

Creating the **Brand
Platform** for
MediCult Family

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REPUTATION/PUBLICIS

One Company.....Growing



ART Media – Global #2->#1

...we have 3 strong product brands
...a need to re-challenge our brand architecture
..... and the way we present ourselves
.... and to re-think our corporate values
=> Project Unity



ART 'Total' Supplier – US #1
ART Select Disposables - Global



HUMAGEN™

ART Micropipets – Global #1

REPUTATION

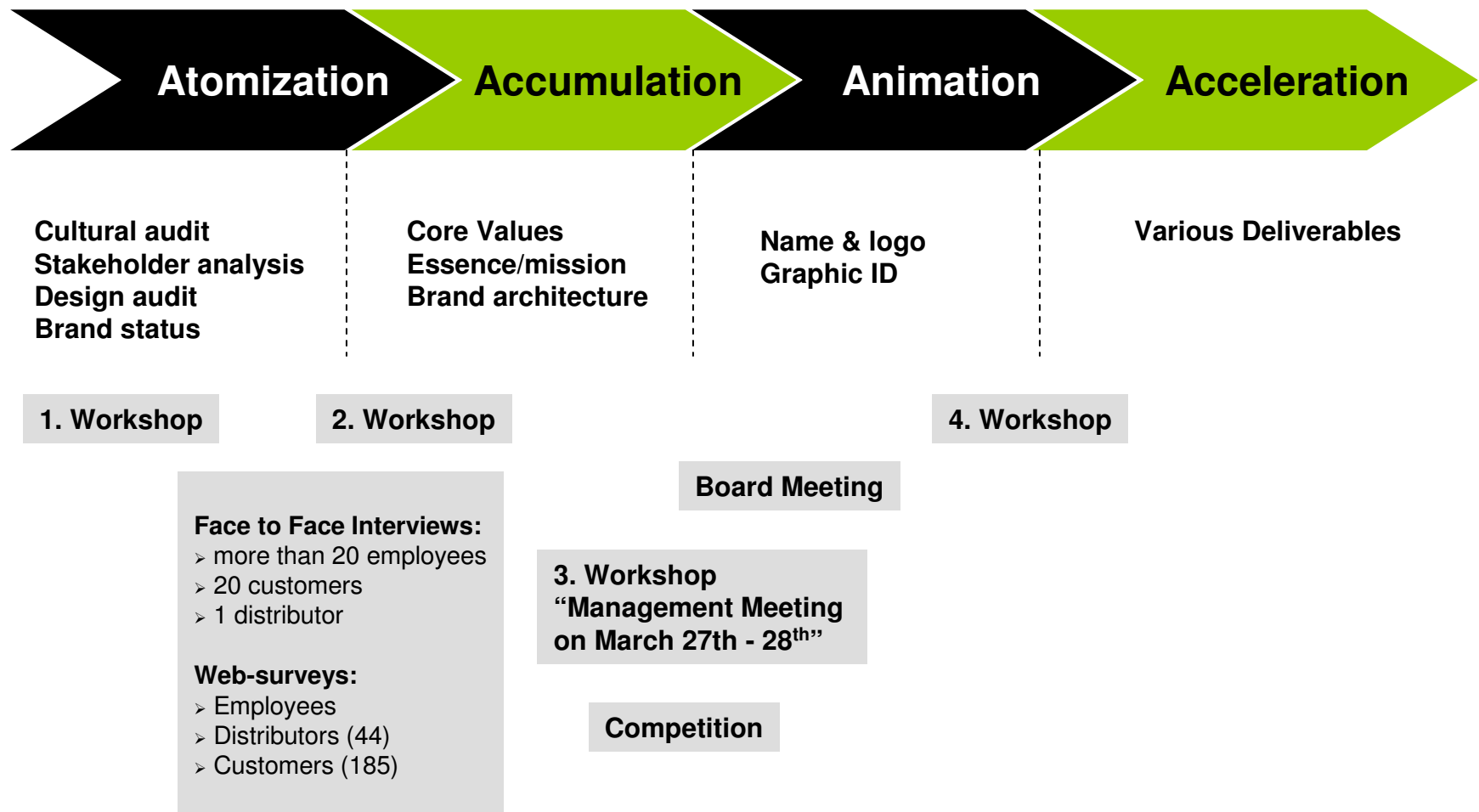
- Part of Europe's largest advertising group, Publicis
- Specialized in corporate branding & transformations
- Global lead agency for 6 clients, e.g. Nycomed & Lundbeck
- Creative lead agency in DK

