ATTENTION WITH DIMENSION

Capabilities and Sample Work

WHO WE ARE

We bring our expertise and passion for marketing communications to our clients with an entrepreneurial spirit. As a virtual agency, we are best positioned to bring a customized team of professionals, deeply steeped in healthcare to each and every project in an affordable, efficient and nimble manner.

- Tightly-knit team of talented, creative professionals with 15+ years working together
- Specialize in corporate and product branding—bringing a fresh approach to marketing
- Agency quality without the agency overhead
- Dedicated to creating personalized teams to bring the right mix of experts to every program
- Relationship-building that sets us apart from other agencies
- Strategic, positive, responsive and flexible

CAPABILITIES

Branding/Advertising

- Marketing Plans
- Brand Positioning & Messaging
- Logo Development
- Clinical Trial Branding, HCP and Patient Collateral
- Stationery/Business Cards
- Infographics/Illustration
- Print, Online/Outdoor Advertising
- Media Planning & Buying

Interactive/Digital

- Digital Strategy
- Website Design/Implementation
- Animation/Multimedia
- Clinical Trial Patient Recruitment, Search Engine Marketing (SEM)
- Video Production
- Webinars
- Social Media Strategy/Implementation
- SEO/PPC Campaigns
- Web Tracking/Data Analysis/Reporting

Other

- Annual Reports
- Convention Exhibits/Activities
- PPT Template/Refinement
- Photography
- Medical Illustration
- Internal Campaigns/Employee Communications
- Community Programs/Events
- Packaging

