



CREATIVE CASE STUDIES

MIMEDX Consumer campaign



Marketing Challenge: How do you launch a novel, sports injury injectable to a general consumer audience and quickly grab attention while communicating a complex medical issue?

Creative Solution: With a clever visual juxtaposition that immediately communicates the point of pain and an equally clever call to action.





MiMedx Ansidu an Mikeo' an segment takenaka a Wikeb Grog Corport www.misedc.com



MiMed Amoli a subset of Mill

FIXHurt

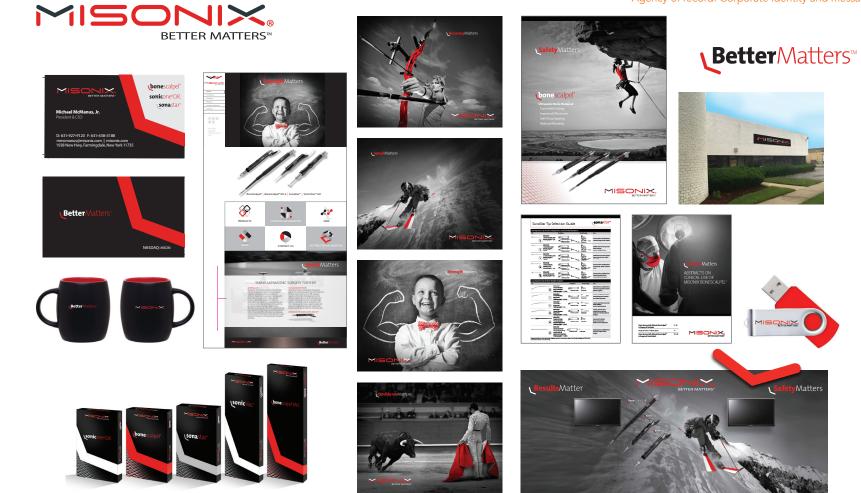
Sidelined with pain?

Get back in the game with

AmnioFix

AmnioFix* Sports Med.

Agency of record: Corporate identity and messaging

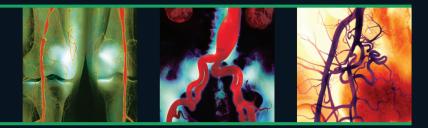


MIMEDX Consumer campaign



TERUMO Professional campaign

This is TERUMO Territory.[™]



Bead Block

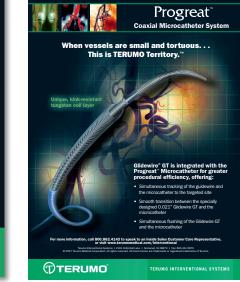
From access to intervention, the creators of Glidewire® are helping you meet the challenges of today's procedures

Terumo² revolutionized endovascular interventional medicine with the introduction of the Glidewire. Today, ferumo interventional Systems continues to create products using its Glide technology²⁴ hydrophilic coating and to introduce innovative solutions in micro accessing and embolies—all of which are designed to make your procedures faster, easier and more successful.

Because there's no such thing as a "standard" procedure, you're always in Terumo Territory. Be sure you're getting the genuine Terumo Interventional Systems products that you deserve.

For more information, call 800-888-3786 to speak to an Account Service Representative, or visit www.terumomedical.com/interventional

TERUMO INTERVENTIONAL SYSTEMS



Marketing Challenge

Glidewire Pinnacle Glidecath Progreat

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TERUMO

The most well-known Terumo products (Glidewire and Pinnacle Introducer Sheaths) had been sold and distributed by Boston Scientific for over 12 years and were largely thought of as Boston Scientific Corporation products. Glidewire was widely regarded as revolutionary for minimal invasive procedures by "going where no other wire could", and even though it had 70% market share in endovascular intervention, there was little awareness of Terumo as a brand or as the innovator of the Glidewire.

Creative Solution

The challenge was to communicate that Glidewire was indeed a Terumo brand. To help accomplish this, we leveraged the awareness and success that the Glidewire brand already enjoyed and let that reputation spill into Terumo's other product lines for endovascular intervention. The creative strategy revolved around connecting Terumo, in the minds of the target audiences, with the ability to complete difficult procedures.

