ATTENTION WITH DIMENSION

Capabilities and Sample Work

WHO WE ARE

We bring our expertise and passion for marketing communications to our clients with an entrepreneurial spirit. As a virtual agency, we are best positioned to bring a customized team of professionals, deeply steeped in healthcare to each and every project in an affordable, efficient and nimble manner.

- Tightly-knit team of talented, creative professionals with over 20 years working together
- Specialize in corporate branding—bringing a fresh approach to marketing
- Agency quality without the agency overhead
- Dedicated to creating personalized teams to bring the right mix of experts to every program
- Relationship-building that sets us apart from other agencies
- Strategic, positive, responsive and flexible

CAPABILITIES

Branding/Advertising

- Marketing Plans
- Brand Positioning & Messaging
- Logo Development
- Stationery/Business Cards
- PPT Template/Refinement
- Clinical Trial Branding
- HCP and Patient Collateral

Interactive/Digital

- Digital Strategy
- Website Design/Implementation
- Animation/Multimedia
- Clinical Trial Patient Recruitment, Search Engine Marketing (SEM)
- Video Production
- SEO/PPC Campaigns
- Web Tracking/Data Analysis/Reporting

Other

- Annual Reports
- Convention Exhibits/Activities
- Photography
- Infographics
- Medical Illustration
- Internal Campaigns/Employee Communications
- Community Programs/Events
- Packaging