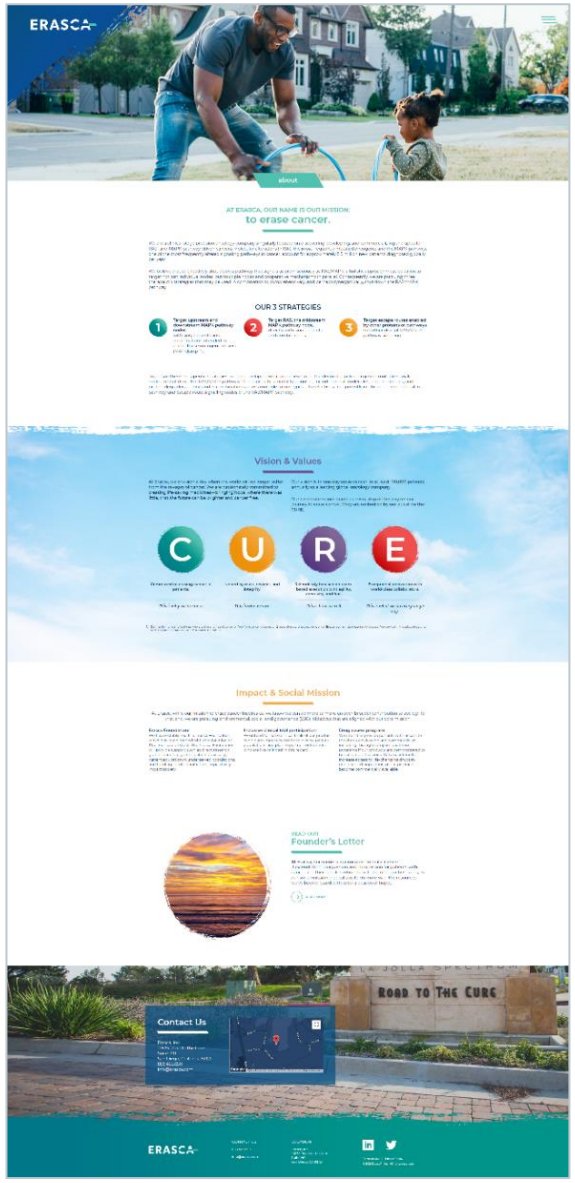
DMG

SAMPLE WORK – CORPORATE BRANDING

CORPORATE BRANDING

ERASCA

https://www.erasca.com/

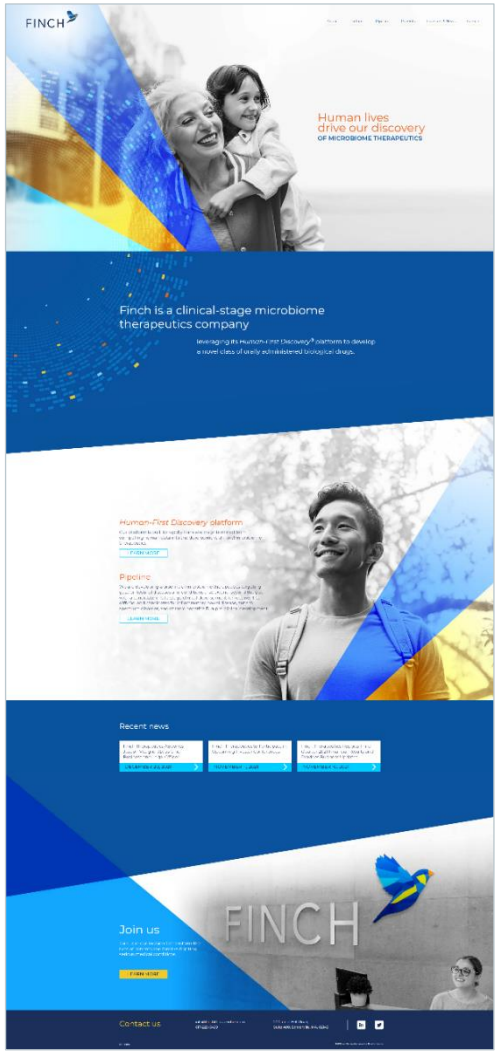


PPT Template

CORPORATE BRANDING

Finch Therapeutics

https://www.finchtherapeutics.com/



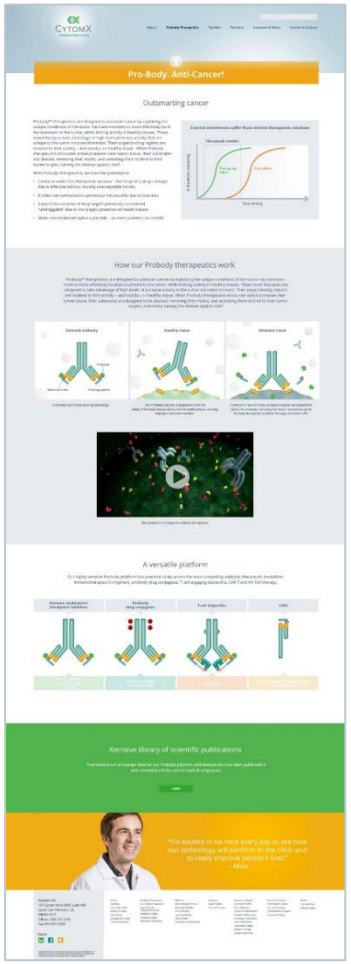
PPT Template

Corporate Booth

CORPORATE BRANDING

CytomX Therapeutics

https://cytomx.com

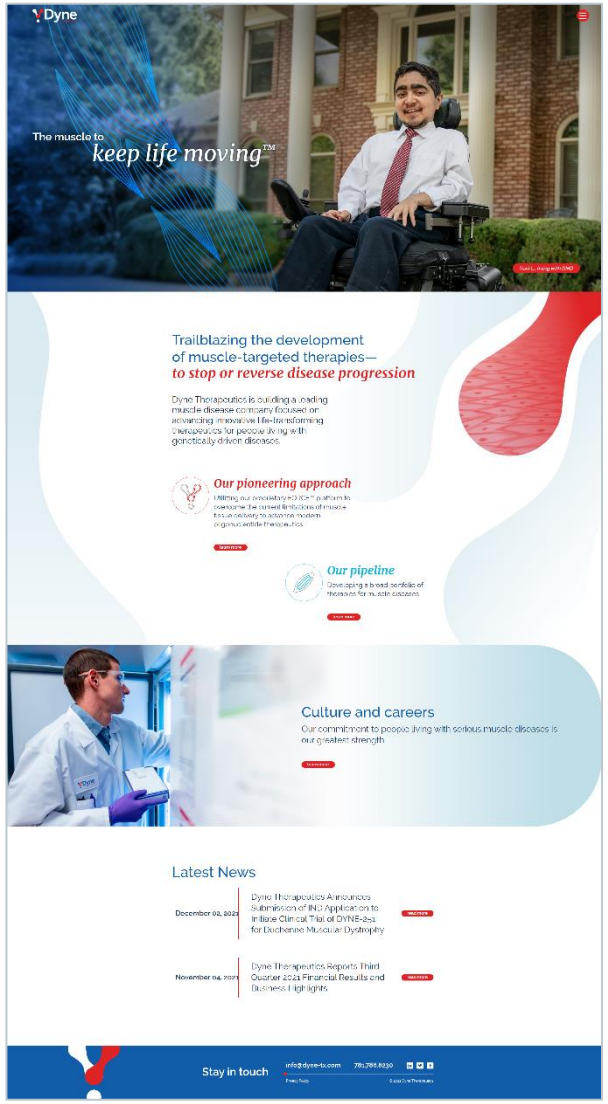


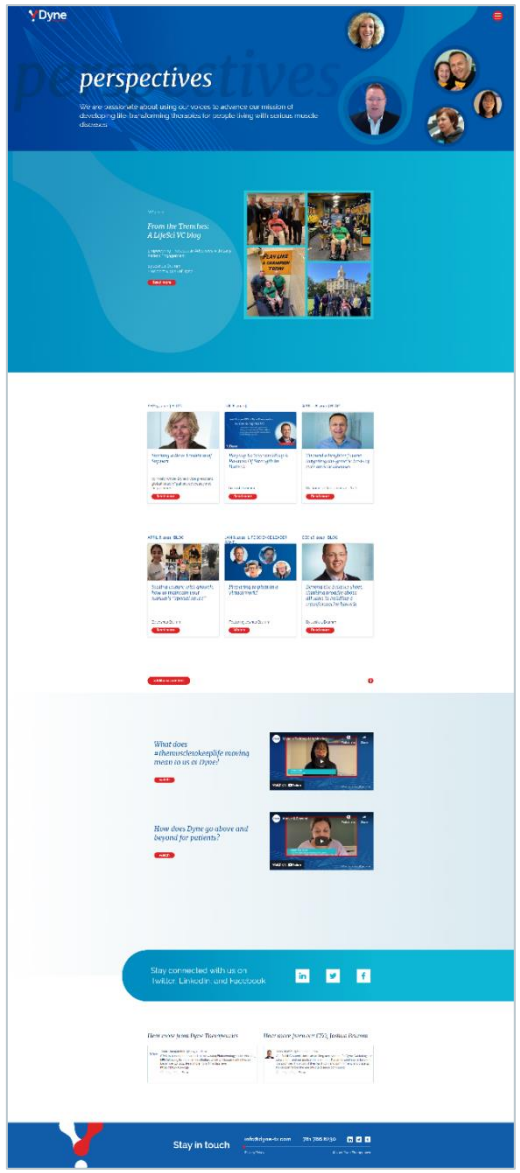
Culture Deck

CORPORATE BRANDING

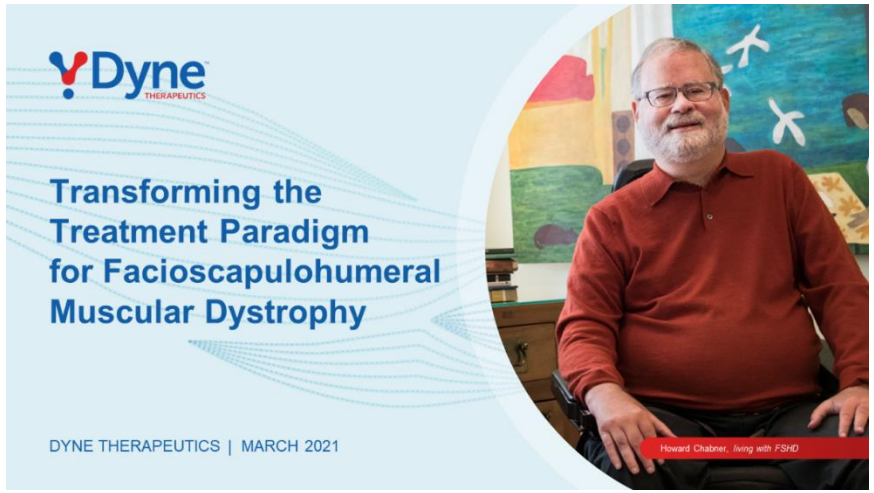