Background

- Current name is a 'challenge'
 - known for media only
 - 'cult' has negative connotations in certain geographies (US+)
 - Humagen/MAD taking too much of a back-seat
- Bullet-proof concept for further acquisitions
- Keep existing sub-brand equity
- A symbolic rebirth (internal/external)
- Bid process among branding agencies

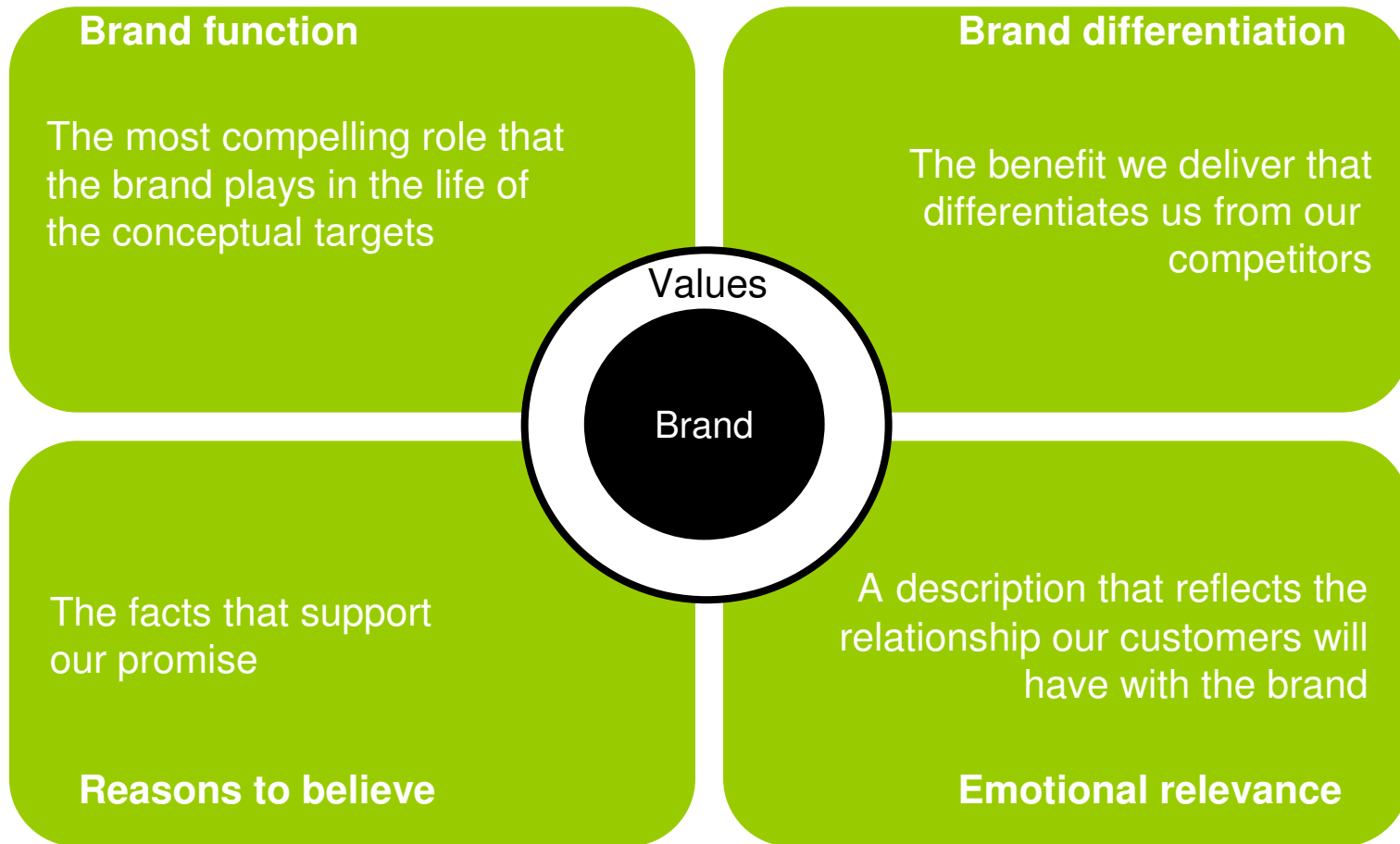
The Process

– *Insight Out*TM

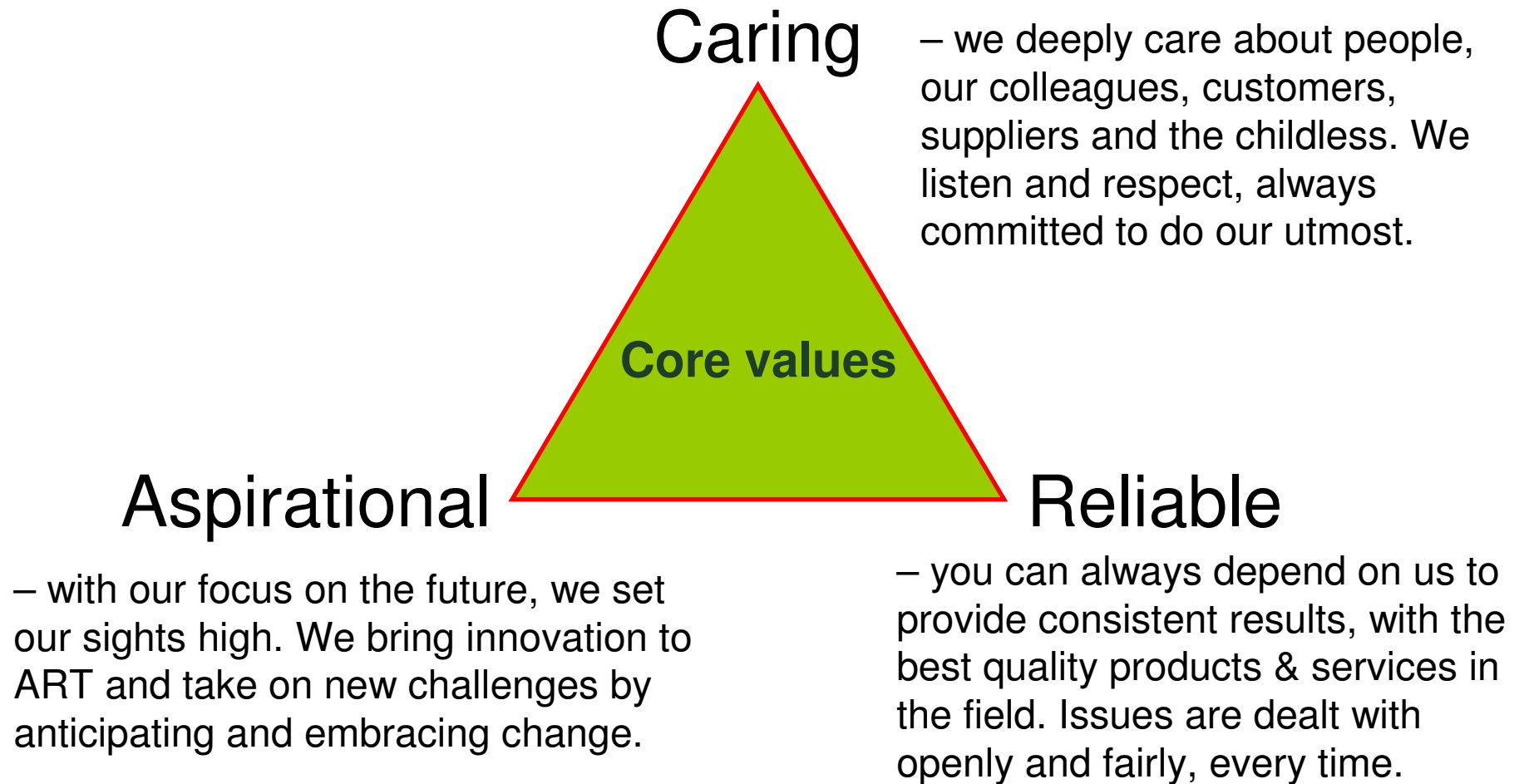


Media x pipettes x plastic x equipment x technicians x patients = Success

The less variables,
the higher probability of success



Follow the ARC – values at the core of our business



origgio

o-ri-gi-o pronounced [awr-i-ji-o]

something from which anything arises or is derived, source, the first stage of existence; beginning and original. From origin.

Latin. origo, -iginis, fr. oriri to rise, become visible

origgio

origgio MEDICULT
MEDIA

origgio HUMAGEN
PIPETS

origgio MIDATLANTIC
DEVICES

for life

***“At the end of the day, its all about life;
the opportunity of new life for customers
and our own new life as Origio.
Life is everything. That's what we stand for “***

origio

New beginnings...

MICROBIOMEDIA HUMAGEN PIPETS MEDICALANTHETIC DEVICES



origio


Technology (ART) field, from A-Z

Science is our cradle

Providence is our grace

