

SELECTED WORKS:
Branding + Identity

“YOUR SCIENCE MATTERS”, MERCK RESEARCH LABS
Merck’s new brand platform is summed up by “Your Science Matters.” This statement positions Merck as partner-centric, in sharp contrast to many of its peers. This brand story is one where Merck and partners share the hope and inspiration of what science can do for patients.

YOUR SCIENCE MATTERS.
Working together because the world is waiting.

MERCK & CO., INC.
Kenilworth, N.J., U.S.A.

8-page Brochure

YOUR SCIENCE MATTERS.

Bold, meaningful collaborations. For the patient, it's critically important that we get them right. The stakes are high because our success impacts the lives of millions. We believe that by following the science and by working with great partners, we can construct a future that is hopeful and forward looking. We believe, together, we can play a major role in transforming global healthcare.

IT'S ABOUT PATIENT'S LIVES.

YOUR SCIENCE MATTERS.

IT'S A MATTER OF URGENCY.

TOGETHER WE CAN GO FASTER AND FURTHER. Today in discovery, we can accomplish things at a scale of speed that was once unimaginable. And we need to. For people with serious illnesses, it's a frustration that we must forward with a great sense of urgency.

Today at Merck, we are accelerating our programs in immunoncology every way we can—from lab to clinic, in-house and through collaborations—bringing new hope to cancer patients. Merck's anti-PD-1 therapy, *Keytruda* (pembrolizumab), is a prime example of our sense of urgency. Just three-and-a-half years after the first doses of medicine were given to patients in clinical trials, *Keytruda* was approved by the FDA.

Since that breakthrough, continued research and robust clinical data have opened nearly endless avenues for evaluation. Partners are essential to us in order to pursue the full potential of this expanding science. To that end, we've aligned ourselves with dozens of external partners—companies with novel assets, complementary approaches, and unique talents. With our partners' help, our one immunotherapy cancer trial in 2011 quickly grew into 100 combination trials and counting. Merck has reached beyond traditional life spans to 30 additional types of cancer, with dedicated development teams at the core of those research efforts. Our commitment to *Keytruda* is one of the largest Merck has ever made to one compound.

Our ongoing oncology collaborations are evidence that speed and focus. A positive response in an exploratory phase I/II combination trial quickly triggers the need to expand the work plan and the collaborative flexibility and commitment are needed on both sides of the partnership to move forward without missing a beat.

Working in focused collaborations with partners like you, we can speed the progress of therapies to the clinic—just for cancer but for all serious diseases.

YOUR SCIENCE MATTERS.

IT'S ABOUT DISRUPTING THE STATUS QUO.

TOGETHER WE CAN ADVANCE NOVEL DISCOVERIES. It's early stage discovery that is revealing the critical avenues humankind needs to tackle serious diseases. That's why we are building relationships to participate in innovation in its early stages—working closely with forward-thinking leaders who are at the confluence of disruptive ideas.

We are inspired by the vision and energy across the global scientific community. Their creative, bold work brings the world a new understanding of early stage innovations, identifies new targets, opens new pathways and expands new tools and technologies.