Dyne Therapeutics

https://www.dyne-tx.com/





Corporate PPT Template

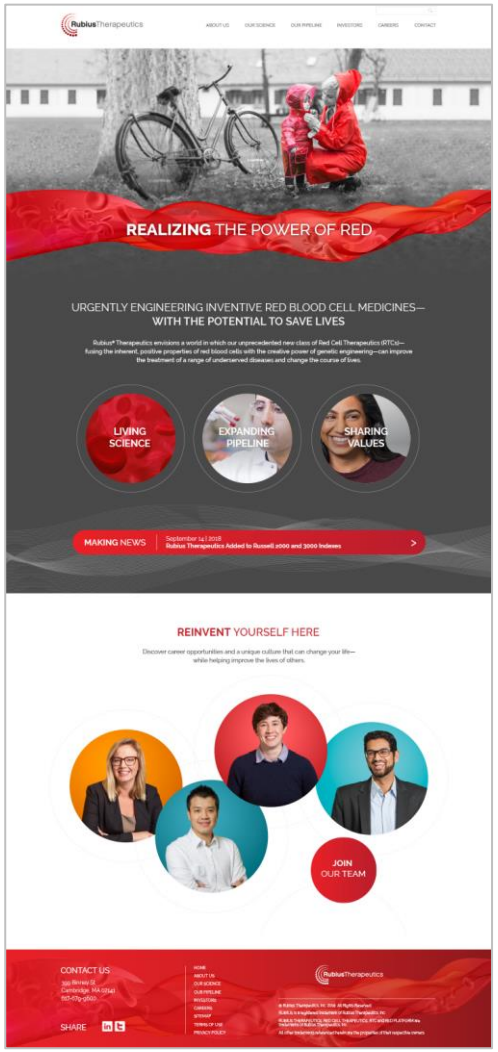


Patient PPT Template

CORPORATE BRANDING

Rubius Therapeutics

https://www.rubiustx.com

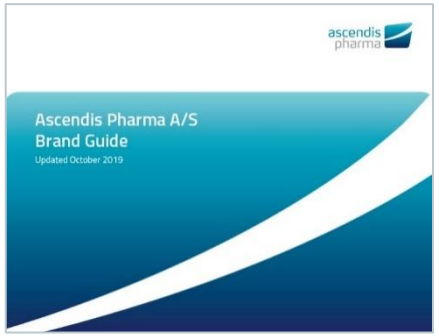


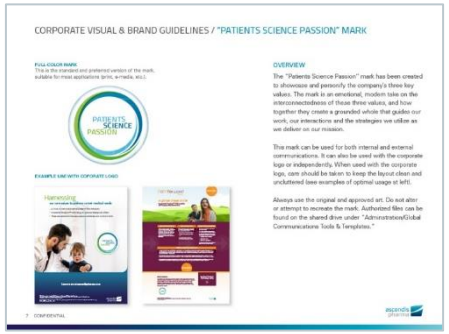
Stationery

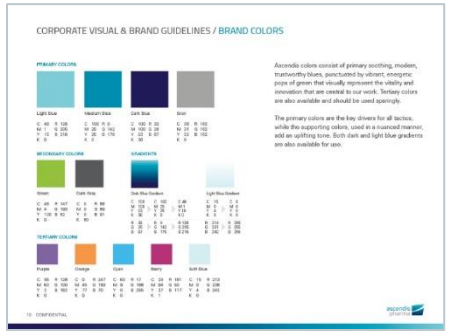
PPT Template

Fact Sheet

CORPORATE BRAND GUIDES

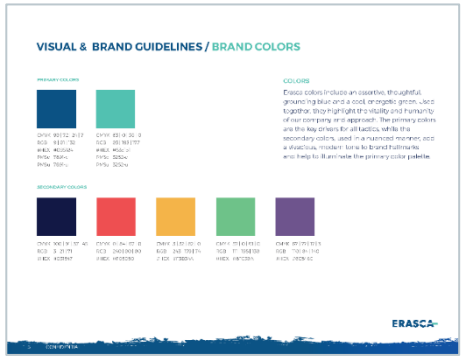






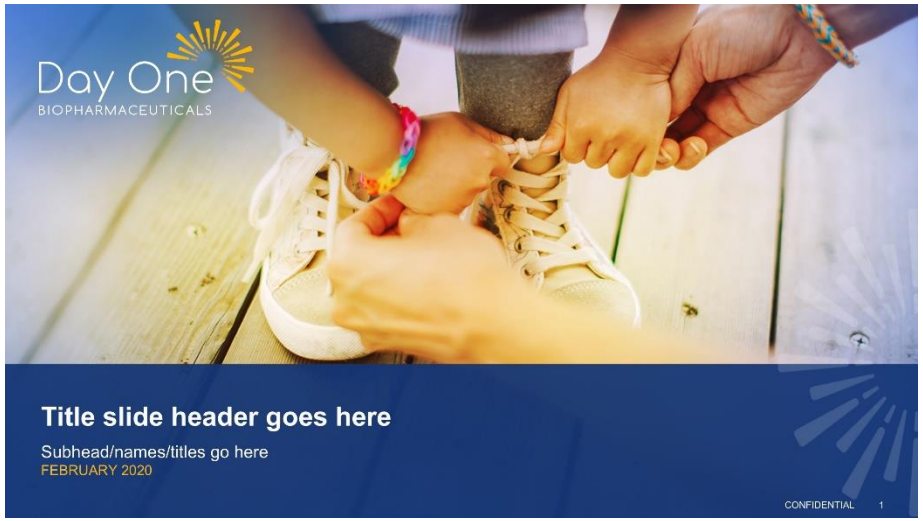
Ascendis Brand Guide

Rubius Brand Guide

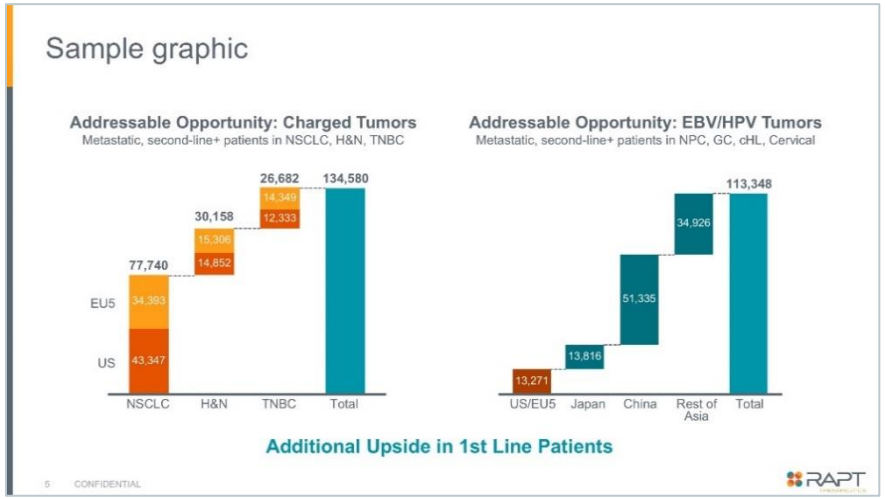