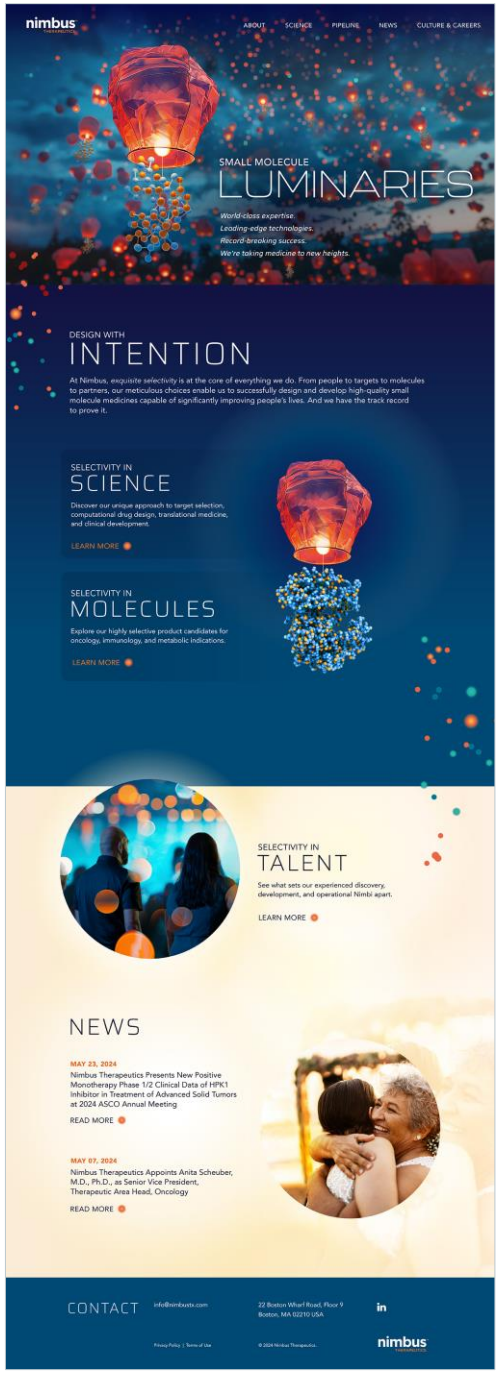
DMG

SAMPLE WORK – CORPORATE BRANDING

Corporate Branding

Nimbus Therapeutics

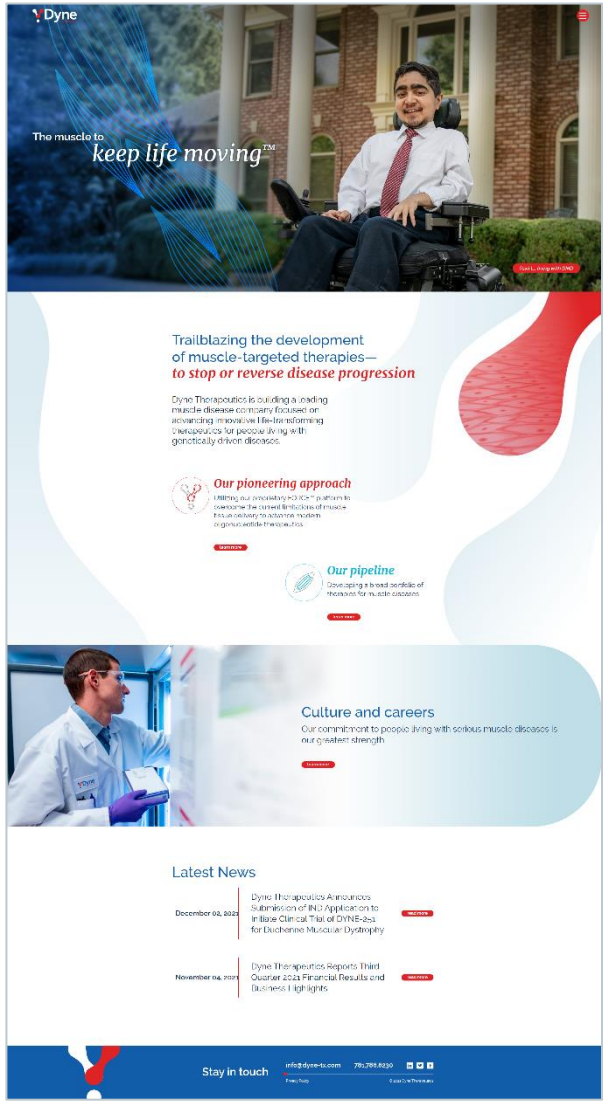
https://www.nimbustx.com

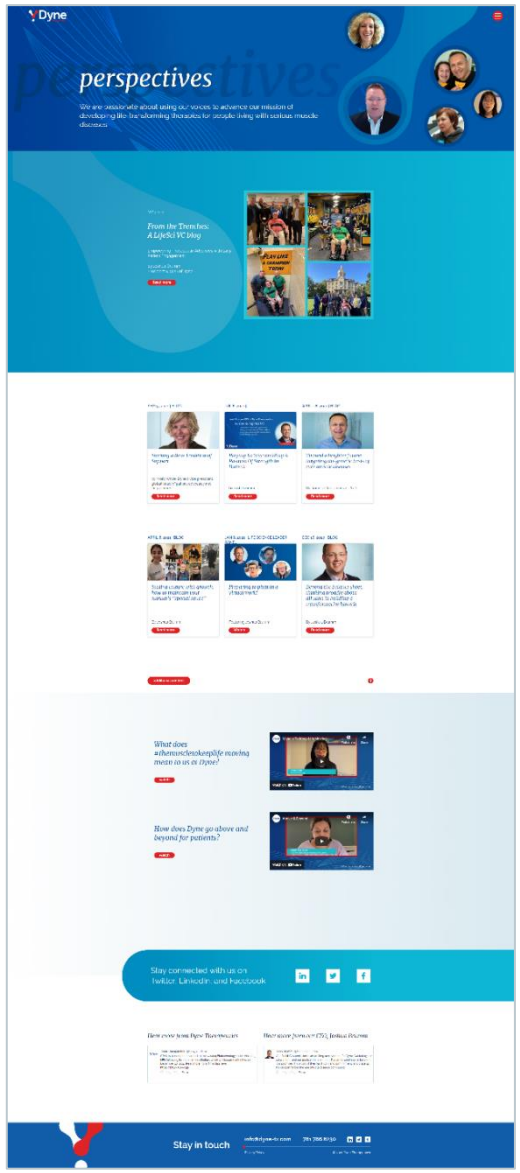


CORPORATE BRANDING

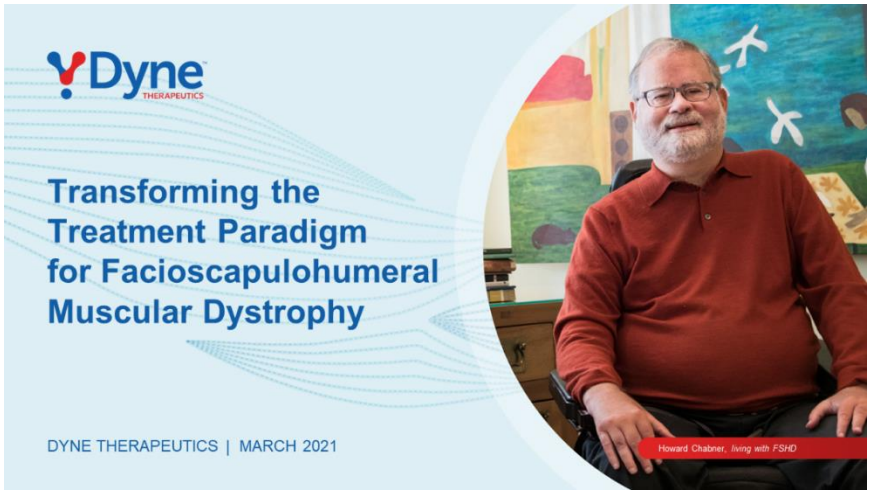
Dyne Therapeutics

https://www.dyne-tx.com/





Corporate PPT Template

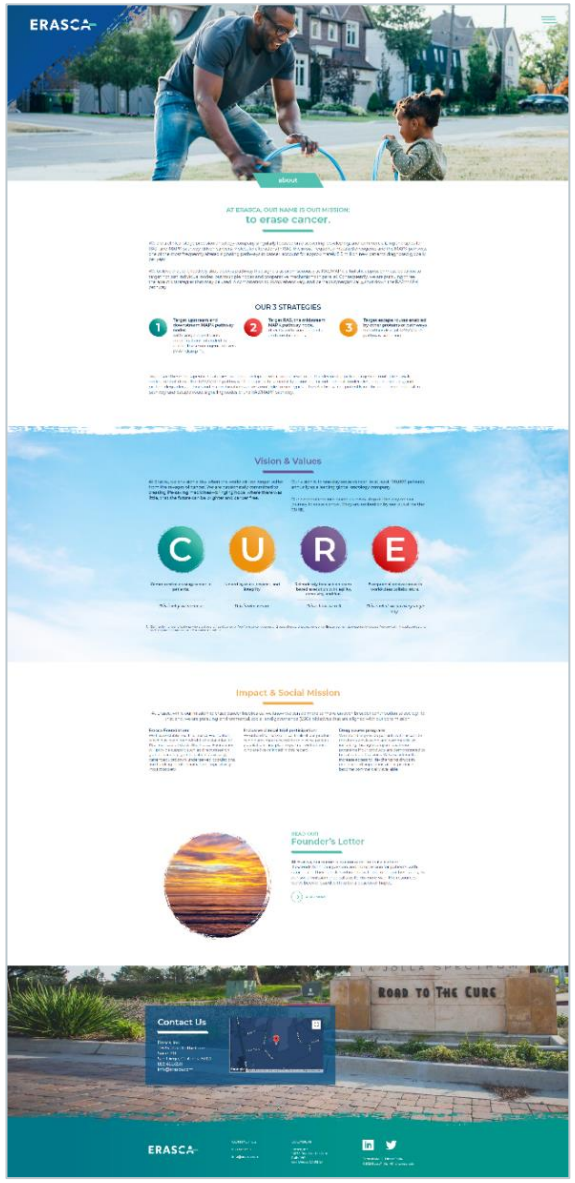


Patient PPT Template

CORPORATE BRANDING

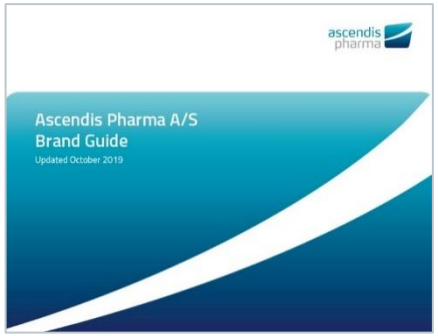
ERASCA

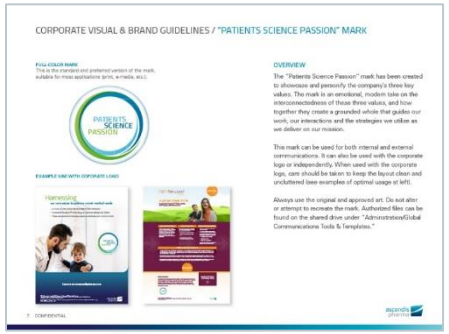
https://www.erasca.com/

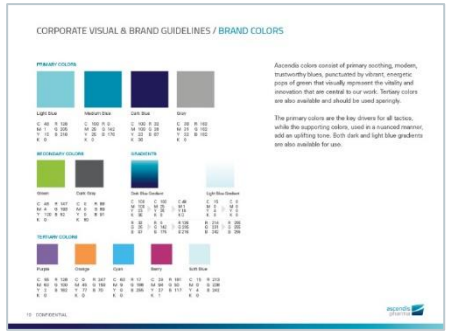


PPT Template

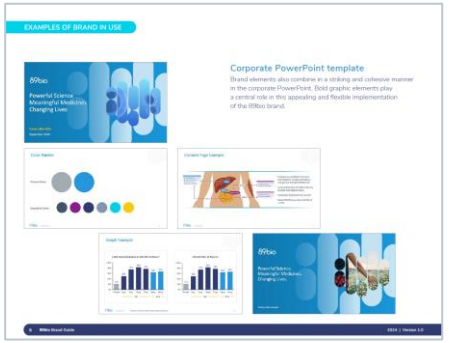
