

CLIENT CASE STUDY:

CLIENT: SANYO Biomedical
MCO-20AIC Product Roll-Out

SUMMARY: The SANYO MCO-20AIC represents the latest in cell culture incubator design for sophisticated biotechnology research. Training the sales force to understand how the incubator works was a critical first step prior to convincing discerning cellular biologists to place their life's work into a new laboratory appliance.

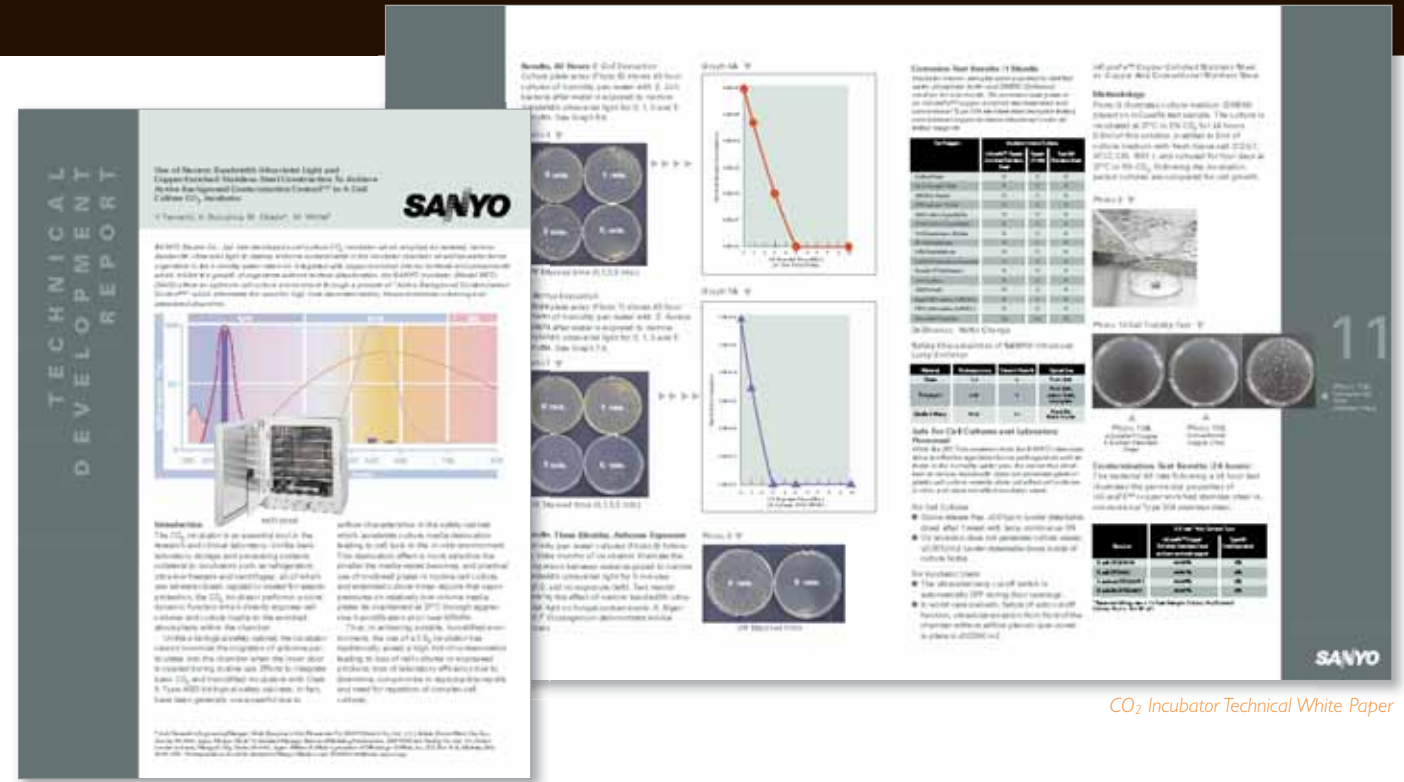
Working with factory engineers in SANYO's laboratory equipment manufacturing facility in Gunma, Japan, OffWhite constructed a worldwide product roll-out. Beginning in the SANYO biomedical research laboratory, OffWhite mapped and organized dozens of test protocols proving the efficacy of the incubator's contamination mitigation systems. OffWhite created and assembled microphotographs, illustrations, charts and test results into a marketing toolbox. Because existing technical language was insufficient, OffWhite created new component messages such as *Active Background Contamination Control* and *Vertical Component Integration* to help customers and sales reps understand the unique relationship of three new technologies fused into an elegantly simple incubator design.

- SERVICES:
- Comparative product profiling
 - Product literature
 - Trade advertisements
 - Web site design and online tutorials
 - White paper
 - Icon development
 - Process branding – *Vertical Component Integration*
 - *Active Background Contamination Control*



“OffWhite created our MCO promotional program to empower us to sell more effectively by isolating a simple message, “Active Background Contamination Control”, supported by multiple component messages. The outcome of the OffWhite approach, supported by a scientifically-based white paper – suggested and developed by OffWhite – is that our North American and international sales reps are able to explain technical features and applied benefits with more clarity and relevance than ever. As a result, our incubators are positioned as complete cell culture solutions, and our sales reps are viewed as technical consultants. That's a hard combination to beat.”

— Matt Siebert, Director of Marketing
SANYO Sales and Supply, Inc.



CO₂ Incubator Technical White Paper



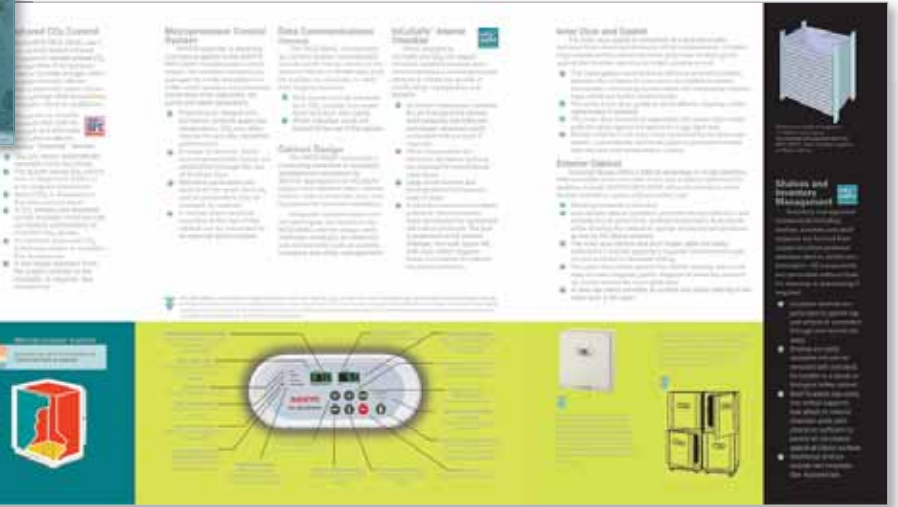
CO₂ Incubator Trade Ad



Incubator eRelease Postcard Direct Mail



Bill White tours SANYO Gunma (Japan) factory with Masayuki Kunihiro, Manager, Sanyo Electric Trading Company, Ltd.



Incubator Brochure 8-Panel, Double Gatefold



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