Erasca Brand Guide

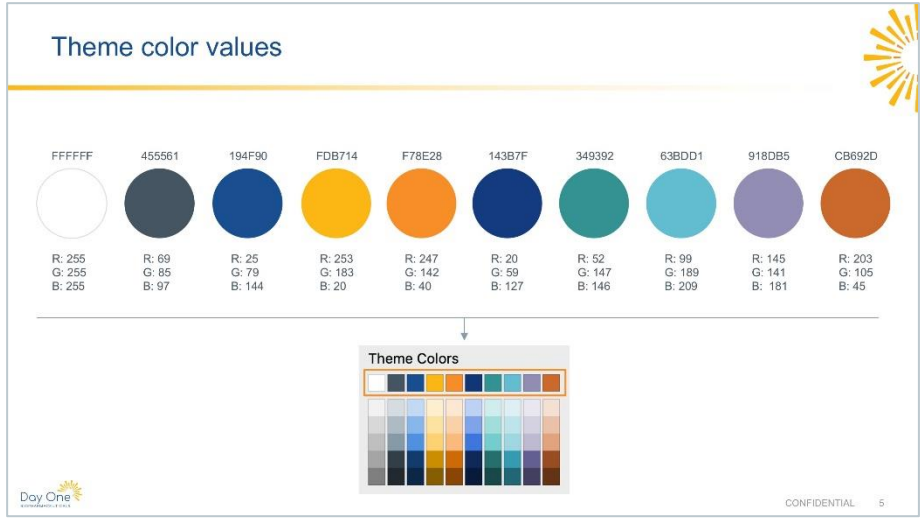
CORPORATE PPT



RAPT

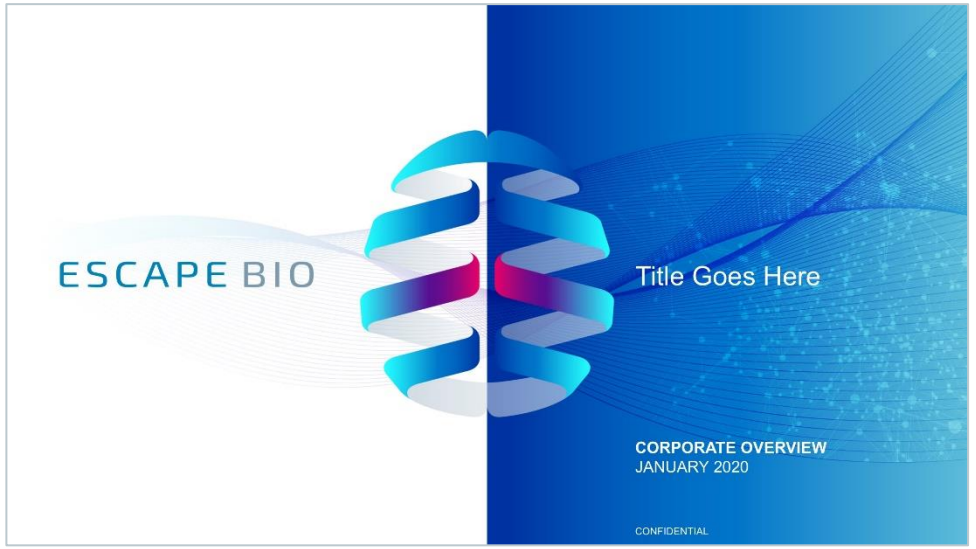


Day One

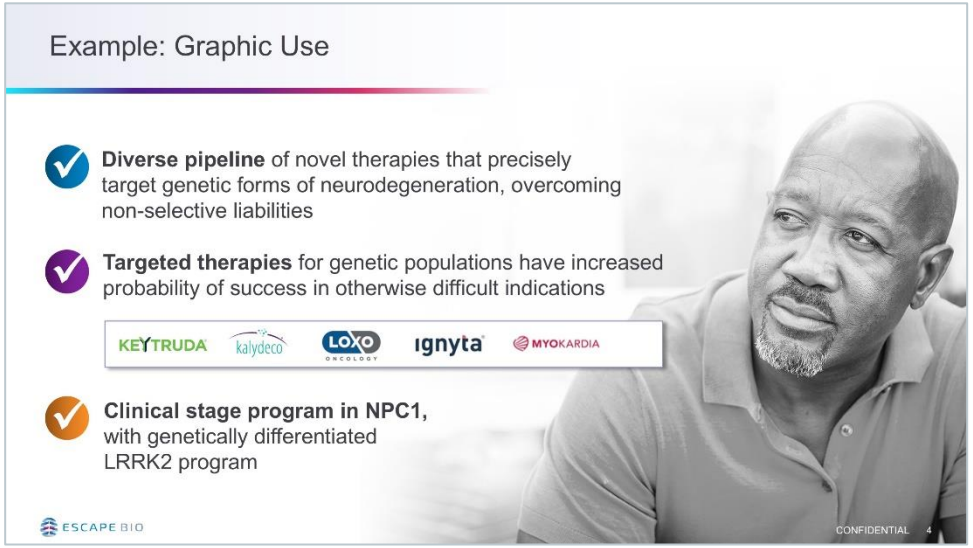


CORPORATE PPT

Zailab



Escape Bio

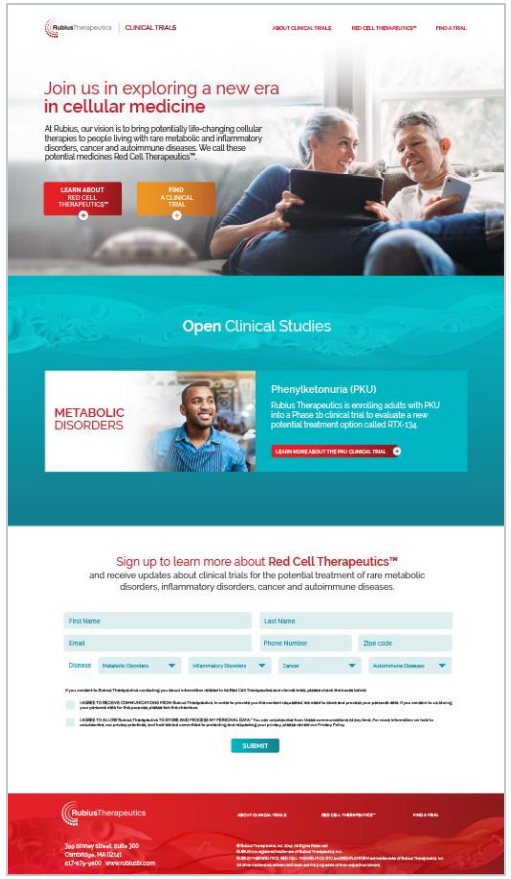


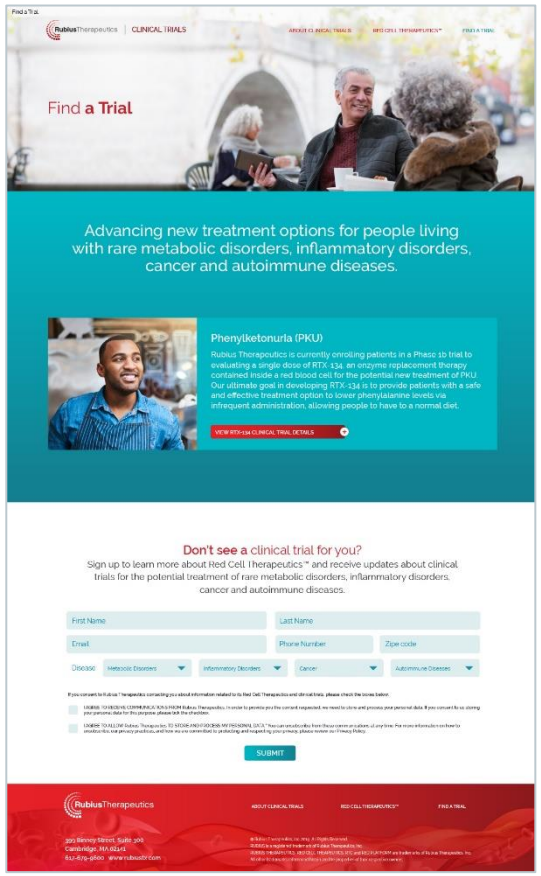
DMG

SAMPLE WORK – CLINICAL TRIAL BRANDING

CLINICAL TRIAL BRANDING

Rubius Therapeutics

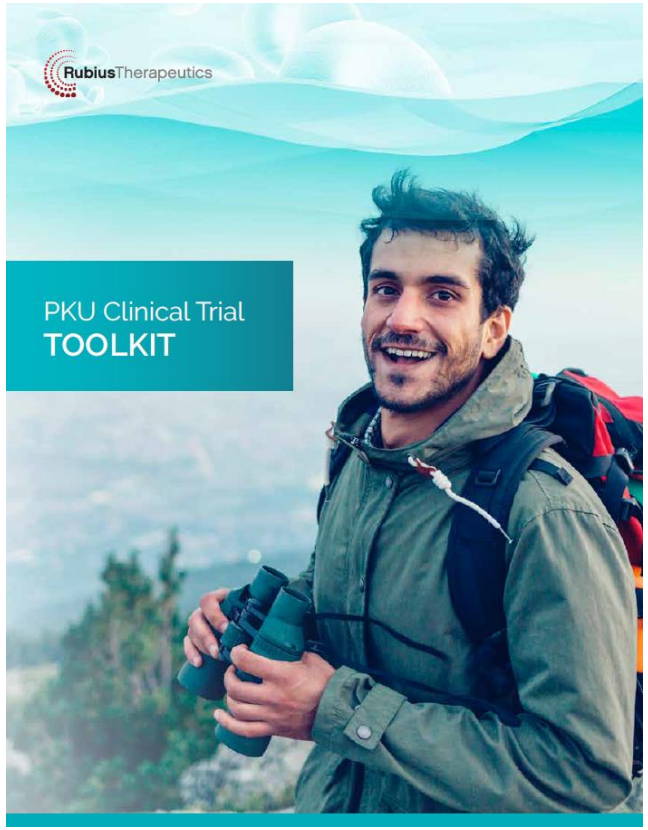




Clinical trials website

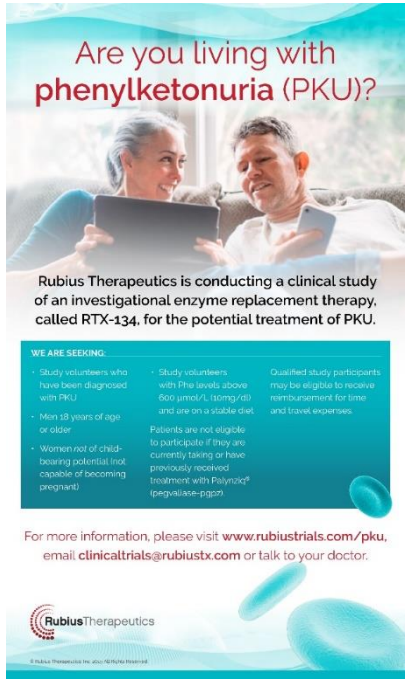
CLINICAL TRIAL BRANDING

Rubius Therapeutics



Clinical trial toolkit