CORPORATE BRAND GUIDES



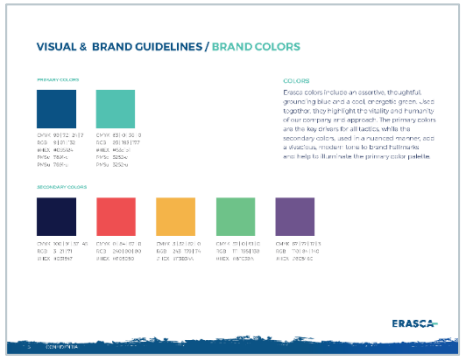




Ascendis Brand Guide

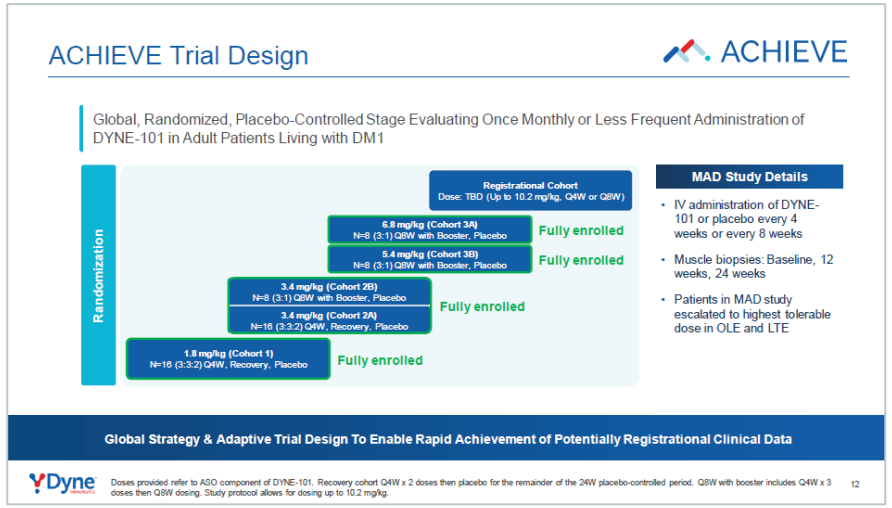


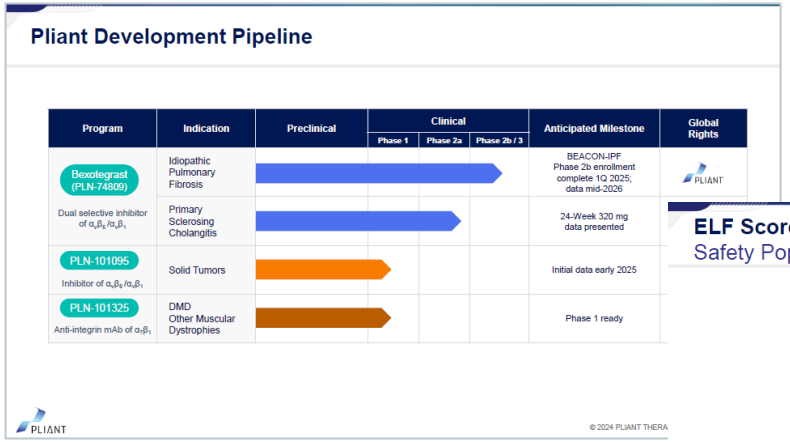
89bio Brand Guide

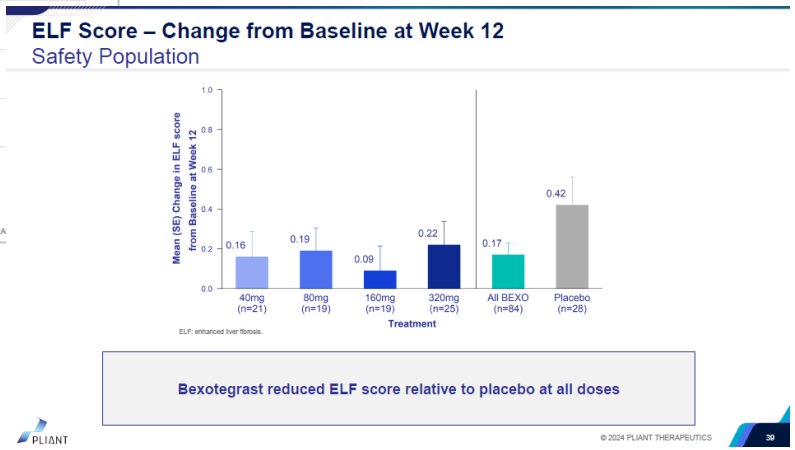


Erasca Brand Guide

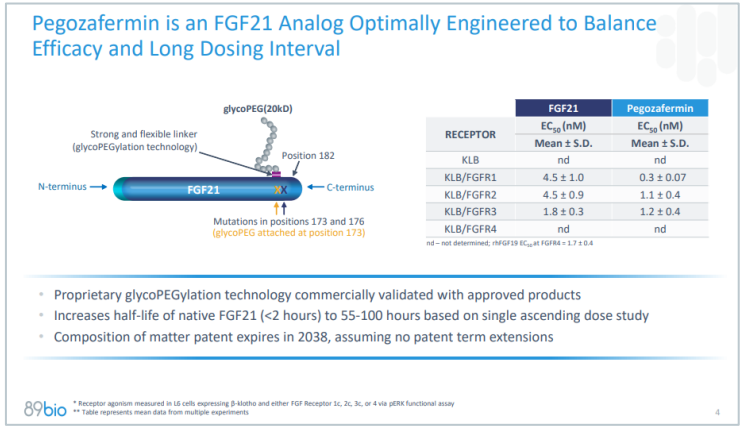
CORPORATE PPT

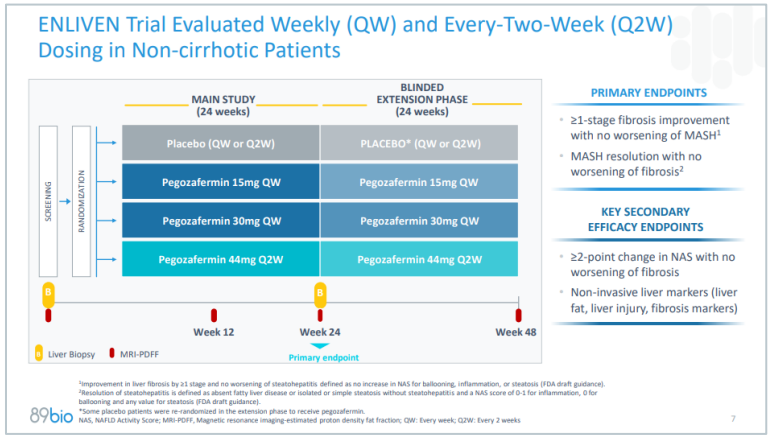


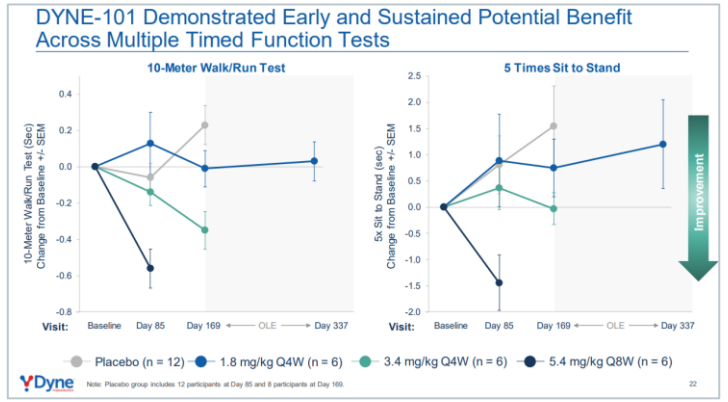


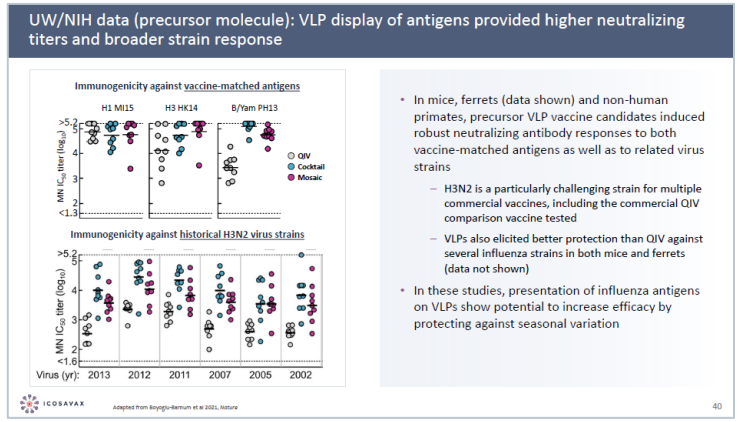


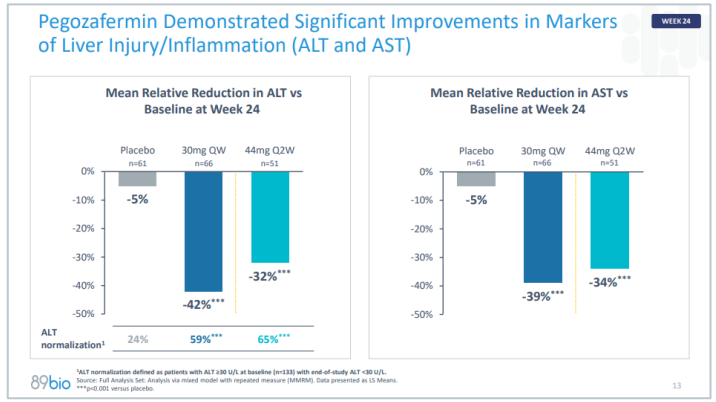
CORPORATE PPT





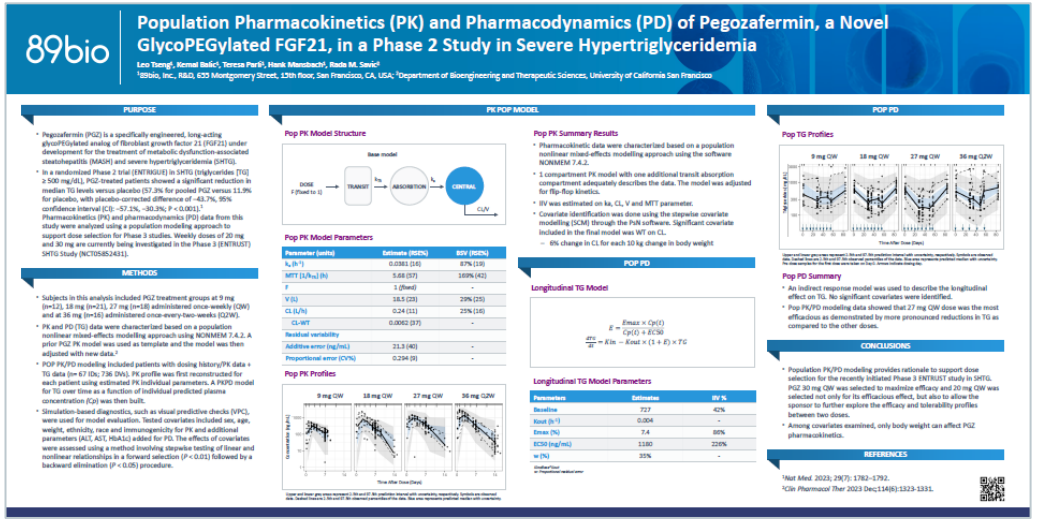


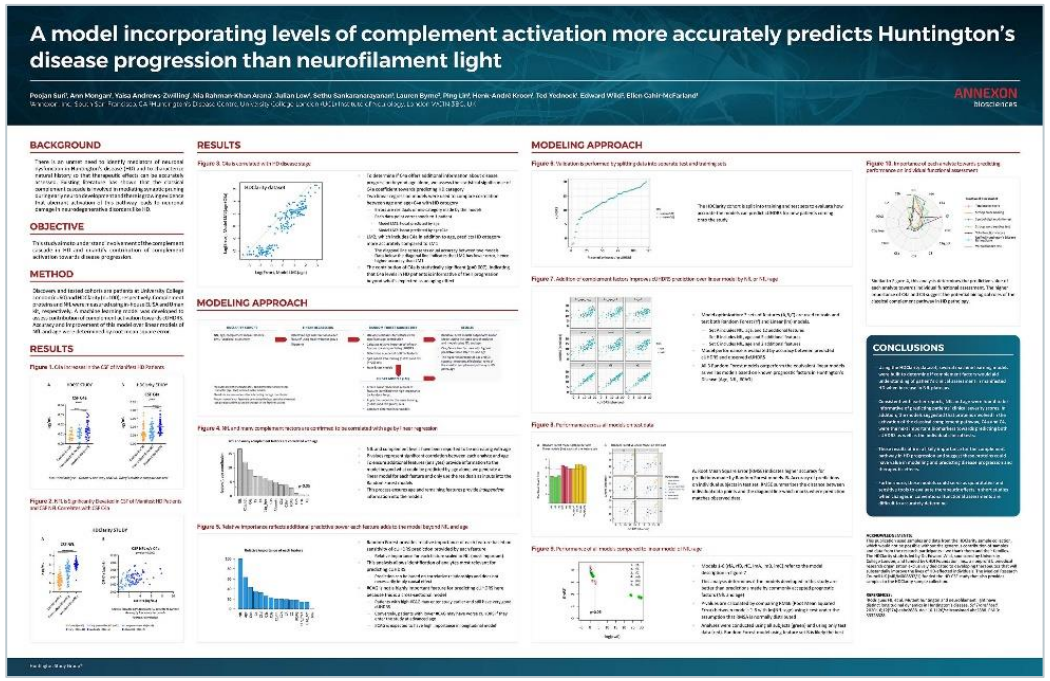




Note DMG works both in excel and prism to colorize and clean-up charts and graphs

