

CLIENT CASE STUDY:

CLIENT: SANYO Commercial Solutions
Integrated Marketing Program, Life Science Products

SUMMARY: When improvements in flagship products were developed and marketed worldwide by SANYO, the SANYO management team retained OffWhite to build an integrated marketing program in support of sales and customer service throughout the life science industry.

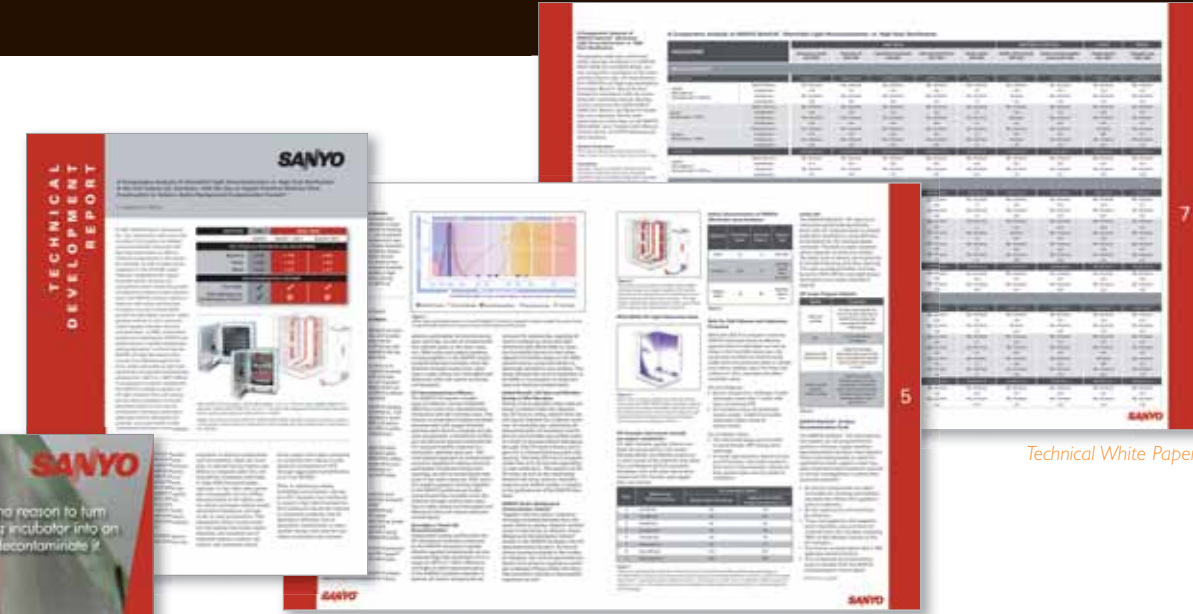
Beginning with a technical writing detail based on years of industry experience, OffWhite created an information map putting features, functions and benefits into context among a range of applications in the cell culture laboratory. Because CO₂ incubators and ultra-low freezers are critical to successful research protocols, OffWhite developed a series of White Papers useful to explaining SANYO technology used in cell culture, scale-up and long-term storage.

- SERVICES:
- Technical writing and editing
 - Research, investigation and interpretation of results
 - Ingredient branding of proprietary systems and processes
 - White paper development and production
 - Trade media editorial placement and administration
 - Trade ad concept and expression among product lines
 - Tag line development – *My Life, My Work, My Choice*
 - Process branding – *Vertical Component Integration*
Active Background Contamination Control
 - Icon development and comparative System illustration
 - Technical illustration
 - Photography and authentication
 - Collateral tools



“OffWhite knowledge of the life science industry and in cell culture products and preservation systems in general, places us in a perfect position to support the internal marketing team at SANYO. Our understanding of integrated marketing, new media tools, and our ability to develop technical documents of great value to the SANYO sales force is a strength upon which we depend, and a reason OffWhite remains a force in the life science industry.”

— Bill White,
CEO, OffWhite Inc.



Technical White Paper



Trade Ad



Technical White Paper / Schematic Illustration



Trade Ad



Product Literature / Brochure



Trade Ad



OffWhite Salter LLC
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