Social media flyer



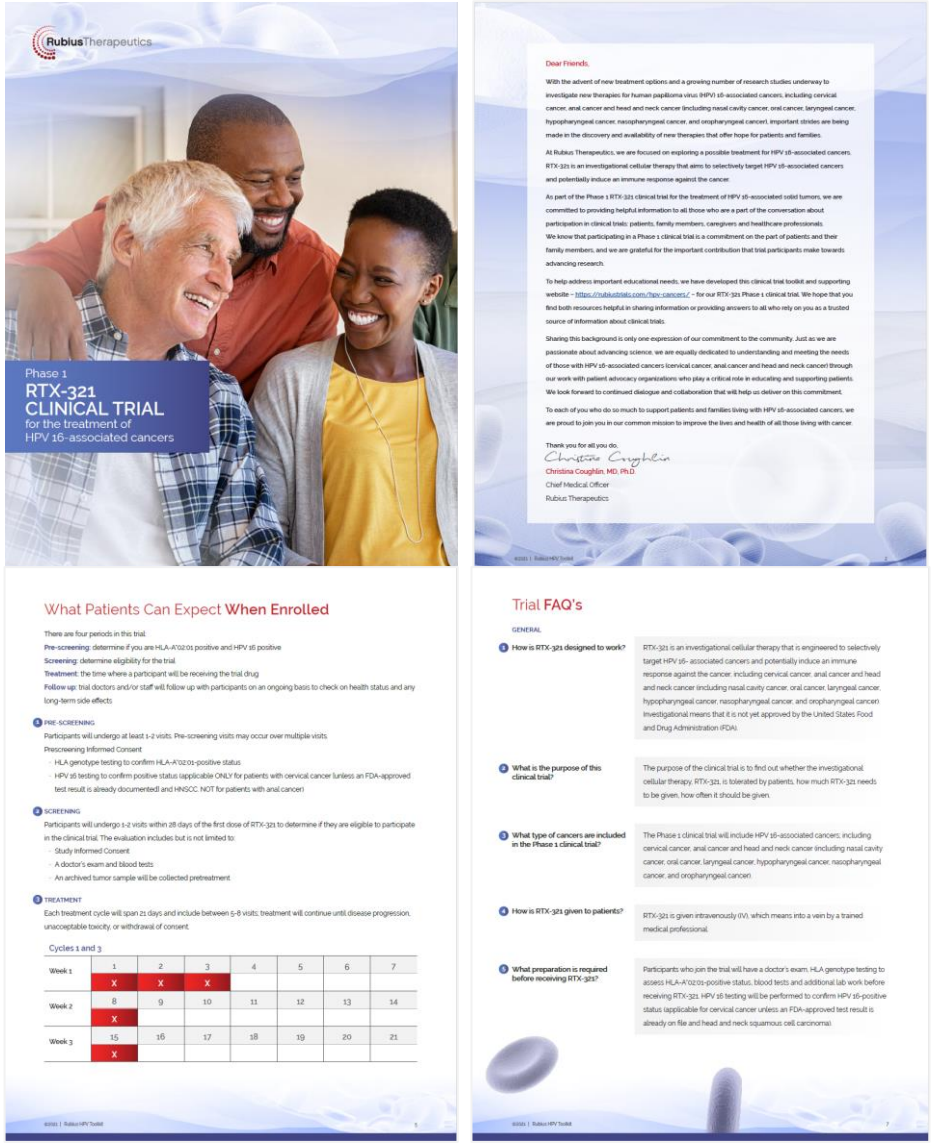
Employee T-Shirt

10 x 10 exhibit

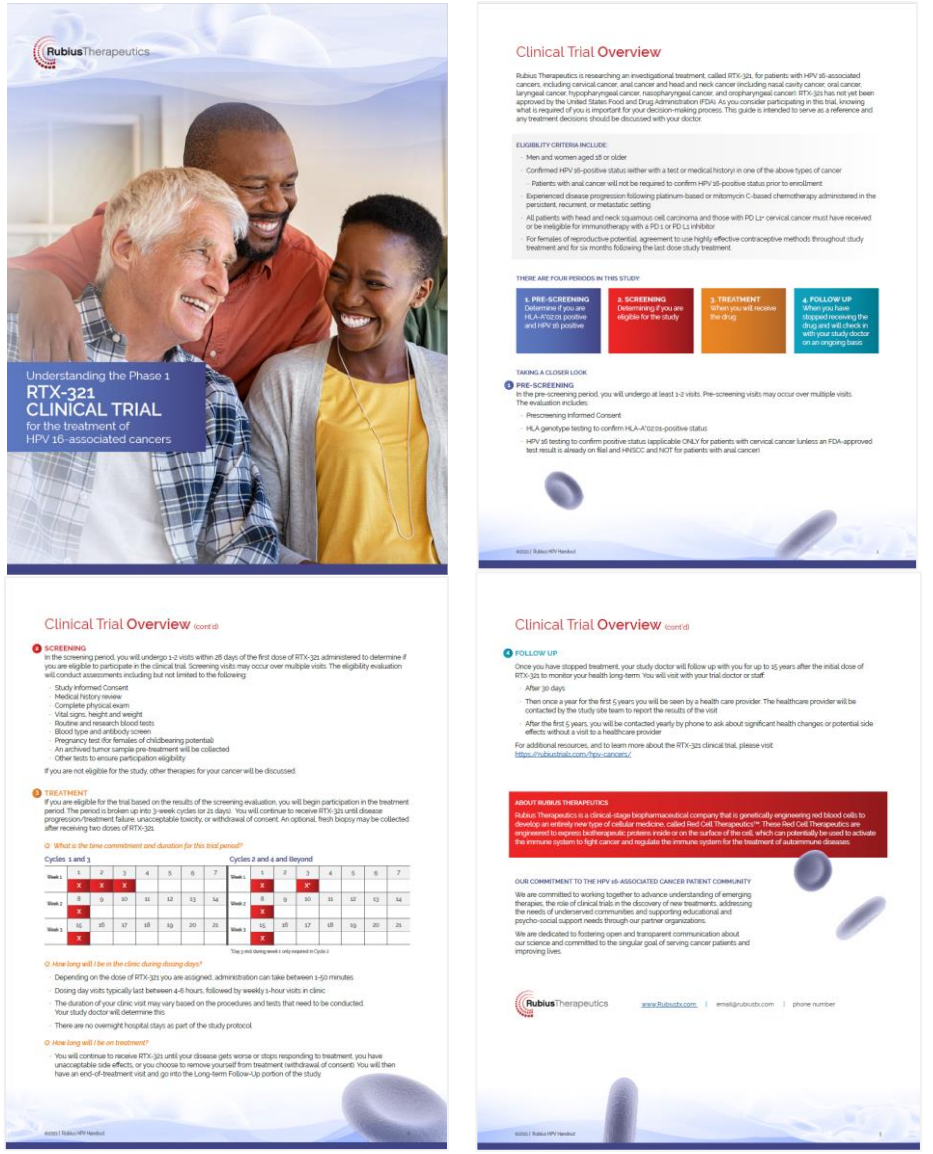
CLINICAL TRIAL BRANDING

Rubius Therapeutics - HPV

Clinical trial toolkit



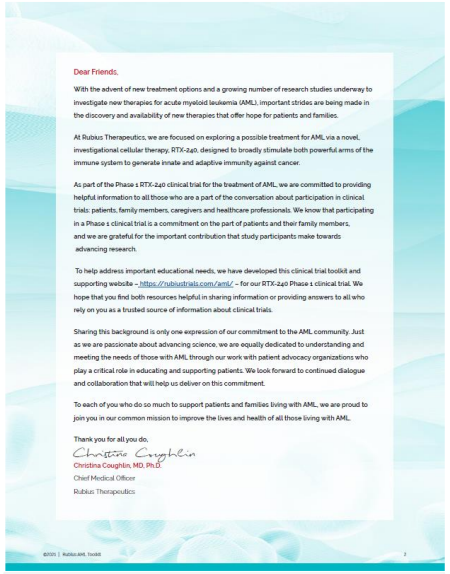
Handout



CLINICAL TRIAL BRANDING

Rubius Therapeutics - AML

Clinical trial toolkit



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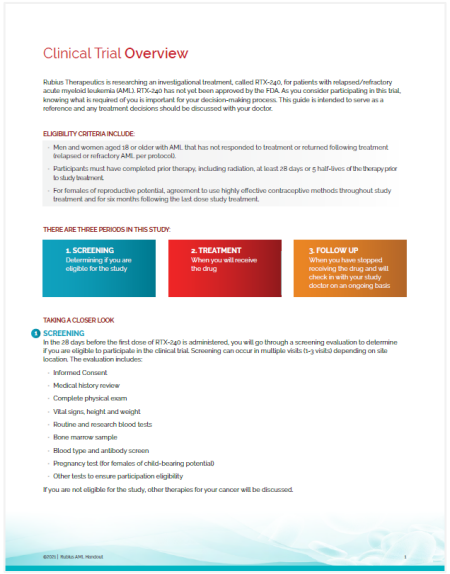
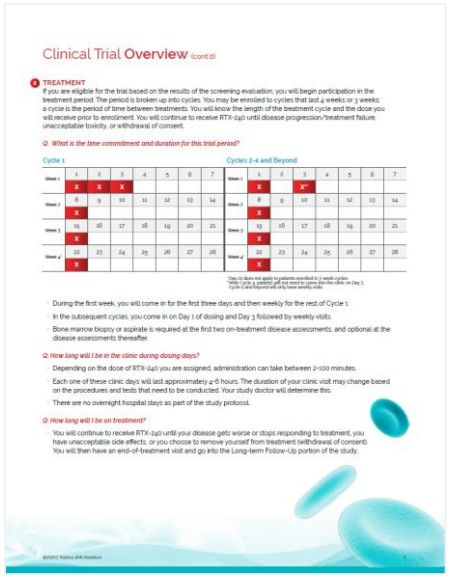
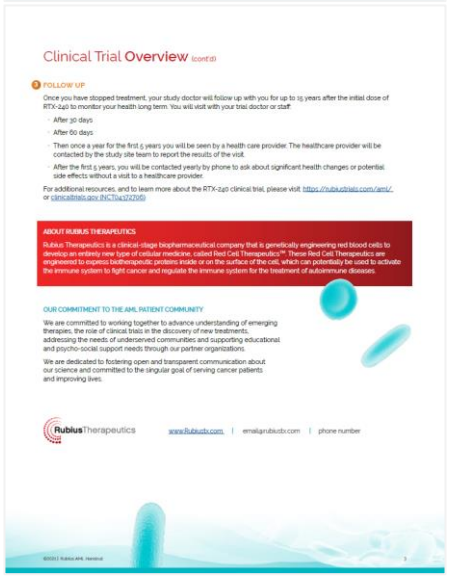
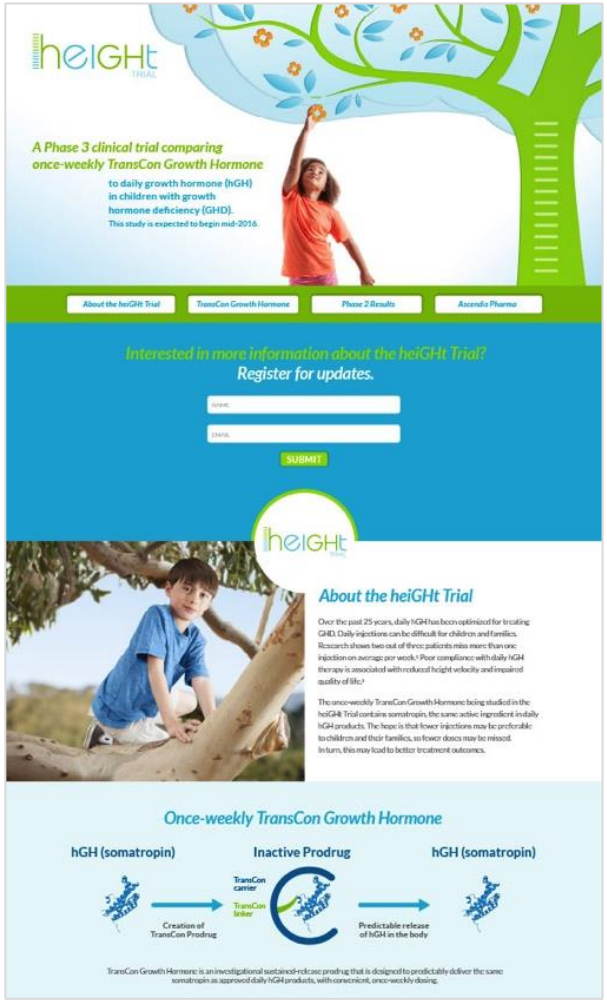