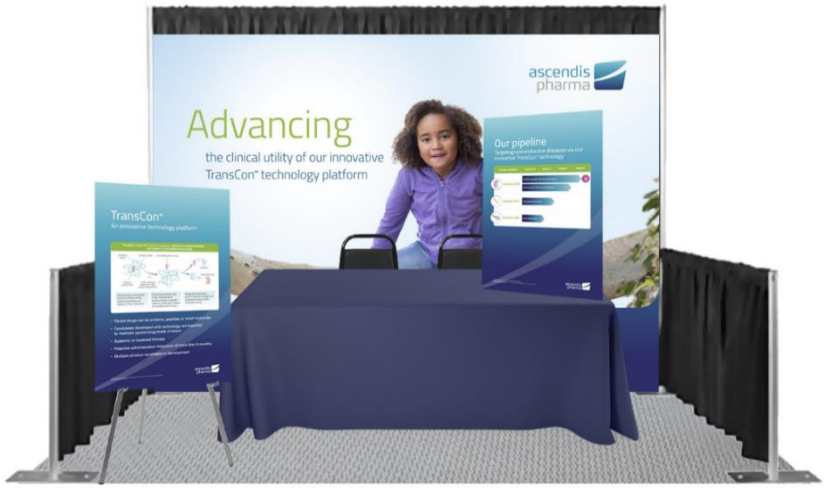
SCIENTIFIC POSTERS

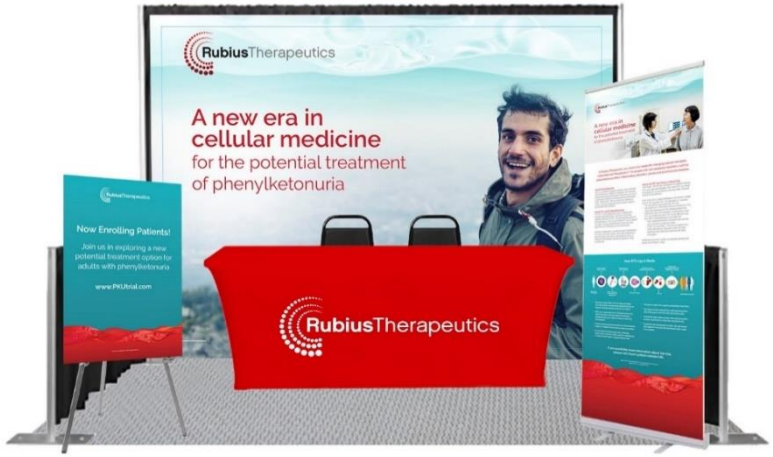




SAMPLE WORK – BOOTH DESIGN

BOOTH DESIGN – 10x10





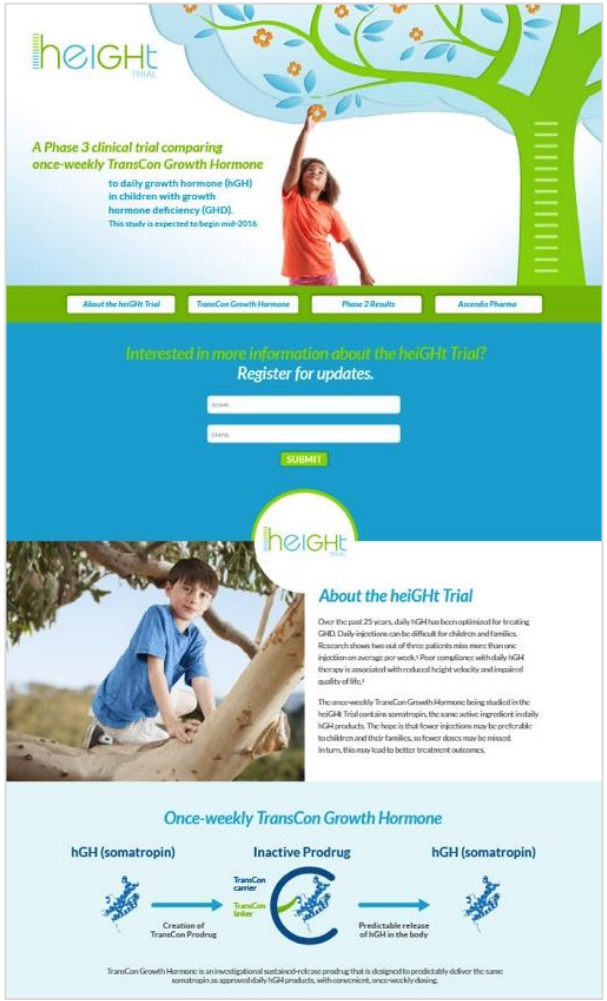
BOOTH DESIGN – 10x20

DMG

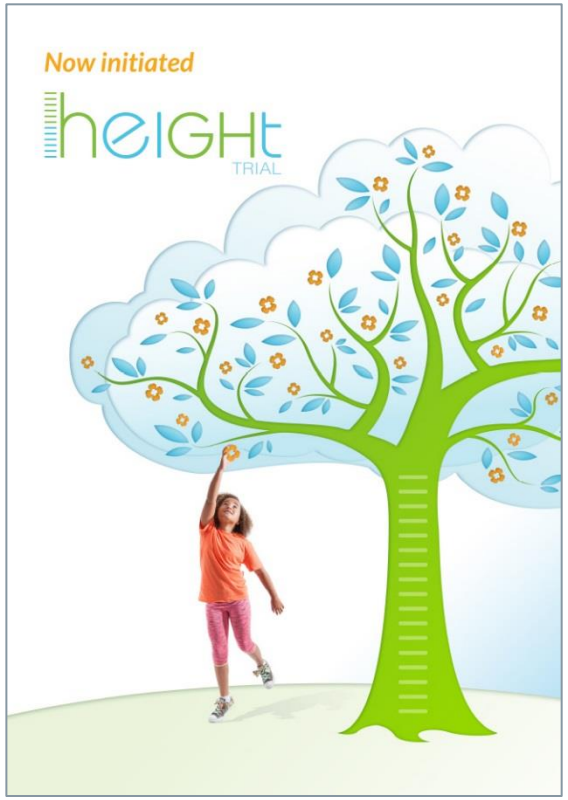
SAMPLE WORK – CLINICAL TRIAL BRANDING

CLINICAL TRIAL BRANDING

Ascendis Pharma: hei**GH**t Trial



http://heighttrial.com



Brochure

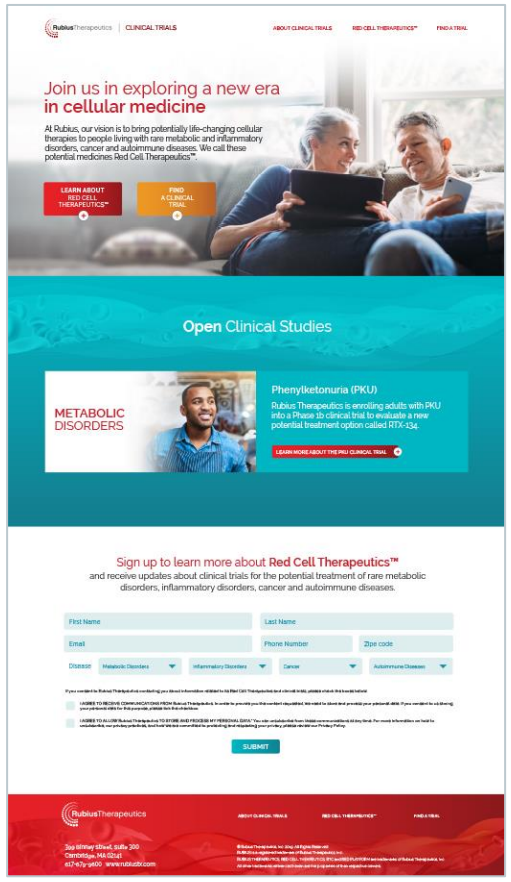
Booth

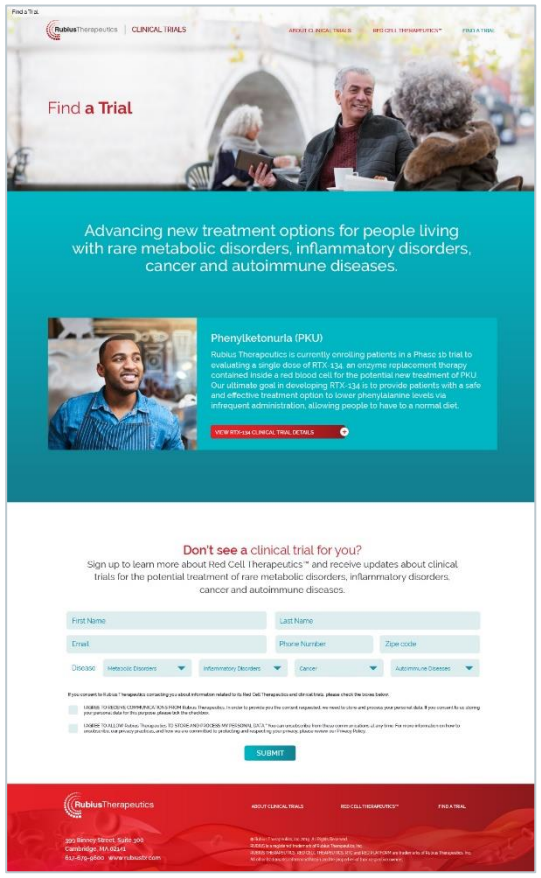
heIGHt TRIAL fliGHt TRIAL enlIGHten TRIAL