Science is our cradle. Providence is our grace. We are grateful for the many blessings that surround us. We are grateful for the many blessings that surround us. We are grateful for the many blessings that surround us.

origio



origio - International Service

International Service is available in all countries. For more information, please contact your local origio representative. You can also visit our website at www.origio.com.

Let's origio, together, for a better tomorrow.

A baby is born every 6 minutes after conception using ORIGIO products, 24 hours a day, 7 days a week, 365 days of the year, all around the world, adding more than 65,000 babies being born each year.

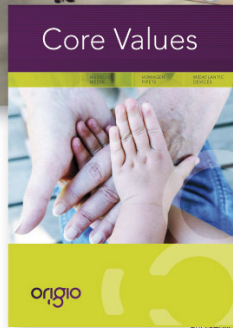


8 0 0 0 0 0 0

8,000,000 Humagen micropipets have been made and sold since 1993.



origio



<h2>Aspiration</h2> <p>As we focus on the future, we aim high - to continue to provide high quality products and services. We seek to attract and retain the top talent, to take on new challenges and to anticipate and embrace change.</p>	<h2>Reliability</h2> <p>You can depend on us to provide the best products, tailor made services and timely, relevant information. Issues are dealt with openly, fearlessly and fairly, every time.</p>	<h2>Care</h2> <p>How we handle our business from the supply of the vital products to the way we interact with our stakeholders.</p>	<h3>How do core values affect everyday life?</h3> <p>These values are our foundation. They provide the framework to make good decisions. They help us answer questions like, "Do I really want to call this customer today?" or "Is this paper acceptable?" Our core values should influence our interactions with our peers and our customers.</p> <p>Our core values will preserve the common backbones of each of the three companies as we come together as one.</p>
<p>Everyday Aspiration</p> <p>Always striving to be better. Stepping ahead of scientific developments to bring the best products to our customers. Be the best - do not settle for less.</p>	<p>Everyday Reliability</p> <p>We can count on each other, on the company, and the company on us. Our customers can depend on us and on our products.</p>	<p>Everyday Care</p> <p>We care about our customers, our company, and each other.</p>	

What does this mean?

- **New corporate name** to be launched at ESHRE June 29th in Amsterdam (first time that all MEC companies fully share one booth)

- **By then:**

- New 'ticker' symbol at OSE expected
- New 'master' web homepage
- New business cards for ESHRE participants
- New domain/email addresses
- New corporate presentation template
- New corporate brochure and values pamphlet

Later spaced over time to make it as cost-effective as possible (incl. use up existing materials):

- New letterhead
- New packaging material
- New IFUs
- New web-structure/pages for product categories
- etc etc