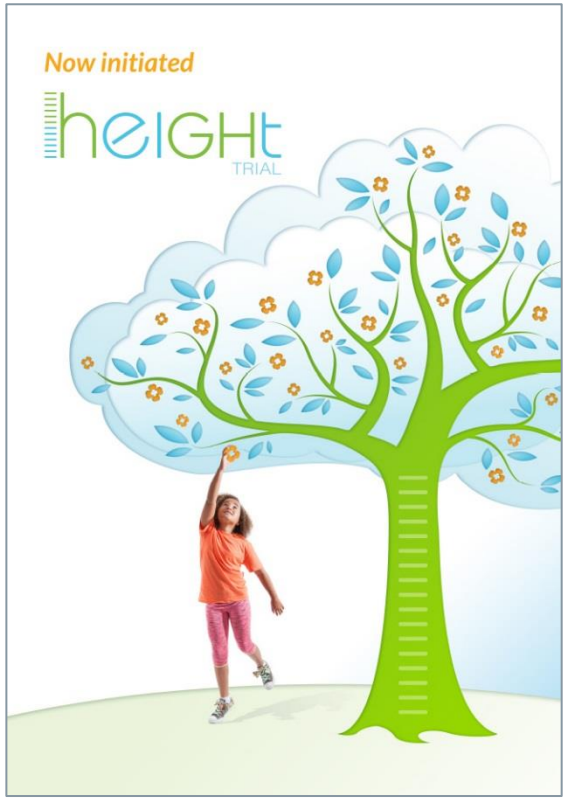


CLINICAL TRIAL BRANDING

Ascendis Pharma: hei**GH**t Trial



http://heighttrial.com



Brochure

Booth

heIGHt TRIAL fliGHt TRIAL enlIGHten TRIAL

Growth **H**ormone Trial logos

CLINICAL TRIAL BRANDING

Ascendis Pharma: **PaTH**forward Trial

https://pathforwardtrial.com

Postcard

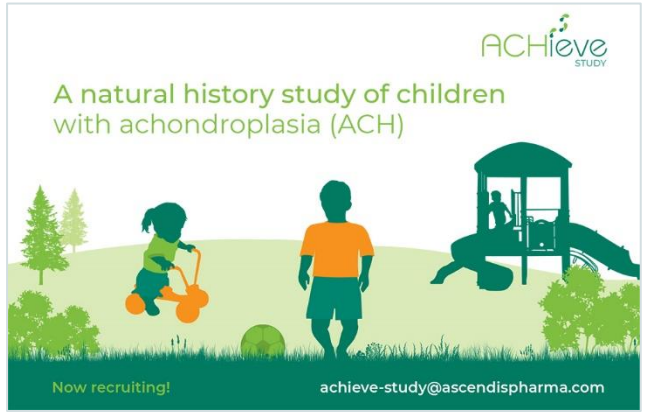
PPT template

ACcomplisH TRIAL

Trial logo

CLINICAL TRIAL BRANDING

Ascendis Pharma: **ACH**ieve Trial



Postcard

PPT template

https://achieve-study.com

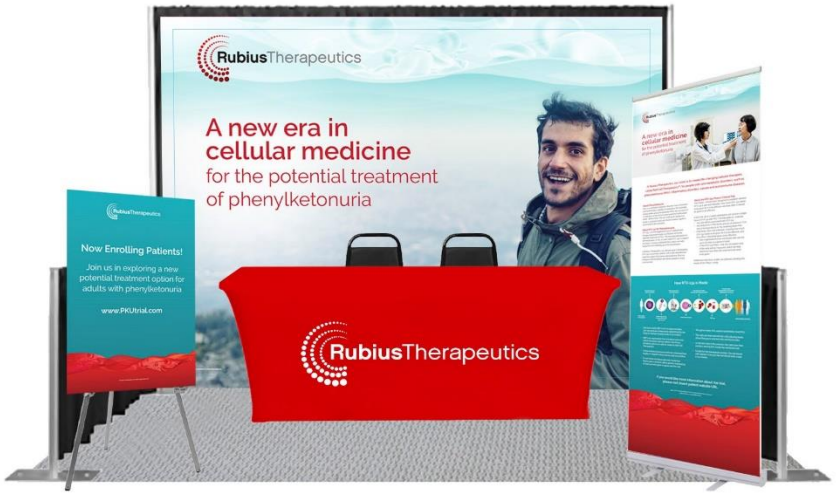
ACHieve STUDY

Trial logo