Growth **H**ormone Trial logos

CLINICAL TRIAL BRANDING

Rubius Therapeutics

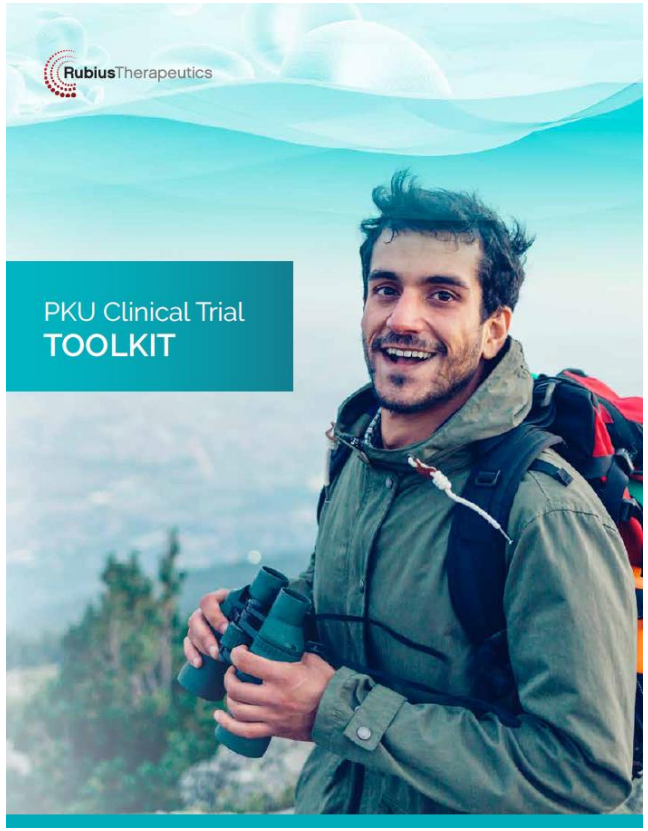




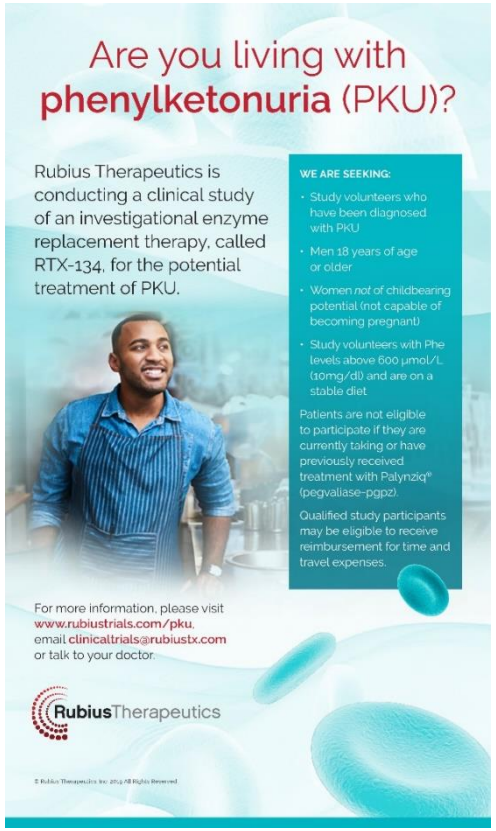
Clinical trials website

CLINICAL TRIAL BRANDING

Rubius Therapeutics



Clinical trial toolkit



Social media flyer

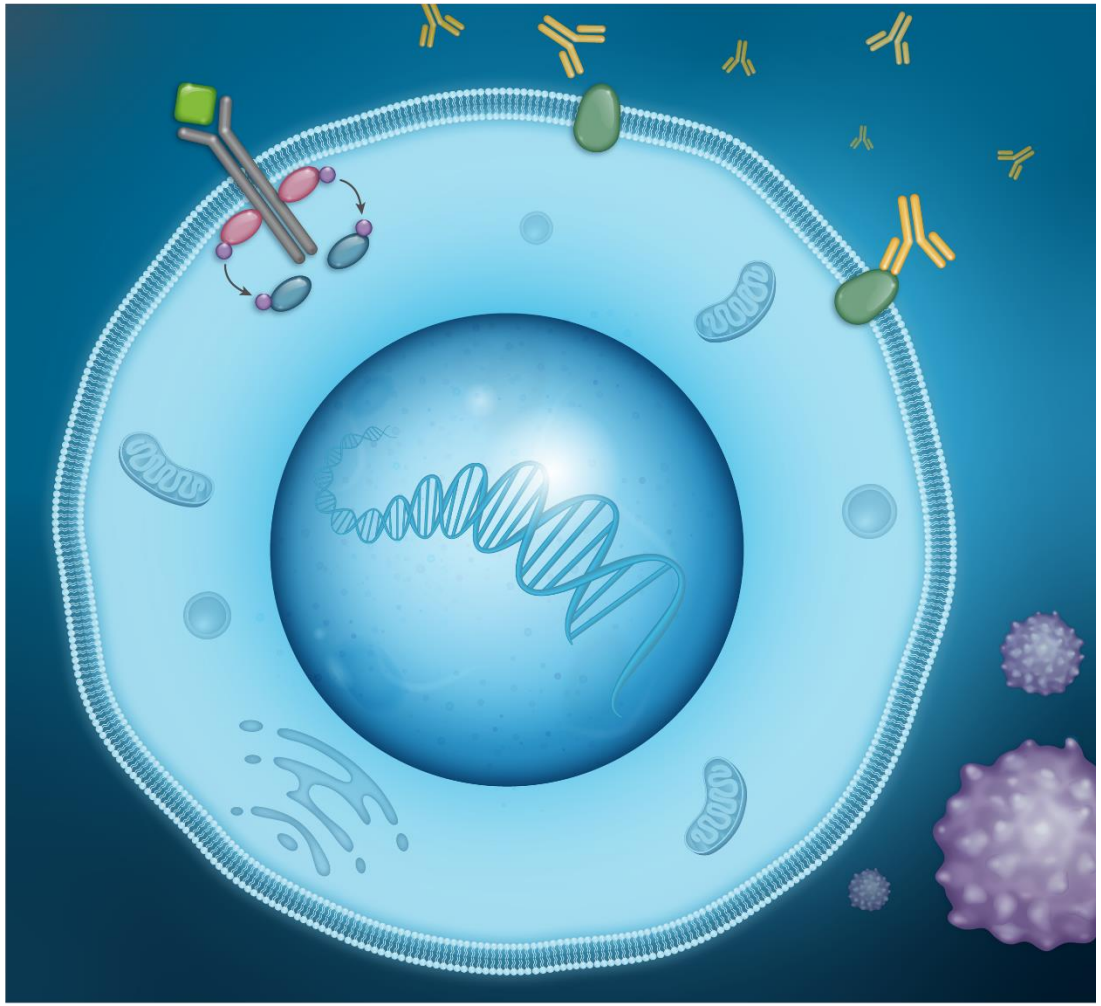
Employee T-Shirt

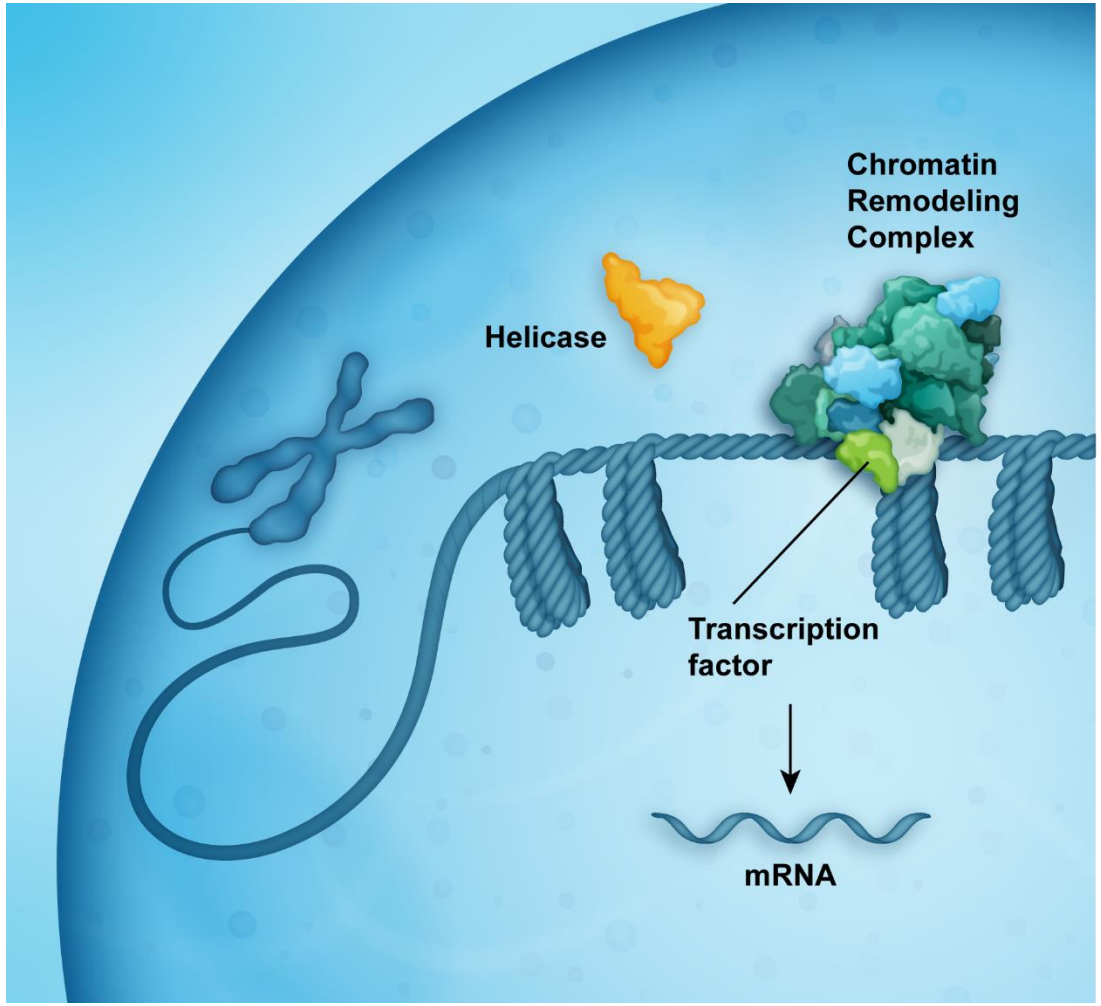
10 x 10 exhibit

DMG

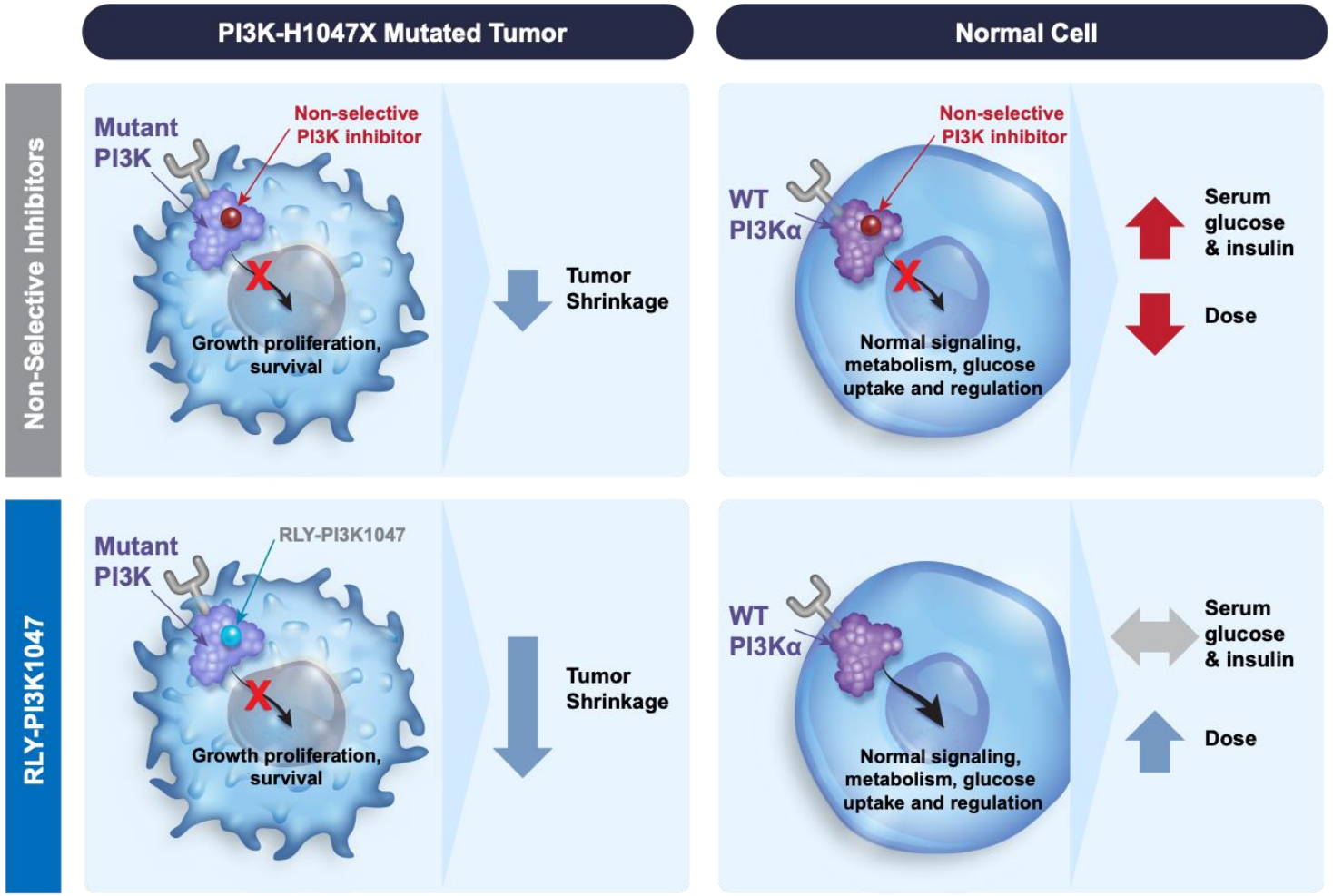
SAMPLE WORK – MEDICAL ILLUSTRATION

FOGHORN THERAPEUTICS

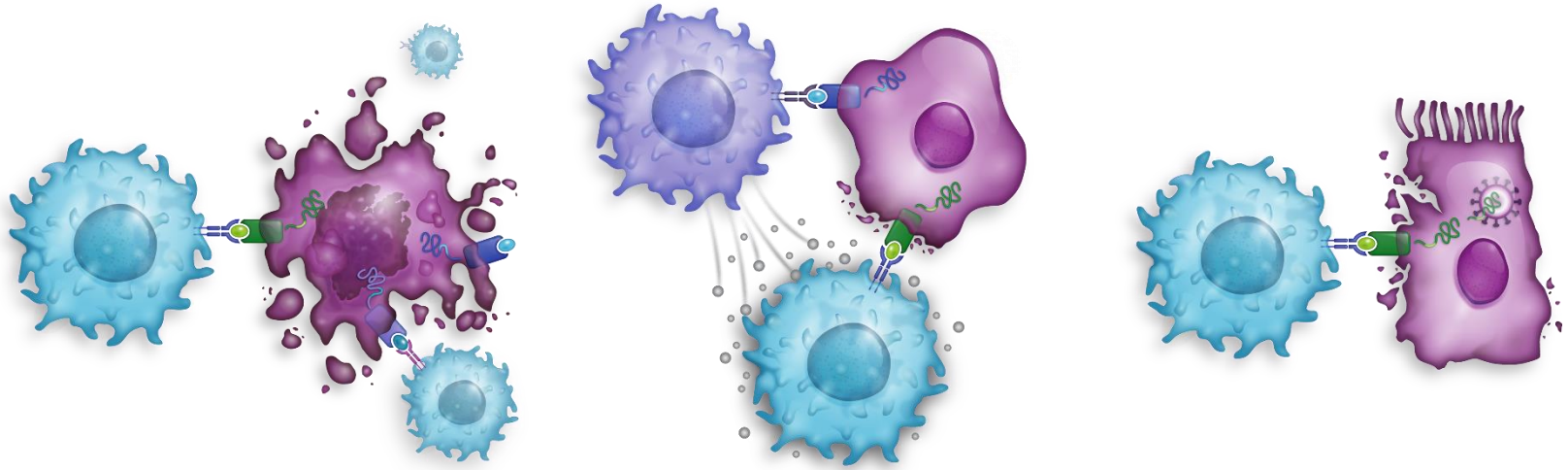


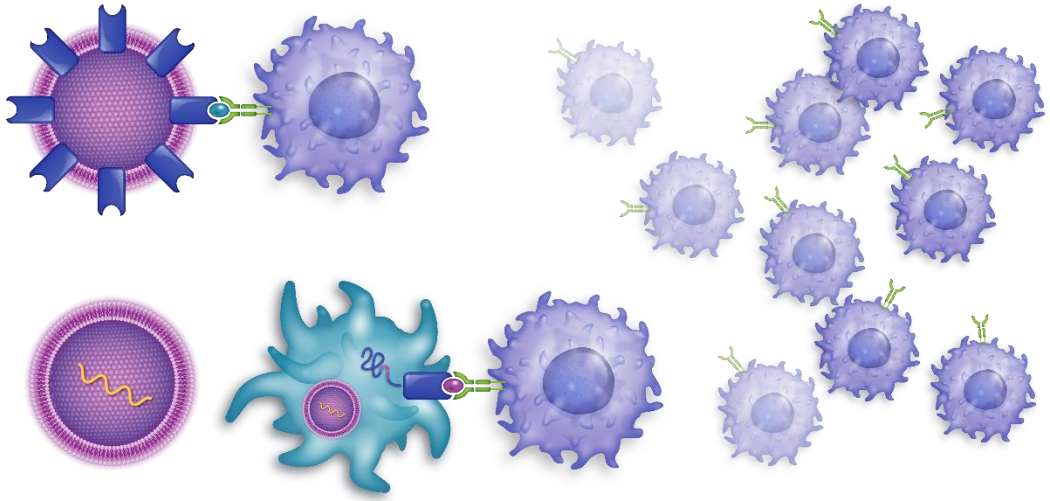


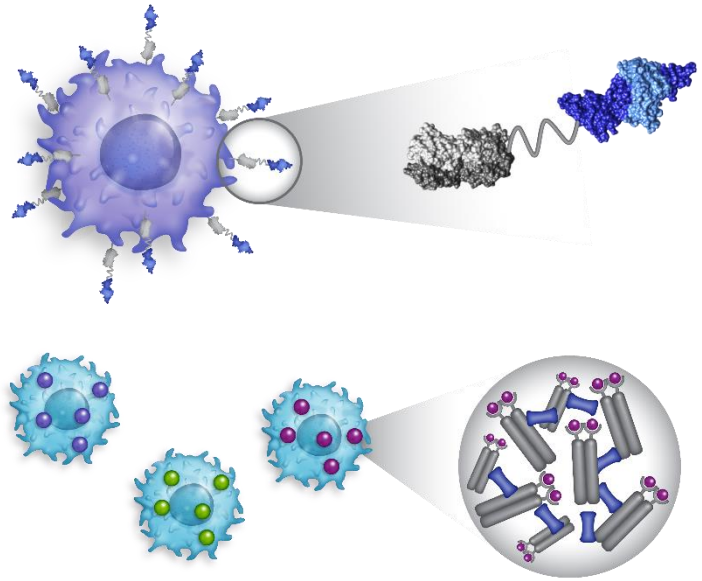
RELAY THERAPEUTICS



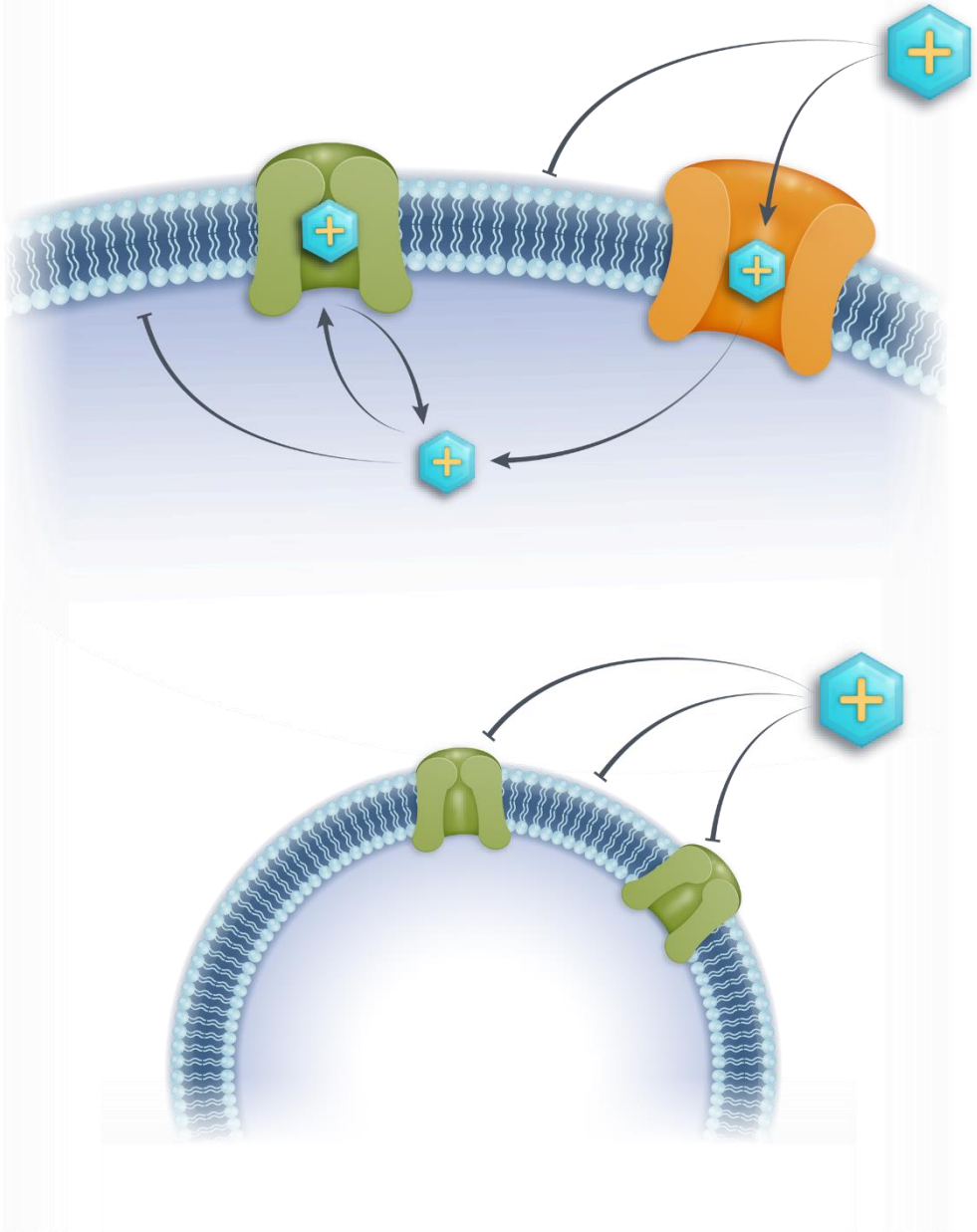
REPERTOIRE IMMUNE MEDICINES

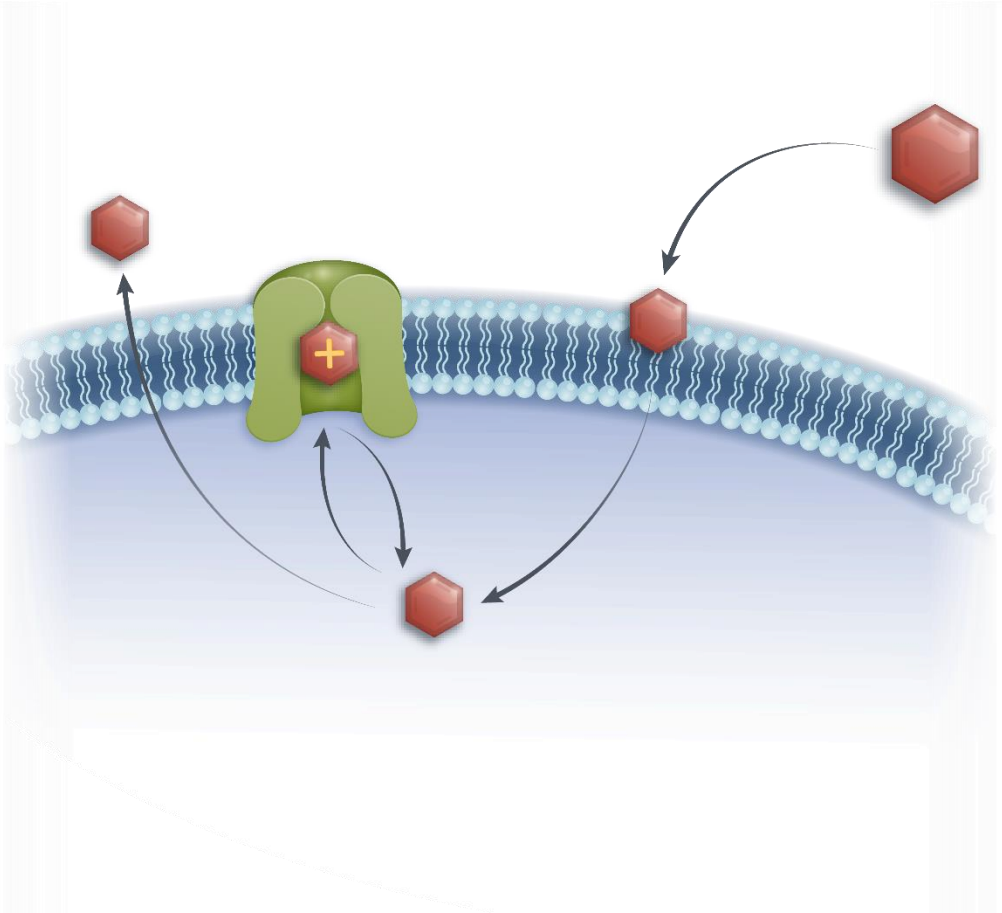




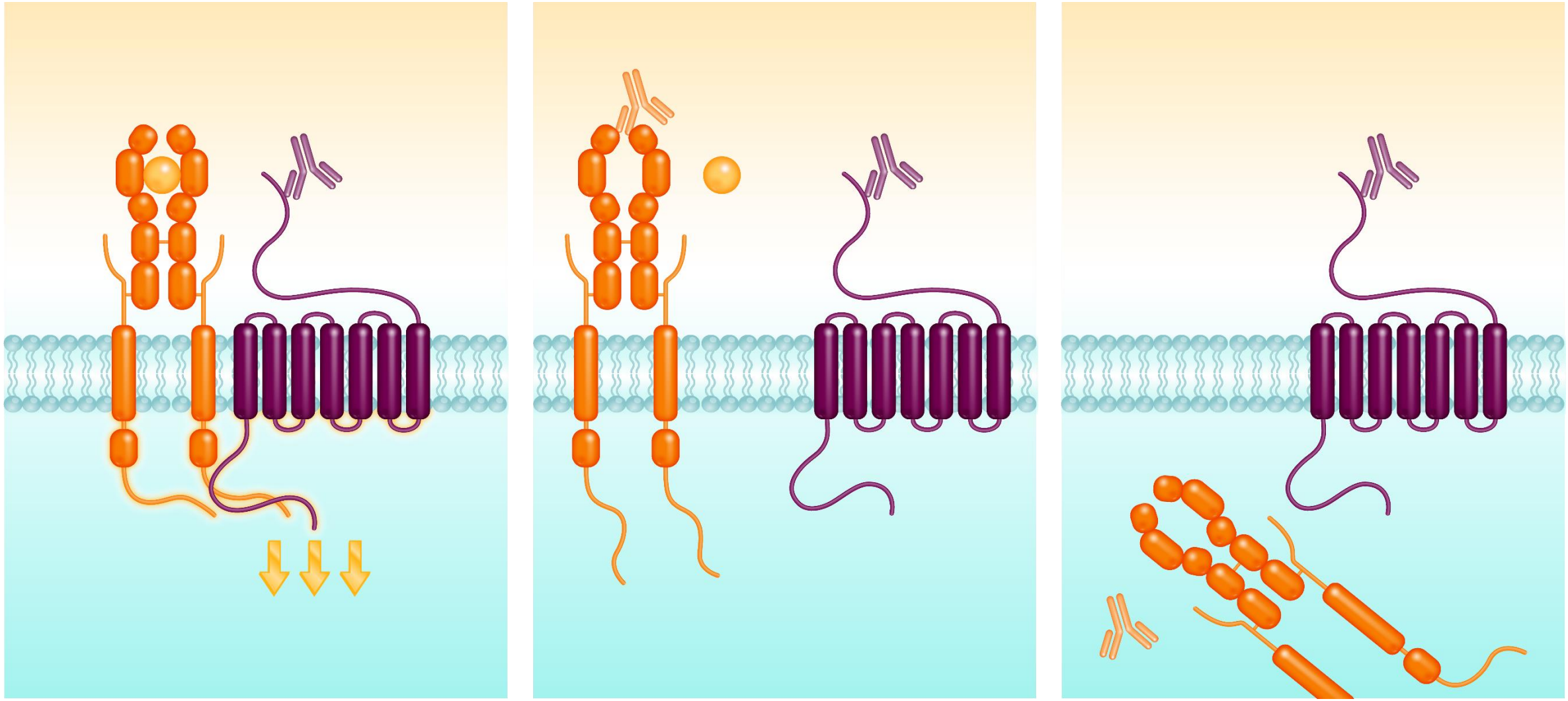


