



UNIQUE IDEAS that contribute in building brands and businesses!

Raison d'être



We proactively:

- Offer very unique and measurable creative projects
- Innovate to stimulate brand connection
- Motivate marketers and sales individuals
- Identify new business opportunities

UNIQUE VERSATILE EXPERIENCE

Healthcare
Consumer
Corporate



PHARMACEUTICAL AND MEDICAL DEVICES

- Baker Cummings Alza Pharma
- Alcon
- PST Biotechnology
- Church & Dwight Canada
- ConvaTec/BMS
- Bristol-Myers Squibb
- Eli Lilly Canada
- Lantheus Medical Imaging



- Merck-Schering Canada
- Novartis Canada
- Pfizer Canada
- Pharmascience (Generics)
- Roche Diagnostics
- Sanofi Aventis Canada
- Salts Healthcare
- Servier Canada
- Shire Canada
- Smith & Nephew Canada



THERAPEUTIC HIGHLIGHTS:

- Arthritis (PST Biotech) (Remicade)
- CNS-Schizophrenia (Clozaril)
- Migraine (Stadol)
- ADHD (Ritalin (Methylphenidate))
- Cardiovascular Hypertension (Accupril)
- Cholesterol (Coversyl)
- Dermatology (Elastoplast)
- Diabetes (Lantus/Apidra, Humulin, Humalog)
- Diagnostic Imaging (Accu-Chek, Large analyzers, LMI)
- Endocrinology (Humulin, Humalog, Hemathrope)
- Hepatitis (Rebetron)
- Gastroenterology (Remicade, Mezavant)
- Oncology (Femara, Zometa, Gleevec, Sandostatin, Exjade)
- Ostomy (ConvaTec) (Salts Healthcare)
- Pain Management (Excedrin)
- Rheumatology (Remicade)
- Psoriasis (Remicade)
- Urology (Elmiron)
- Wound care (Elastoplast, Nivea, Atrixo, Labello)



CONSUMER EXPERIENCE:

Direct To Consumer:

- PST Biotech
- Femara
- Remicade
- Accu-Chek
- ConvaTec

Packaged goods:

- Elastoplast
- Nivea
- Atrixo
- Labello
- Excedrin
- Accu-Chek



UNIQUE SERVICES THAT CREATE IMPACT FOR YOUR BRAND!