CLINICAL INNOVATIONS Agency of record: Full corporate identity and product launch



Marketing Challenge

As a quickly growing company solely focused on Labor and Delivery, Clinical Innovations tasked us with developing their brand identity and launching several new products, including developing most of their print and web tactics such as sales aids, reference guides, corporate and product websites, and HTML email campaigns.

Creative Solution

After a thorough competitive analysis, positioning, and messaging work we developed a unique color palette and logo design to complement their innovative offerings. We also unified the look and feel of all of their products (which previously were disjointed) and developed the tagline and key messages.



Marketing Challenge: Fight back competitors who attempted to position Abbott's assays as commodities.

Creative Solution: Create an iconic visual campaign that serves as a platform to promote the uniqueness and superiority of Abbott's assays.

Award of Excellence, Rx Club, 2002







COOK Professional campaign



Awards Award of Excellence, Rx Club, 2005

HOYA: SUPERHIVISION Professional ad campaign





Marketing Challenge: In a category where all high-end lens treatments are perceived to be the same, differentiating Hoya's HiVision brand required a unique solution with plenty of stopping power.

Creative Solution: Differentiate HiVision from all the other campaigns that simply show models wearing glasses by creating an attention-grabbing visual device. We call it the "Faces" campaign, and along with the touch of wry humor, it provided commanding confidence for the brand.

Awards

Bronze, In-Awe Awards, 2005 Finalist, MM&M Awards, 2005 Finalist, Global Awards, 2005 Award of Excellence, Rx Club, 2005



Marketing Challenge: Launch a unique, first-in-class fetal heart rate monitor that uses leads instead of straps and ultrasound to assess fetal heart.

Creative Solution: Leverage the uniqueness of the product itself by creating a campaign that visually speaks to the product's most distinguishing characteristic, the leads.

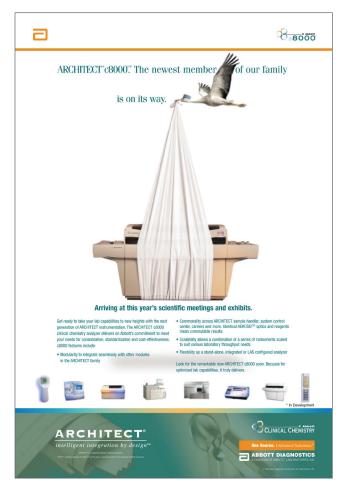


Marketing Challenge: Immcuor, the market leader in transfusion medicine, tasked VitaminD Creative with a global corporate rebrand to keep up with increasing competition and communicate their leadership role in transfusion medicine.

Creative Solution: Create a memorable, global template that can be used as a platform for the entire brand. The resulting campaign humanizes the science and all of the work Immucor does to ensure that transfusions are safe and compatible.

ABBOTT Professional campaign

8.8000



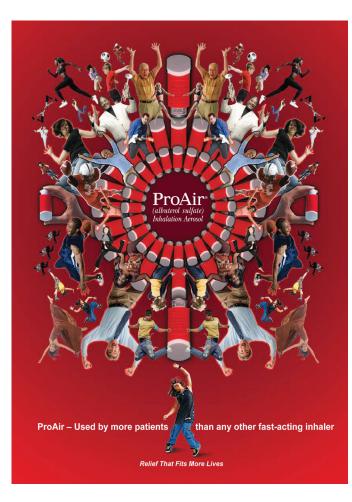


Introducing the AACHITECT c6000...intelligent integration create a true state of oneness. c6000 allows you to by design...piving you the ability to transform your consolidate workstations for reduced sample splitting. laboratory into a unified testing environment. To maximize better utilization of valuable space, and decreased training cost-efficiencies and accommodate changing workflow time. All with one operator, one tube, and one workstation requirements ARCHITECT combines clinical chemistry Take your lab to the next level with the ARCHITECT c8000 and immunoassay systems onto a single platform to - the higher power in today's laborator CLINICAL CHEMISTRY ABBOTT DIAGNOSTICS

Marketing Challenge: Abbott was launching their first diagnostic division and wanted to make a splash to introduce their new machines.

Creative Solution: Create awareness with a visually compelling campaign that juxtapose a stork, jockey, and a man meditating to introduce and communicate the various benefits of their Architect line.

