

CLIENT CASE STUDY:

CLIENT: The Baker Company
Baker Company Animal Research Products

SUMMARY: The Baker Company designed a line of biological containment systems and enclosures specifically for use in the animal research market. OffWhite developed a complete portfolio of collateral materials and technical literature for use by a network of independent sales representatives in advance of customer presentation. Known as the Animal Research Products Toolbox, the program was very successful in empowering sales representatives to make customer calls with a high degree of confidence in their product knowledge. A reciprocal support section on the Baker Company Web site offers back-up assistance for sales reps and customers alike.

- SERVICES:**
- Strategic planning sessions
 - Development of product division identity
 - Development division literature
 - Content editing and placement
 - Interactive product tours
 - Media placement and campaign messaging
 - Exhibit support and visual design

A Complete Guide to Laboratory Animal Research Products Marketing Tools



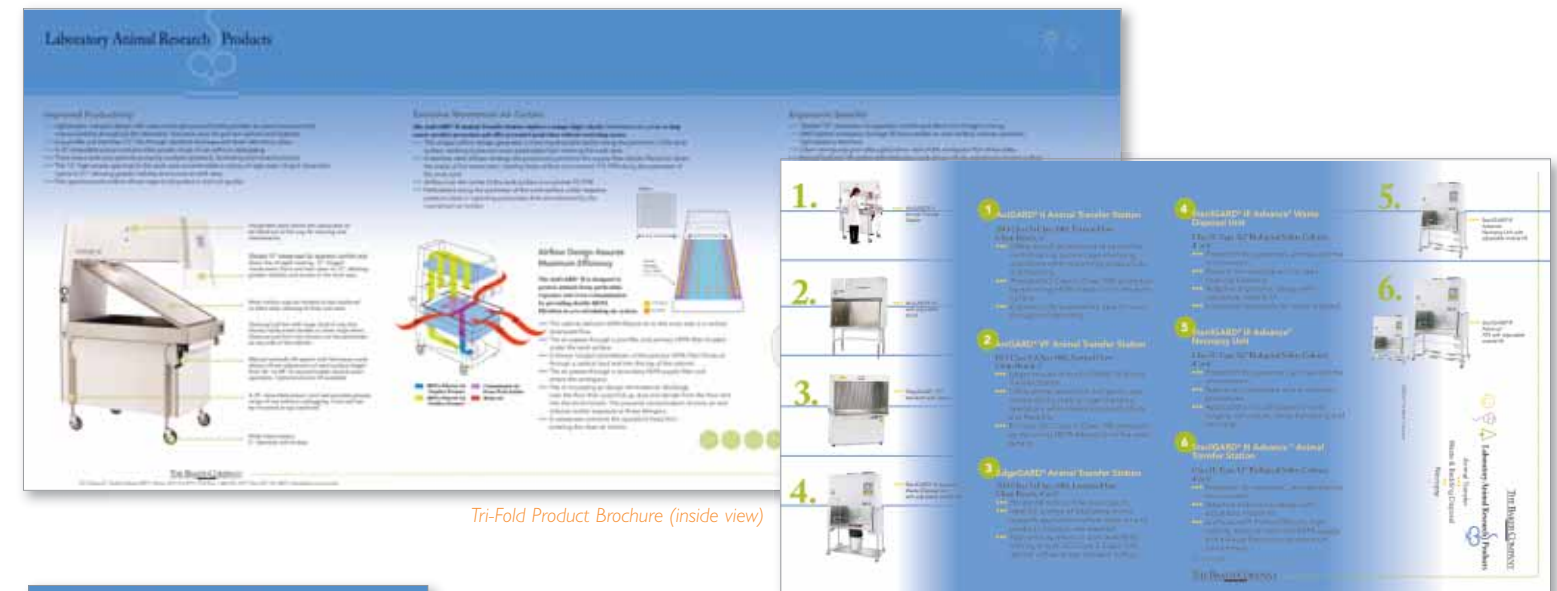
“Our Animal Research Program was launched with the best collection of integrated sales tools we’ve ever offered. Our sales reps were able to focus on key benefits of our animal containment systems, leading their customers to specific containment functions that were important to them. As a result, we’ve been able to extend our reach into laboratories that are on the leading edge of mammalian cell culture and cellular research.”

— Phil Lang,
Director of Sales & Marketing
The Baker Company



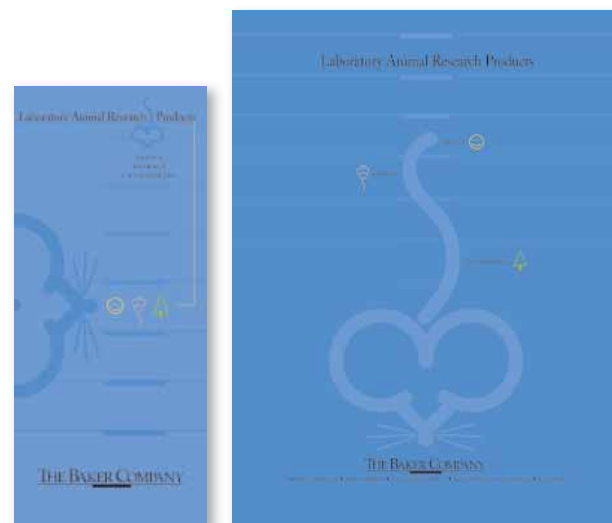
Presentation Folder (inside view)

Product Literature Inserts



Tri-Fold Product Brochure (inside view)

Direct Mail (inside view)



Direct Mail

Presentation Folder



Exhibit Design



Campaign Print Ad



Web Site (interactive tour)



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