



Our focus in designing the look of this campaign was to facilitate a “bridge” on which the brand equity established in our previous campaign could cross over. While remaining true to our “lab technician as spokesman” roots, we wanted this campaign to have its own image. We also had a new product to introduce. ■ We needed to inform our audience of Gradipore’s affiliation with VWR International, a product sales delivery channel, while keeping the Gradipore focus. ■ Whereas such a splintered message generally struggles, by turning the VWR addition into another one of the many benefits of going with Gradipore, we were able to accomplish our goals.

Building
 Gradipore’s
 bridge for
 success