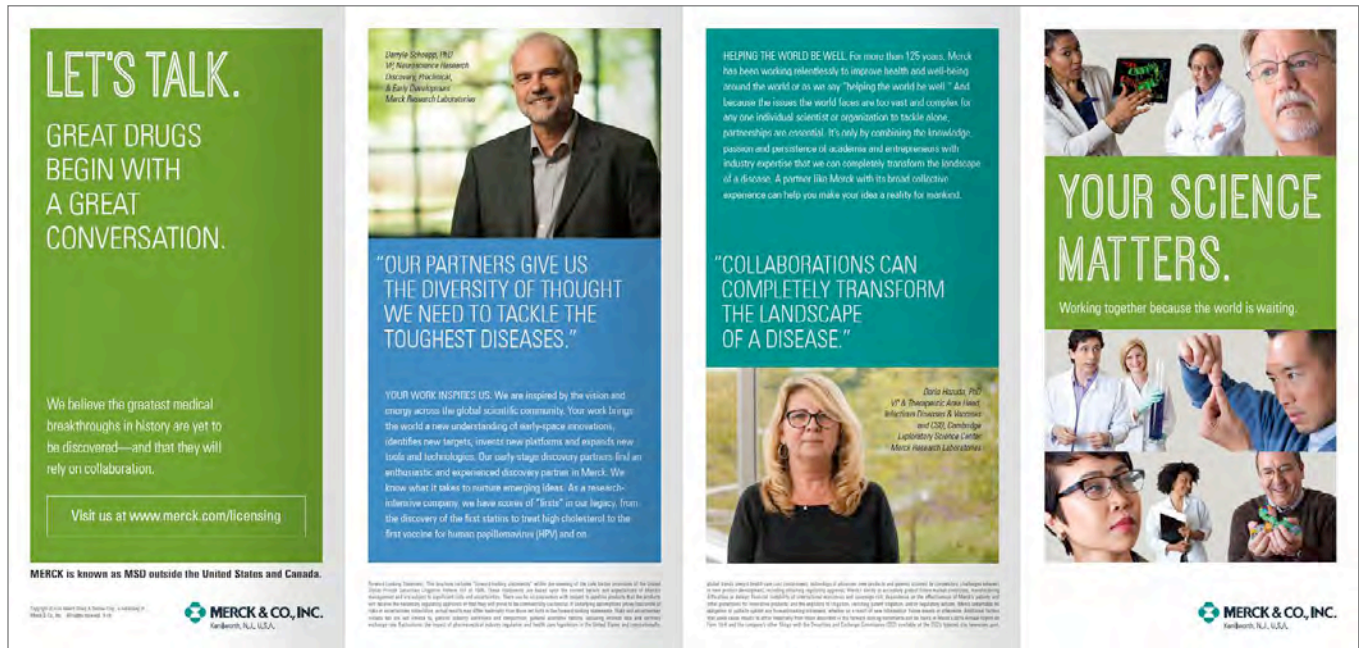
Our early stage discovery partners find a kindred spirit in Merck. What's more, they find an experimental discovery partner. We know what it takes to nurture emerging ideas. As a research-intensive company, we have access of "tools" in our "bag" that discovery partners do not. We are the first to test high-calibered to the first vaccine for human papillomavirus (HPV) and on.

To reach a partnership around early innovation, you must start with great science. But it takes much more than that to be successful. It takes a unique blend of curiosity and discipline. What it takes: The right people—people who have a shared vision and the confidence in each other to be flexible and open. Creative thinking—asking "How can we combine our strengths in the most productive way?" A rigorous, systematic, data-driven approach to decisions—a Merck hallmark. It's a formula that has worked for us, and our partners, time and again.

Our well-established operational capabilities integrate many disparate fields of knowledge. That means partners can tap not just resources, but the vast collective knowledge of the Merck team. They will work with you to ensure that your discovery matches its full potential and value is realized.

BREAKING THROUGH WITH A NEW MODALITY. Our partner, Moderna is a pioneer in the development of novel drugs using messenger RNA (mRNA). Their exciting preclinical research shows the ability of mRNA to express viral antigens or virus to induce a robust and protective immune response. By combining the benefits of Moderna's sequencing data from their first clinical trials and Merck's strengths in vaccines and antibody development, we hope to translate the development of vaccines and therapeutics against viral diseases.

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Accordion-fold brochure



Trade show installation

“I AM PECO”, PECO ENERGY COMPANY

To align employees and leaders to important company goals, PECO established an employer-employee compact. To stay on track, the company produces quarterly reports to chart progress and holds yearly employee meetings to engage employees. In 2016, PECO asked us to help them “step it up a notch”. First, we developed a “branded” look and message for the compact. And then supported the employee meeting with branded displays and materials including an interactive one that allowed each employee to “sign” the compact electronically. The meetings were energizing and awareness of the initiative remain high.



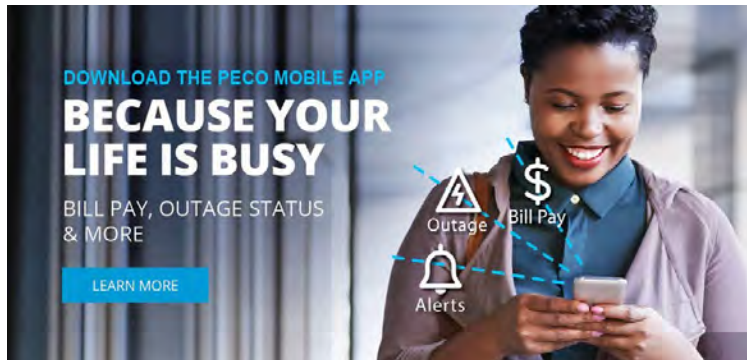
20-page Brochure



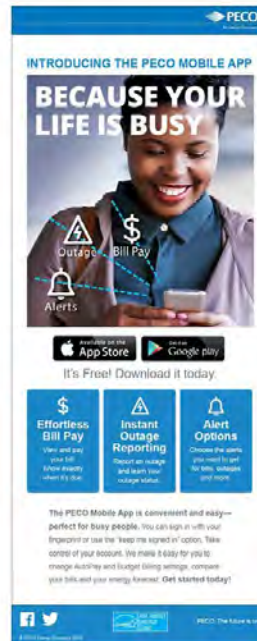
The events included promotional give-aways, video displays, slideshows, and an electronic signing screen.