NOCION THERAPEUTICS

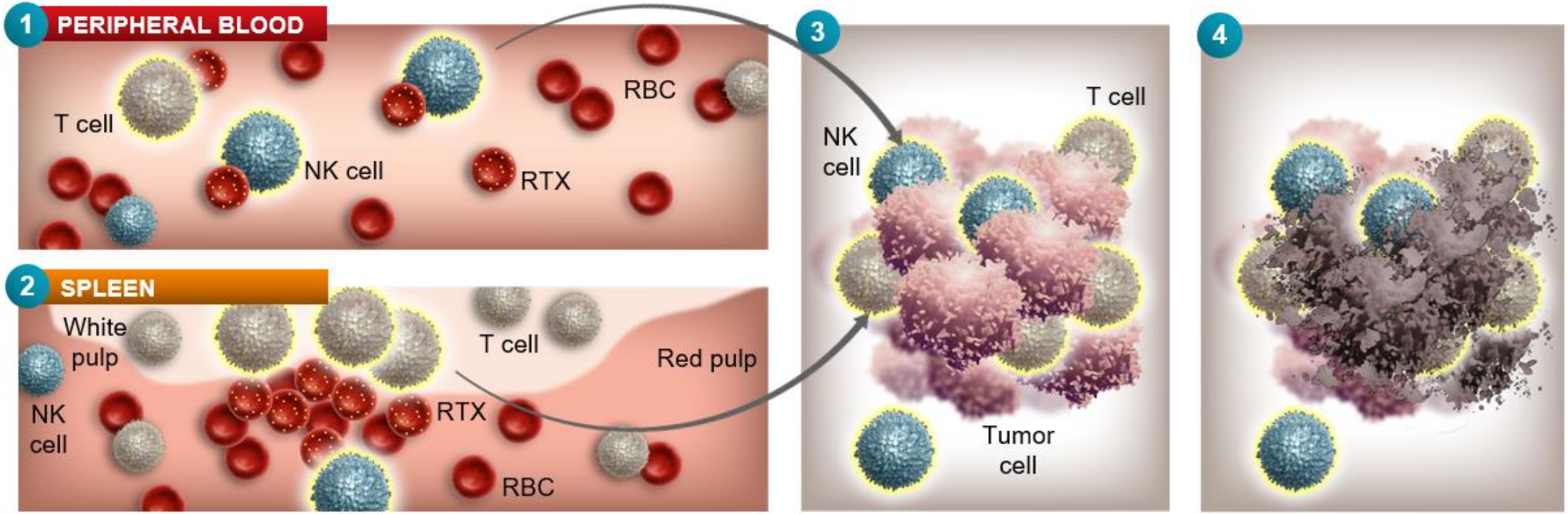




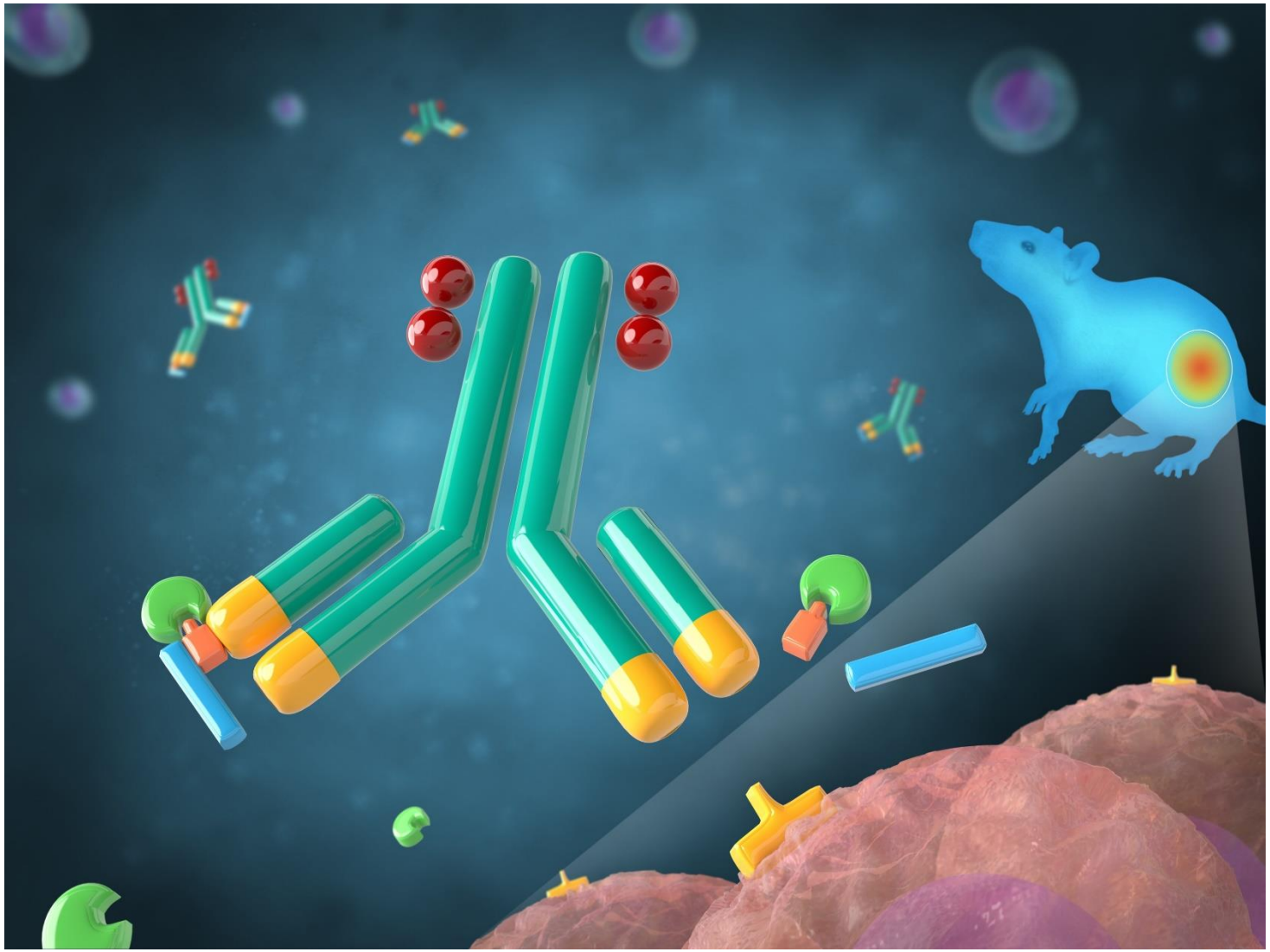
VALENZA BIO



RUBIUS THERAPEUTICS



CYTOMX



DMG

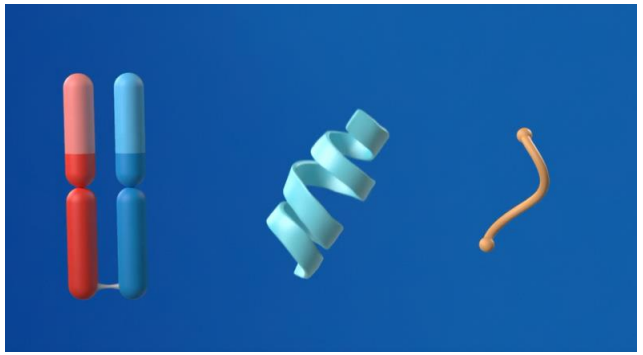
SAMPLE WORK – VIDEO/PHOTOGRAPHY

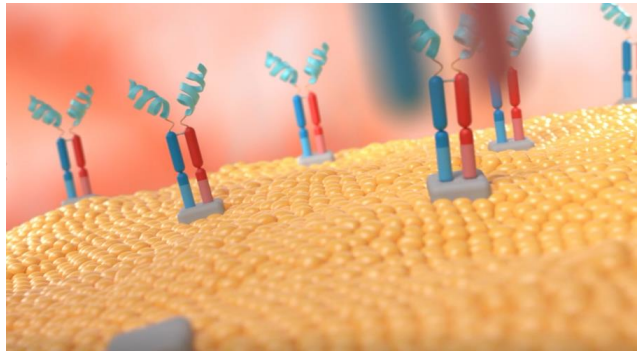
VIDEO ANIMATION

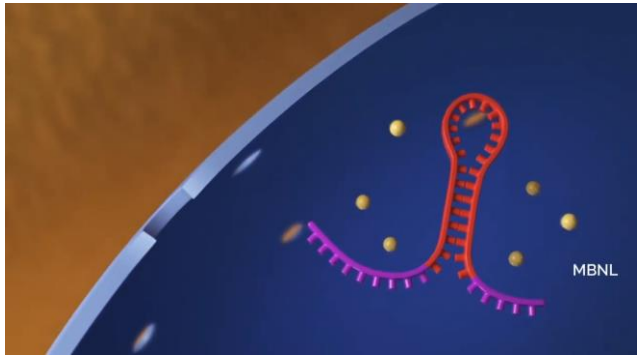
Dyne Therapeutics

Dyne MOA Animation

MOA Video







PHOTOGRAPHY











PHOTOGRAPHY

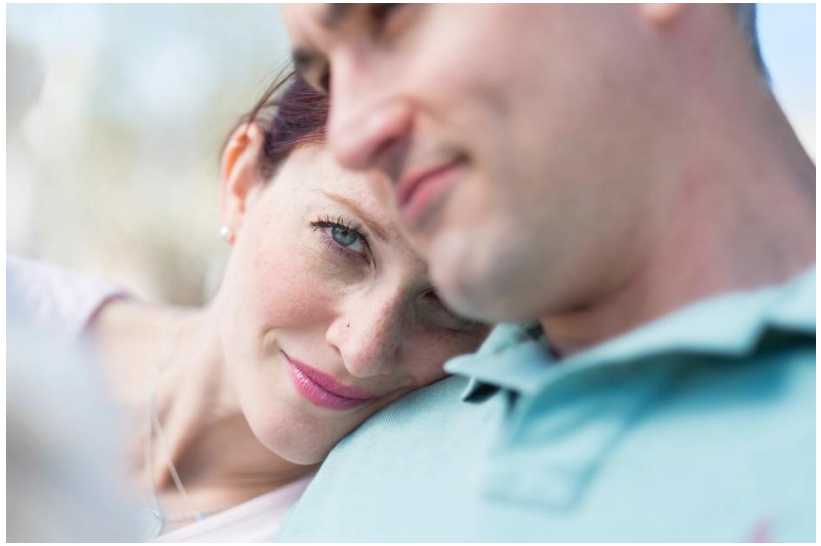






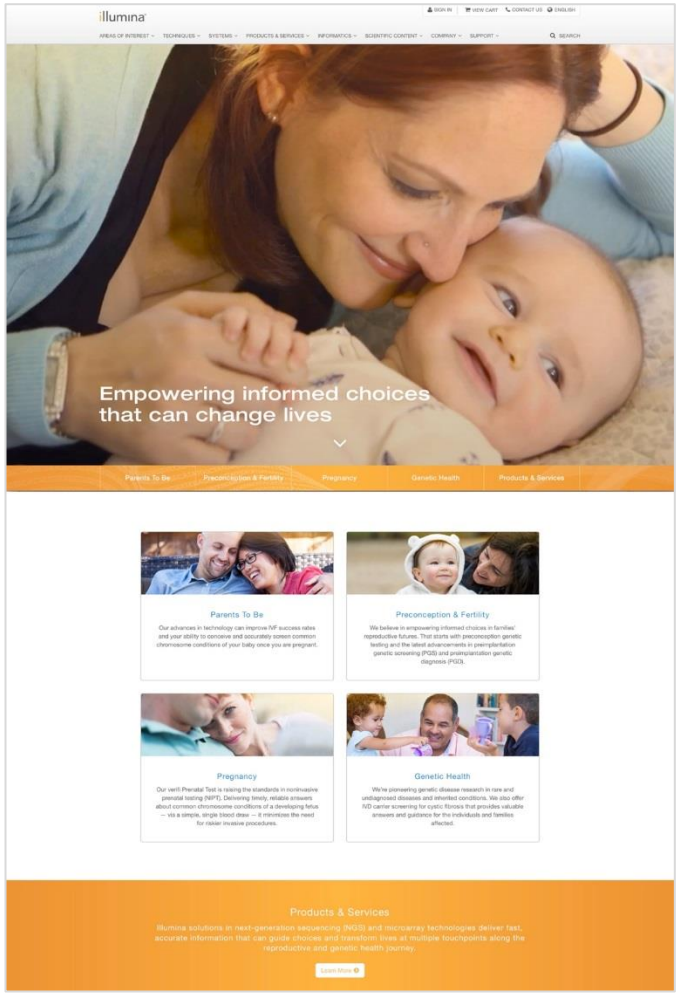
PATIENT PHOTOGRAPHY



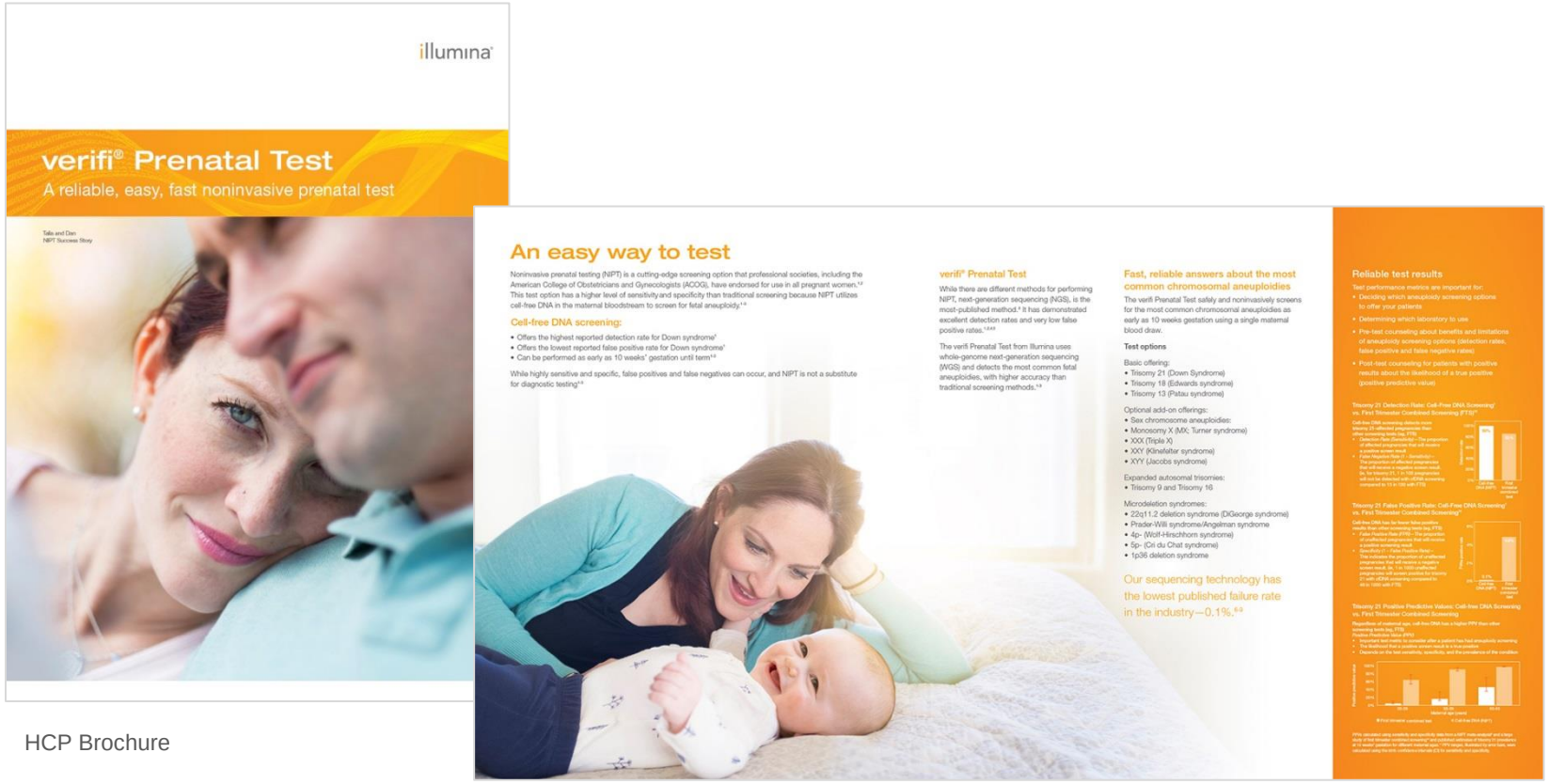



SAMPLE WORK – ADDITIONAL CREATIVE

CAMPAIGN DEVELOPMENT

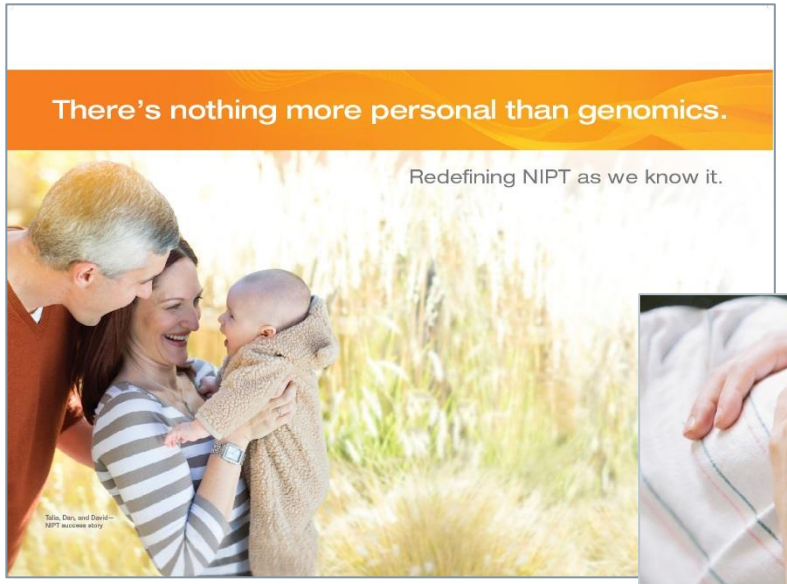


https://www.illumina.com/rgh



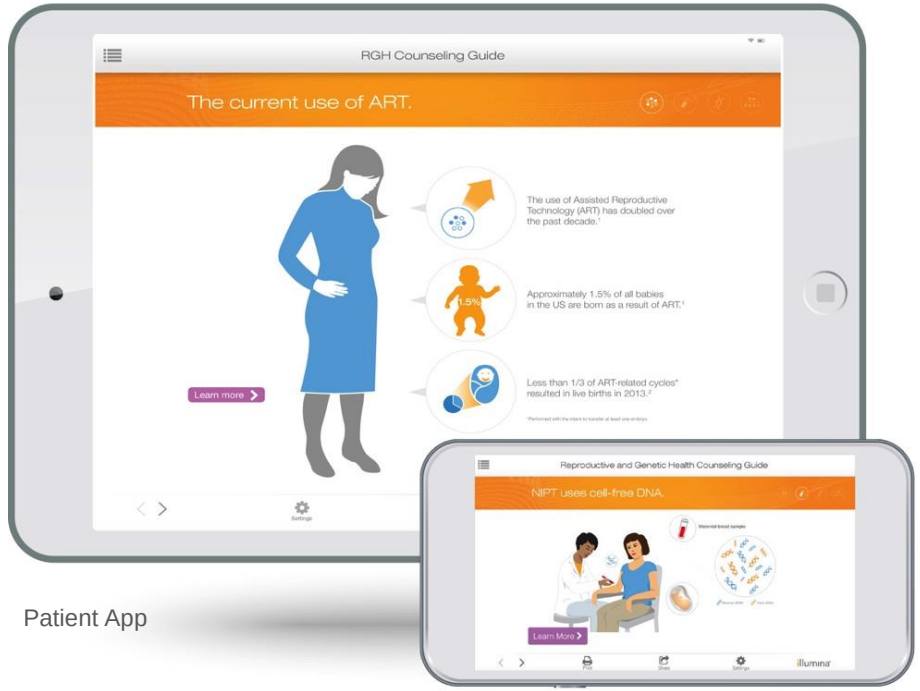
HCP Brochure

CAMPAIGN DEVELOPMENT



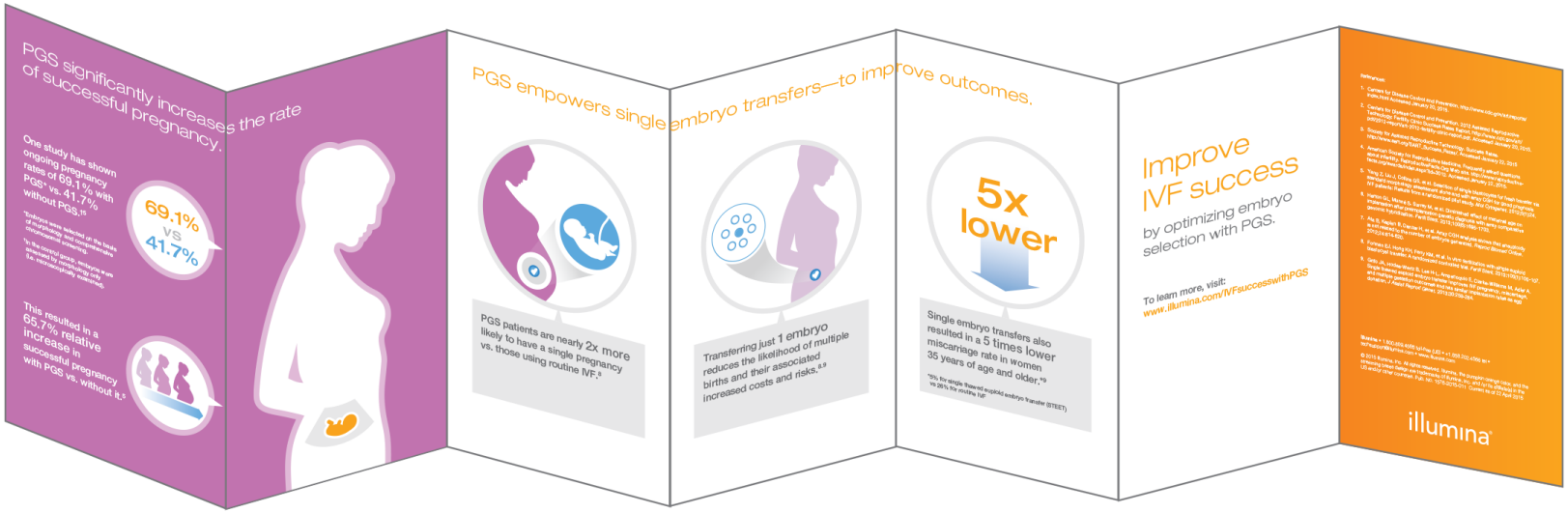