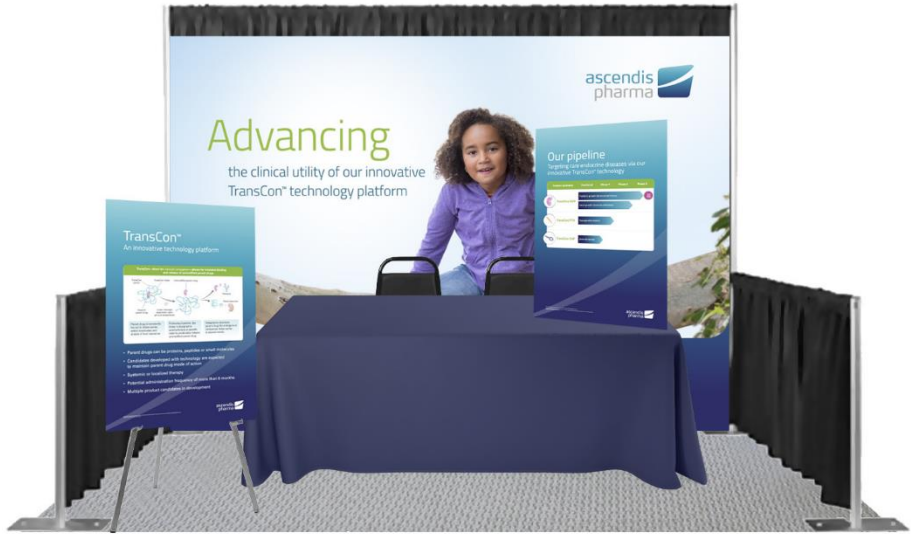
SAMPLE WORK – BOOTH DESIGN

BOOTH DESIGN

10x20



10x10



10x10

BOOTH DESIGN

10x20

BOOTH DESIGN

20x20

BOOTH DESIGN

SAMPLE WORK – PHOTOGRAPHY/VIDEO

PHOTOGRAPHY





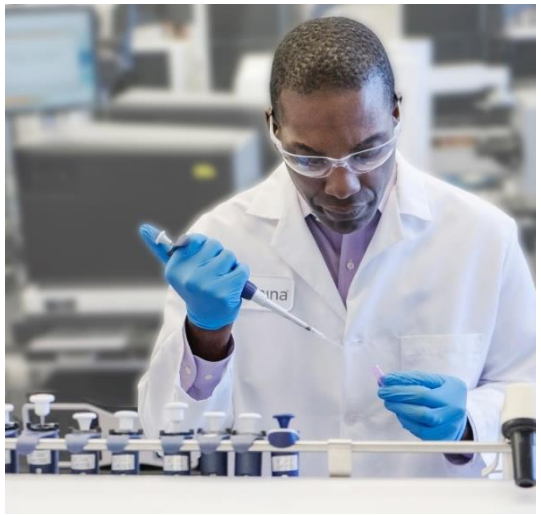






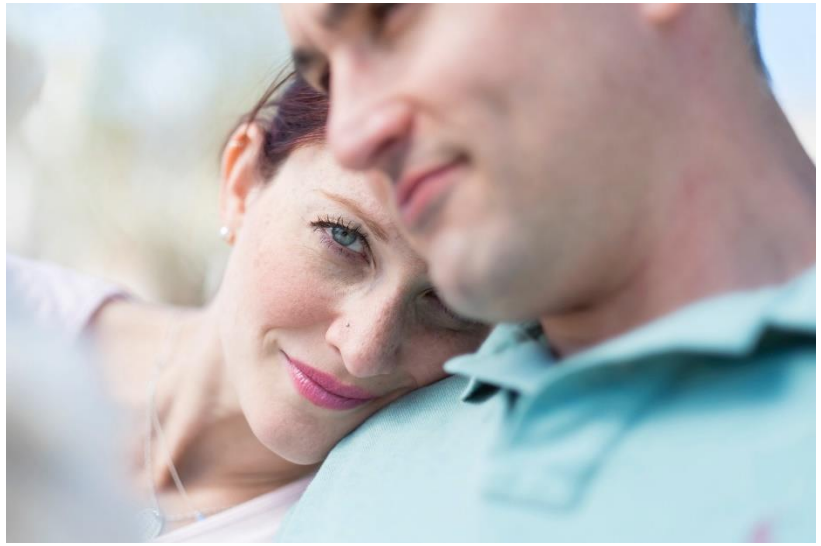
PHOTOGRAPHY




PATIENT PHOTOGRAPHY



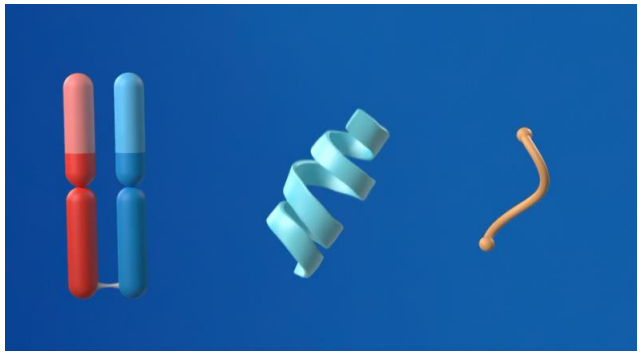



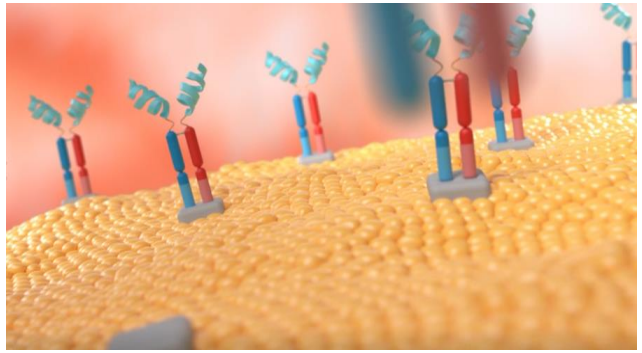
ANIMATION

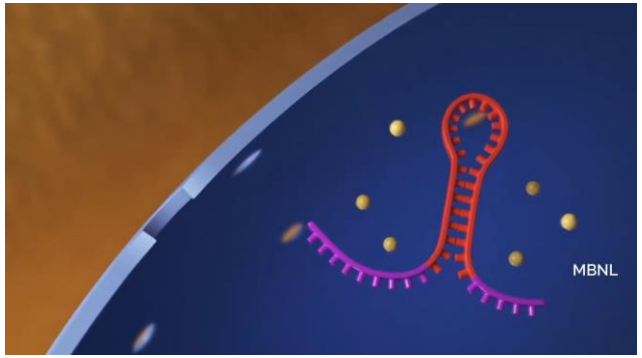
Dyne Therapeutics

Dyne MOA Animation

MOA Video



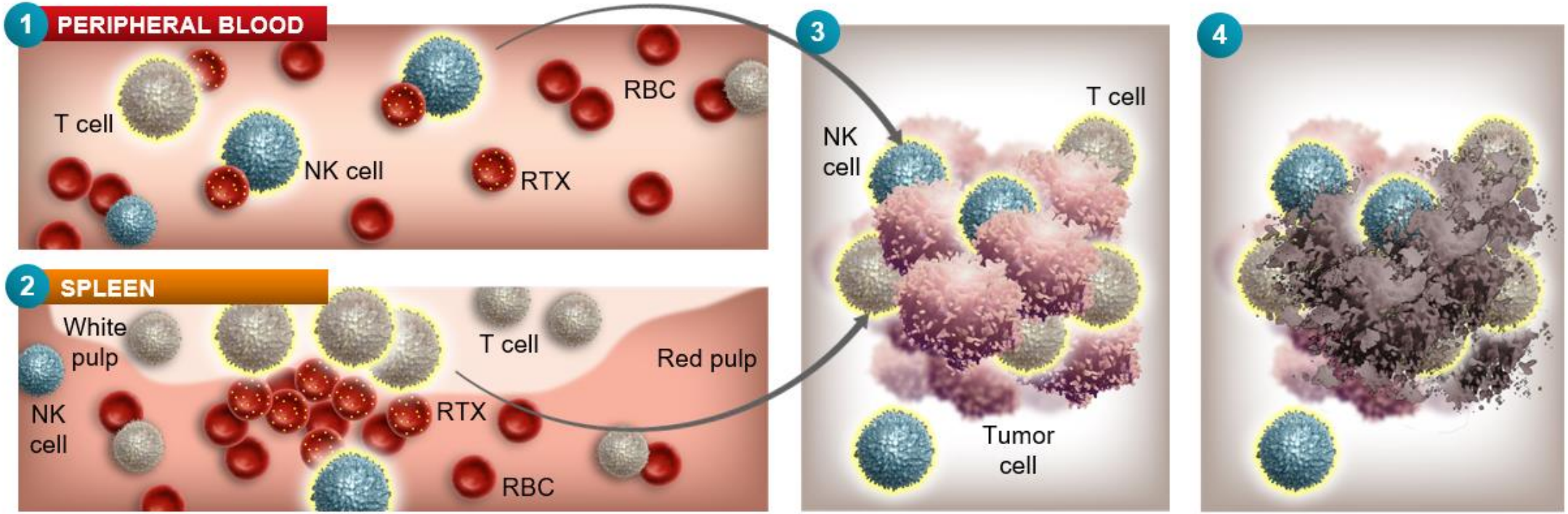




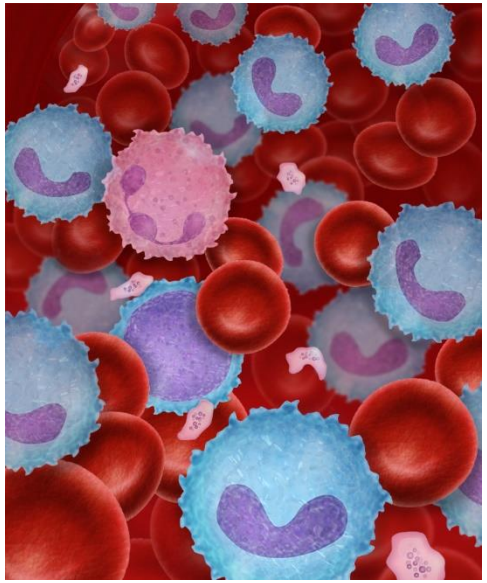