AUMOST Creative Group

“BECAUSE YOUR LIFE IS BUSY”, PECO ENERGY COMPANY
PECO’s marketing team asked us to develop a digital campaign to promote the app and motivate their customers to download it. The creative focused on promoting the benefits of saving time and on-the-go access. Things that are valued by busy people. The campaign theme became “Because your life is busy,” paired with images of calm, confident customers taking a moment out of their day to pay their bills, check their outage status and more.



PECO Home Page Web Banner



Email Ads



Social Media Ads



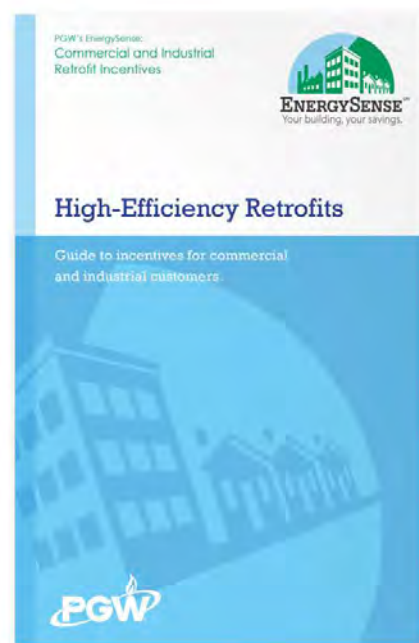
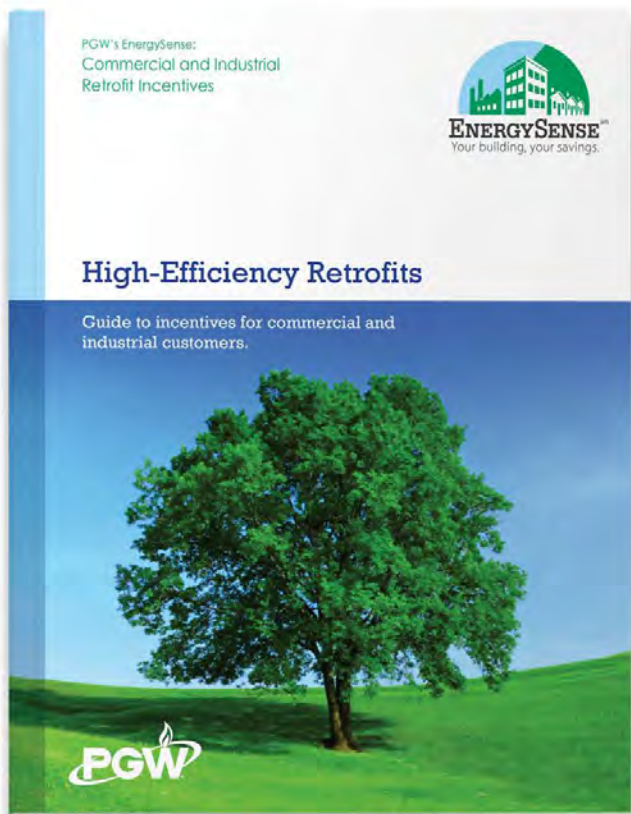
Web Banner Ads



“ENERGYSENSE”, PHILADELPHIA GAS WORKS

PGW asked us to create a name and identity for a new initiative that was designed to motivate customers to reduce waste and improve the efficiency of their businesses, schools and homes. In the industry, they call this type of initiative “demand-side management.”

This initiative consists of six rather complex programs that extend different types of rebates or incentives to different customers. To build awareness among the public, we knew we would need to unify the programs under one strong, overarching framework that would have appeal with all target audiences. With this in place, we enhanced the implementation of the program, increased customer participation and improved the program’s rate of success. We went on to create consistent messaging for the six distinct programs.



“OPEN FOR INNOVATION”, GLAXOSMITHKLINE—THE CEEDD

GSK’s CEEDD was established as part of an initiative to strengthen the R&D pipeline by tapping into external talent. The measure of the group’s success would be not just the deals it closed, but a strategic shift to embracing external discoveries. GSK asked us to define the brand for this small, bold group of risk takers. Working with the full team of 12, we revealed the group’s vision, story and values using proprietary brand development tools. And we debated and collaborated until we squeezed out the essence of the organization—in language and in visuals—and attained full consensus. Five years later, the culture shift was complete—external alliances were being generated increasingly by scientists outside the CEEDD.