Convention Booth Panel

Patient Print Ad



Patient App

INFOGRAPHICS



PARTNER BIOS

BETSY DENNIG

Principal/
Managing Director

Betsy has over 25 years of experience working in healthcare marketing communications. She has extensive experience in corporate and product branding and tactical execution and has a background in medical education, publication planning and KOL/advocacy development. Betsy develops strategically driven communication plans and builds lasting relationships with her clients and colleagues. Her strong leadership, decision-making and organizational skills along with her dedication, positive nature and can-do attitude, has enabled her to build a successful marketing company over the last 15 years. She's an expert at listening to her client's needs and turning them into one-of-a-kind solutions that generate outstanding results. She received her bachelor's degree in marketing and art from Bucknell University.

HABEEBA CLARK

Principal/
Creative Director

Habeeba is an exceptionally experienced and innovative marketer, with unparalleled abilities to see the big picture, build cohesive brands, lead teams, and produce something unique and impactful with every project she touches. Highly skilled in branding and conceptual work, Habeeba's been involved with pharmaceutical, device and diagnostic products spanning virtually every disease category. She's worked extensively with product launches and campaigns, corporate communications, patient and physician educational initiatives and in the digital realm. Habeeba specializes in big ideas and honing-in on unusual creative approaches.

THANK YOU