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A safe pair of hands with a bit of edge

We become an extension of your Pharma business.

Using a combination of hard earned professional expertise, extensive relevant industry and business development experience, energy and effective creativity, we get to understand you, your aims and objectives, and your target audiences. Working closely with you, we design appropriate communication strategies and select the best methods of message delivery then...

We make it happen!

Having worked extensively in global Pharma...large and small, we are ideally placed to work closely with you across the marketing and advertising disciplines. From brand creation and development, through brochure/package design and copywriting, to the conception and production of innovative video and the effective use of contemporary rich media.

And all in-house!

How do we do it?

Easy ...we've been doing it for a long time.

Neil Taylor

Neil T is a creative with more than 30 years experience in the advertising, marketing and promotion industries.

His background in print design, large scale multi media presentation, event design and production, art and video direction combined with a portfolio of business development tools, has equipped him to work closely, often at board level, with his clients whether SME or multi national organisation to achieve their communication and business aims.

Neil Armstrong

With over 25 years creative industry experience, Neil A has worked across many industry sectors as a designer, video producer and photographer.

Having formed the North East's first broadcast standard computer graphics company (before the internet took off!) he has received both a Fuji Professional Distinctions Photography Award and a Royal Television Society Craft Award during his career to date, plus a variety of Arts Council England awards.





PHARMACEUTICAL

media | VIDEO | INTERNET | PHOTOGRAPHY | PRINT & PACKAGING



Filming in the clean room environment brings with it a number of challenges.



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Our extensive experience of working with two crew in these conditions and achieving the maximum results with minimum intrusion or distraction has meant that we have been able to produce communication solutions for clients who were normally reluctant to risk impact on their manufacturing processes.

Fagron: **The FAST concept**

VIEW ►

Fast Accurate Sterile and on Time

Produced for the launch of a technologically advanced aseptic delivery system for Fagron a global supplier of innovative pharma solutions.



Fagron: **Compounding matters**

VIEW ►

Produced to support the Compounding of pharmaceutical interventions across the globe. Voiced in more than ten languages the video was used to reinforce the need for tailored medicines for patients with unique requirements.



Eaststone: **Prescriber Pharmacist Patient**

VIEW ►

Produced for a UK producer of extemporaneous medicines to demonstrate how Research and Development and the highest standards of manufacturing quality help achieve the best outcomes.



Pharma Assist: **Compounding Services**

VIEW ►

Produced to showcase the high quality delivery of this Dutch manufacturer's aseptic and sterile solutions. All filmed in the highest levels of clean room technology.



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Web consultancy is about everything to do with your online presence. Online is where your media can converge. A website can be a portal to a myriad of functionality, be it document downloads, supporting sales or client material, video presentations or dynamic updates.

We design and build to your requirements, be that developing your existing online presence or implementing a new approach. Increasingly SEO and social media need to work alongside any online marketing strategy.

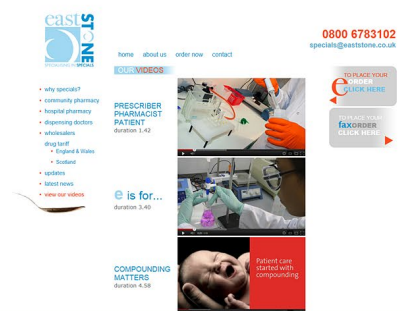
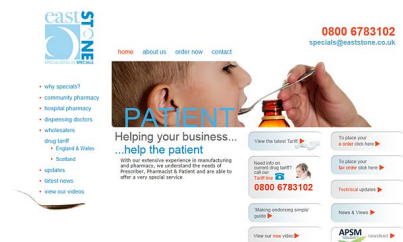
Eaststone Specials

VIEW ►

Made to promote the values and ethos of this Specials Manufacturer, the website provides regular updates of Part VIIIB Drug Tariff Prices plus news and jobs via a content management system.

Online ordering is also made easy via the site, with visual 'calls to action' prompting the user.

Additionally, a video playback page gives the company a forward looking, dynamic presence.



Pern Consumer Products: **Dermacool**

VIEW ►

Ostensibly a brochure site for a niche product, this site addresses the needs of patients, parents, pharmacies and prescribers.

A password protected NHS login area allows customers to download documents specific to their needs.



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Strictly regulated, Pharma advertising requires not only creativity but a real understanding of both the opportunities and restrictions involved in the promotion of a product or service.

To take full advantage of any brand value, the packaging of a product must reflect it not only in its visible style but also needs to contain any emotional capital the brand has captured.



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Some examples:

Support PR for major Pharmaco
Relevant supportive editorial can enhance any ad campaign.

Mental Health educational support
Carers guide for NHS in dealing with challenging behaviour.

Promo Brochure for Global Pharma supplier. Contemporary styling across two media for maximum impact.

Technically detailed Catalogue for Aseptic concept. Detail and design amalgamated for ease of use.

Cool packaging reflecting the product with a cooling soothing design.





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The method

Working collaboratively with the management and marketing team of a Pharmaco we design a brief for both content and desired outcomes. We produce the initial concept based on the company activities and aspirations we have seen and of course our knowledge of the company, any relevant previous projects and ongoing involvement with the Pharma industry

The audience

Where appropriate, using this extensive experience and industry knowledge we work closely with the team to establish the broad spectrum audience whether it be customer, financial analyst, shareholder or any number of potential stakeholders. As a result we have an understanding of what would be required to present the the brand and its values in the most relevant and effective manner and where possible taking a stylish approach without pretension and being informative but not 'dry'.

This is reflected in our ethos of using the emotional capital found in the brand, the people and the identifiers that our audience will recognise and respond to.

The style

Whilst working within any existing brand I/D guidelines we capture, the scale, scope and dynamism of the company in an innovative, thought provoking visual style. This approach will demonstrate to stakeholders, shareholders, analysts and customers alike, the key drivers of the organisation whether it be product or operational excellence, with both understanding and enthusiasm.

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