

CLIENT CASE STUDY:

CLIENT: Farrar Scientific  
EnergyBalance™ Campaign

SUMMARY: Farrar Scientific is a consulting engineering company specializing in ultra-low temperature and neo-cryogenic applications in semiconductor, pharmaceutical and drug discovery markets. Based on an Aud.it™ review of services, OffWhite created a brand strategy emphasizing the firm's unique method of refrigeration system design that leads to faster proof of concept.

The Farrar marketing team communicated its EnergyBalance™ methodology through a series of conventional collateral tools including a multi-use presentation folder, view book and insert sheets identifying the firm's intellectual property, design and product services.

The integrated program is based on OffWhite's WebCentric™ communications model that uses highly stylized print materials and information mapping in concert with a reciprocal Web site containing active content, product details, briefings, technical papers and contact information.

- SERVICES:
- Integrated marketing program
  - Web site design and architecture
  - Site mapping
  - Content editing and placement
  - Marketing material development
  - Product and company branding



“We are a small firm, but we work for some of the most powerful pharmaceutical and biotechnology companies in the world.

OffWhite captured and branded the unique value we offer, helped us build-out our marketing plan from our business model, and expressed our company through an integrated marketing program.

As a result, they have helped us match our proven proficiency with new clarity and credibility. OffWhite watched, listened, asked questions, and studied our customers and markets. Who ever thought we could successfully brand how we think? OffWhite did.”

— Scott Farrar, President  
Farrar Scientific, LLC



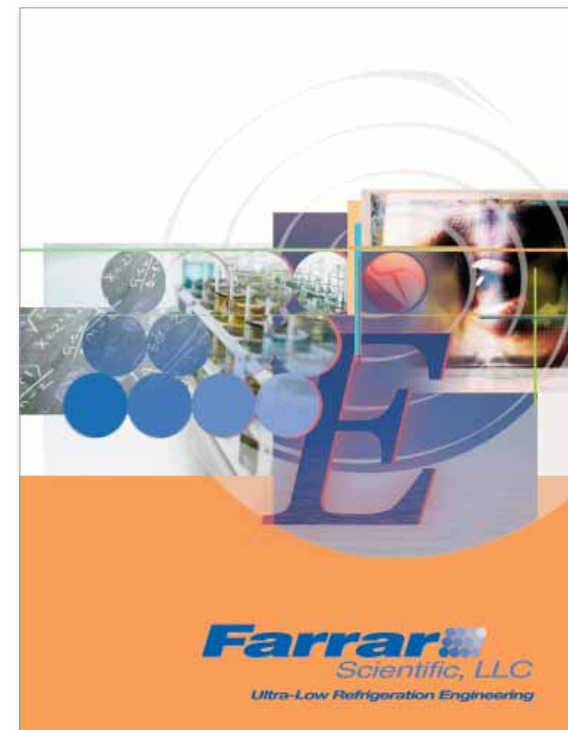
Web Site (design and architecture)



Viewbook (cover view)  
4 x 9 inches, fits inside folder within designated slot. Also fits in #10 envelope.



Web Site (old vs. new)



Folder (cover and back) features labeled file tab.



Product Literature Inserts



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