TEVA Professional campaign





Marketing Challenge: Take a well known generic product, change its formulation to comply with new federal clean air standards, and completely re-brand and relaunch to patients.

Creative Solution: Since most people with asthma carry an albuterol inhaler to use as rescue medication, make the product a fashion item, not just an inhaler.

ROCHE COBAS Professional campaign



Creative Solution: Make the template work hard with intriguing visuals that directly and quickly communicate the main benefits of the Cobas system.



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Marketing Challenge: Though not the agency of record, we were tasked with creating a website to help promote Vectical, a brand largely ignored by Galderma.

Creative Solution: Use consumer friendly messaging and imagery to impart a positive message. You really can make peace with psoriasis. The client liked this so much it was preferred over the concepts created by Deutsch, their agency of record.

GALDERMA LABORATORIES: VECTICAL Website









COMPANIES/PRODUCTS WE'VE NAMED

ViveBio A biotech company



InteguSeal A surgical skin sealant



MaxClarity An acne-fighting system



MacuLogix A vision diagnostics company







CLIENTS WE'VE SERVED

Current

Merck Millipore Misonix Medovex OBMedical Clinical Innovations Wound Care Technologies MiMedx Immucor Glenveigh SEMDA Triatek Tamm Net Sebia One World Inc.

Previous

SmithKline Beecham The Liposome Company Pharmacia & Upjohn Key Abbott Diagnostics Teva Arthrocare AstraZeneca Amgen Biovail Pharmceuticals CibaVision HOYA Orth-McNeil Proctor&Gamble Pfizer AstraZeneca Bristol-Myers Squibb King Pharmaceuticals Schwarz First Horizon MediSense Meretek Diagnostics Genzyme Stiefel Laboratories Roche King Pharmaceuticals Cumberland Kimberly-Clark Elan Astra Tech



Dan Malowany Partner, Creative Director

Dan began his copywriting career at McCannTorre Lazur about 15 years ago and has since amassed a wealth of experience in big and small healthcare agencies in NY, NJ, and Atlanta, including CommonHealth, Medicus, Saatchi & Saatchi Healthcare, and Adair Greene-McCann.

He has worked in many major therapeutic categories, including asthma, incontinence, allergies, oral health, diabetes, oncology, cardiovascular, dermatology, and more, for pharmaceutical, medical devices, diagnostics, and biotech companies, and has written directly to physicians, patients, consumers, and the clients' sales forces in most mediums, including print, interactive, radio and television.

Dan has also led the copywriting efforts on several large product launches and re-launches in everything from "high-science" antibiotic and oncology brands, including Levaquin, Neupogen, Nolvadex, Arimidex, Detrol, Exanta, Toprol XL, Glucophage, ProAir HFA, to well known OTC brands such as Crest, Listerine, Reach and Trident. Notable clients include Kimberly-Clark, AstraZeneca, Bristol-Myers Squibb, and Pfizer. He has also named several healthcare products and even a biotech company.

Prior to copywriting Dan was pursuing a doctorate at Rutgers University School of Medicine. He has a BA from New York University and an MA from Columbia University.



David Burnette Partner, Creative Director

Having spent the first ten years of his career in consumer advertising and the second ten in healthcare, David brings a wealth of creative experience and award-winning talent to all his clients.

David graduated from the prestigious Pratt Institute in New York City in 1984 with a degree in graphic design and illustration and began his career branding and executing creative for such well-known clients as Pepsi, Georgia Power, Marta, and Weight Watchers, among others. Between 1993 and 1997, David developed promotional programs and interactive displays for the NBA, NFL, ESPN, and the ACC, pioneering the change in Atlanta from traditional art methods to computer graphics. He also directed the photography, design and branding for some of the nation's most successful brands, including UPS, Bellsouth, Georgia-Pacific, Home Depot, AkzoNobel and Hewlett Packard.

In 1997 David switched from traditional consumer advertising to healthcare advertising, assuming increasing managerial responsibilities while developing consistent, award-winning branding campaigns for most of his clients which ranged literally from A to Z (Abbott to Zovirax). In the last 11 years, David has worked in numerous therapeutic categories, including dermatology, diagnostics, optometry, cardiovascular, analgesia, and, more recently, asthma. His work has been featured in industry trade journals and recognized with numerous industry awards.

YOUR TEAM



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