



Gradipore, an Australia-based pioneer in precast gel production for bio-separation research, asked us to create a new image that would help them enter a U.S. market where the competition was already established and had both significant marketing dollars and strong name recognition. What's more, our research showed that Gradipore's message was a splintered one. We had to unite the message and communicate it to research scientists who made their own gels and to those who purchased their gels from the competition. ■ By understanding the real needs of both groups and providing answers for those needs, we delivered huge results. Response rates soared 355% and cost per sale decreased nearly 90%.

Helping gel a strong brand identity for Gradipore