DMG

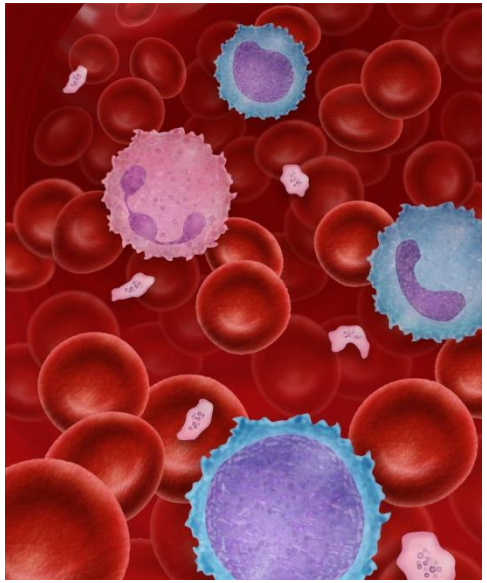
SAMPLE WORK – MEDICAL ILLUSTRATION

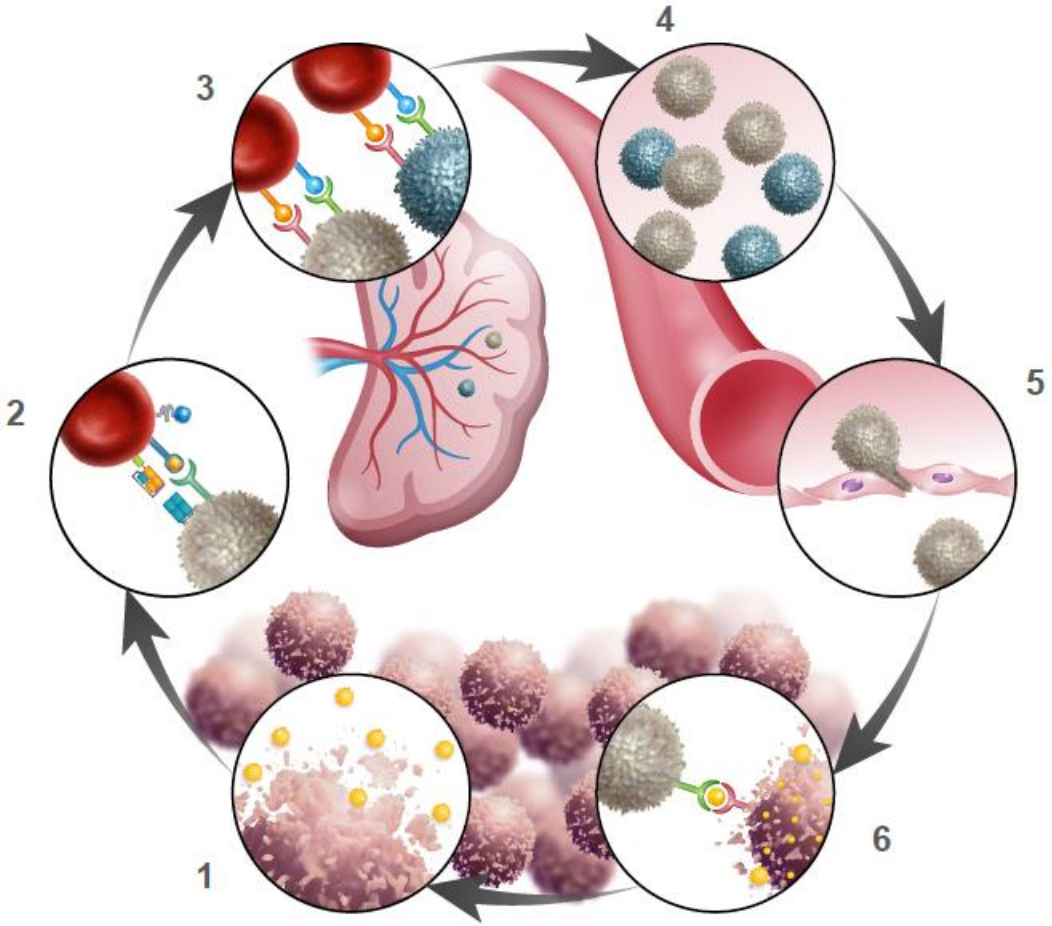
RUBIUS THERAPEUTICS



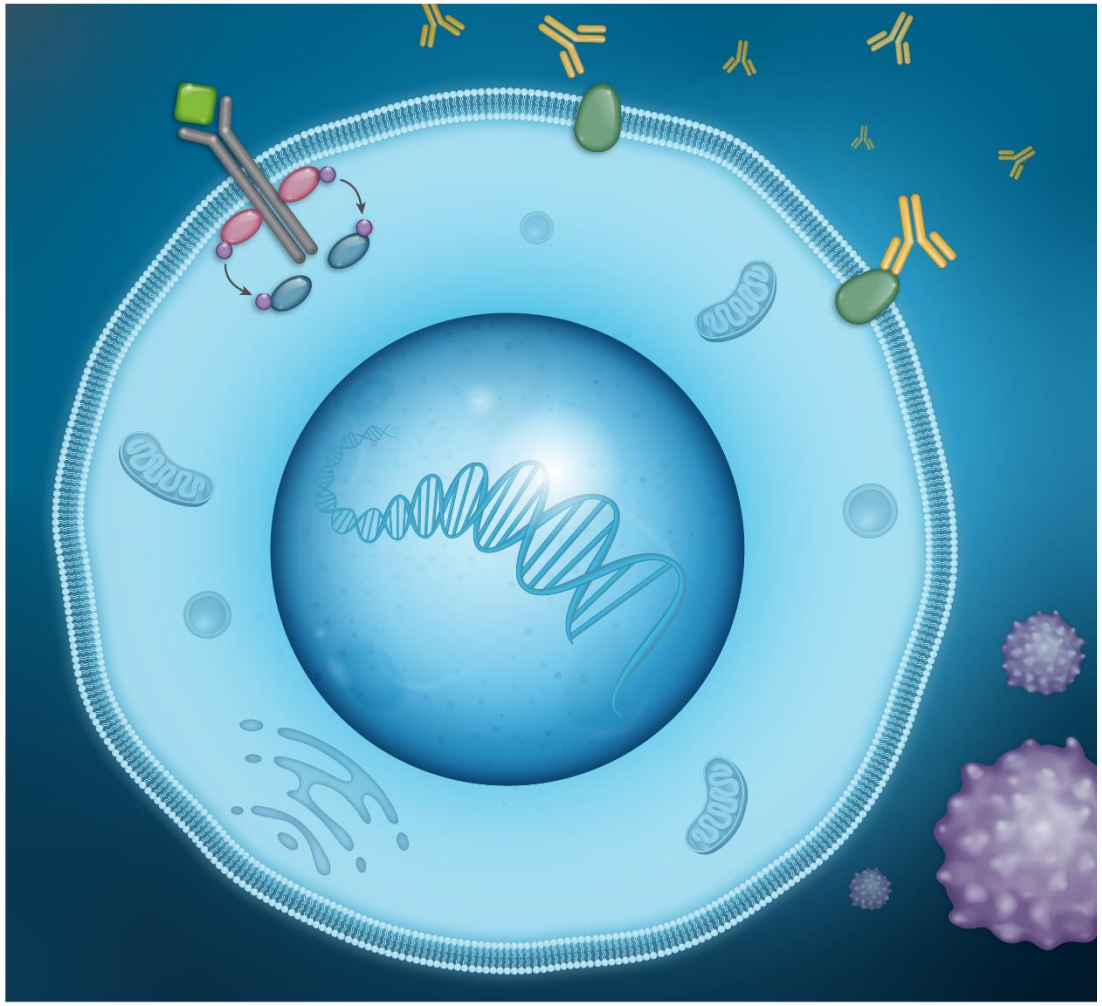
RUBIUS THERAPEUTICS

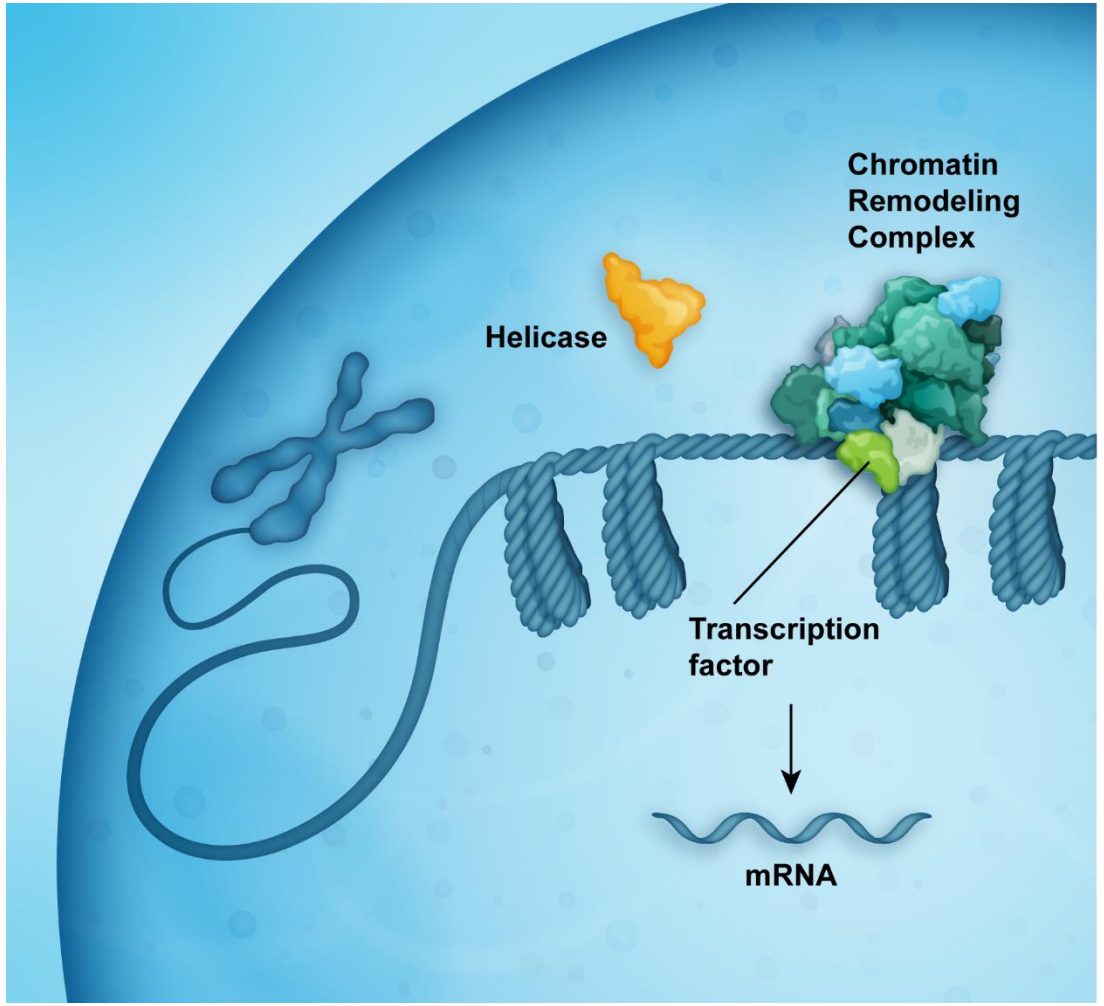




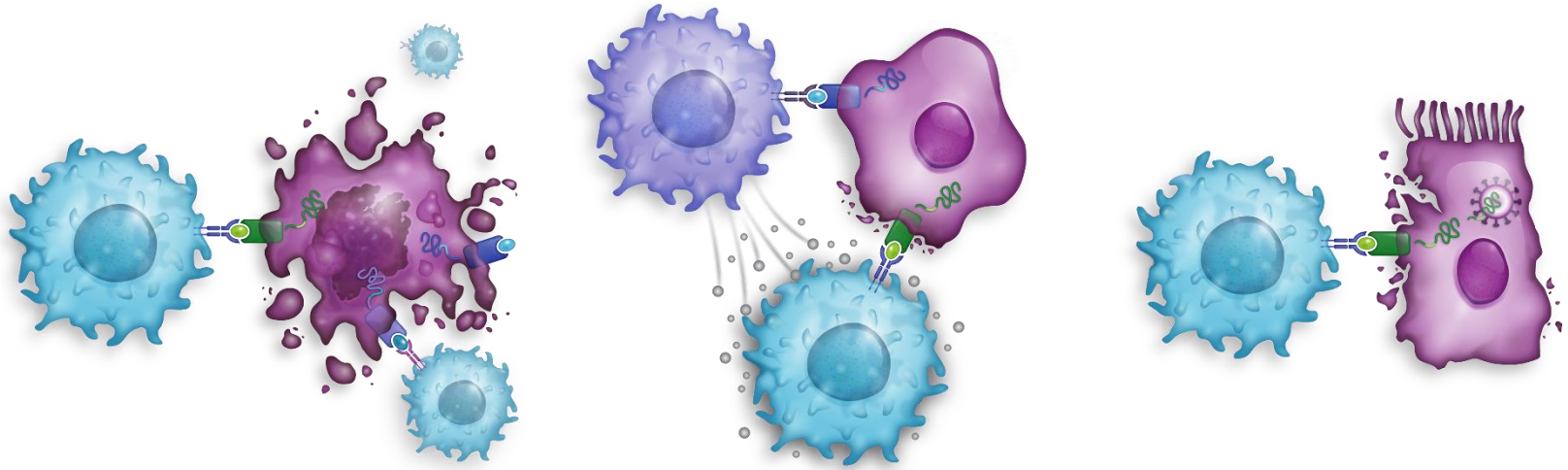


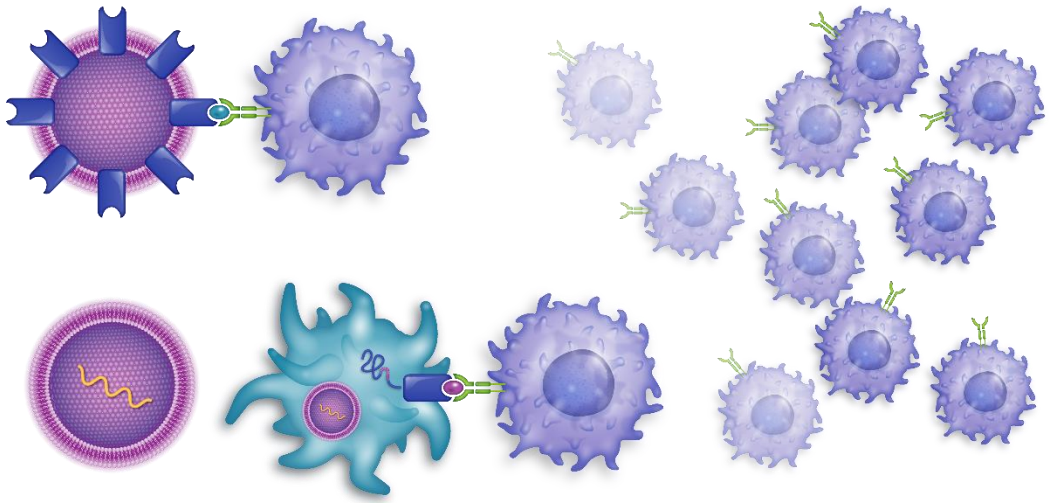
FOGHORN THERAPEUTICS

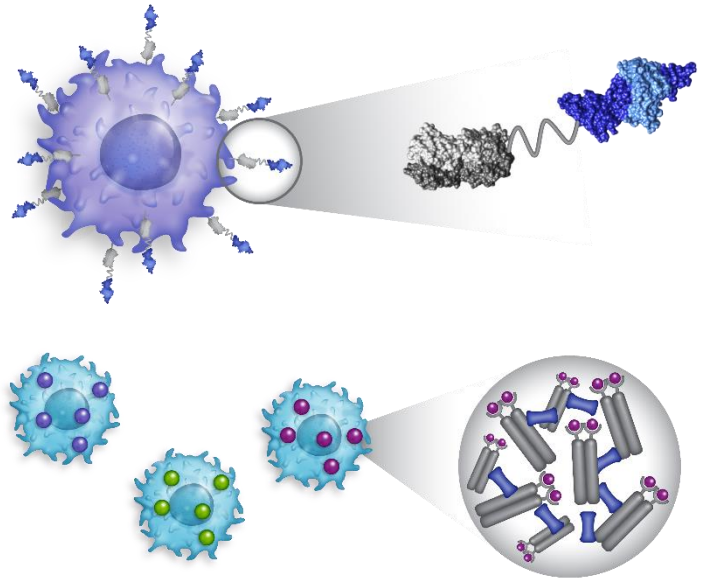




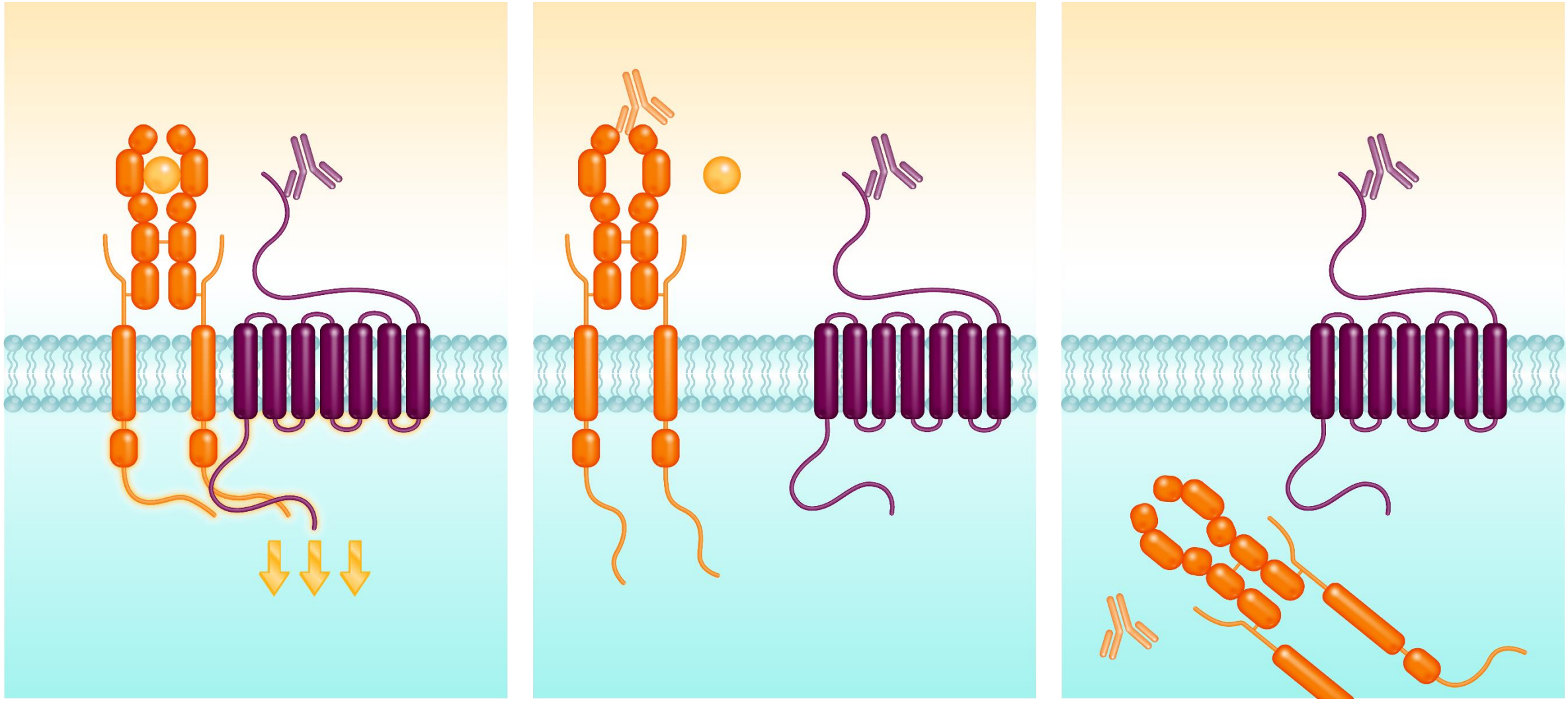
REPERTOIRE IMMUNE MEDICINES







VALENZA BIO



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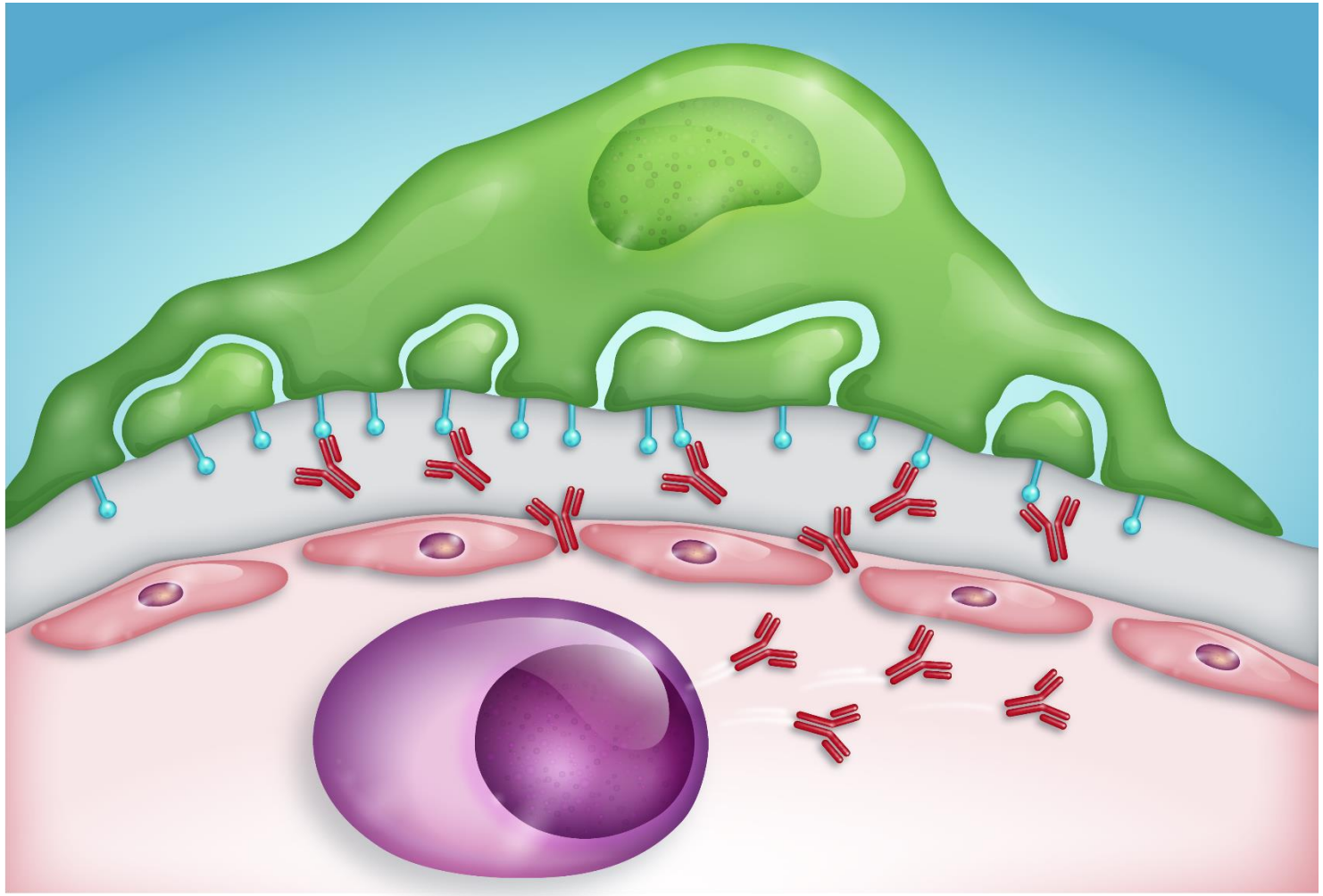
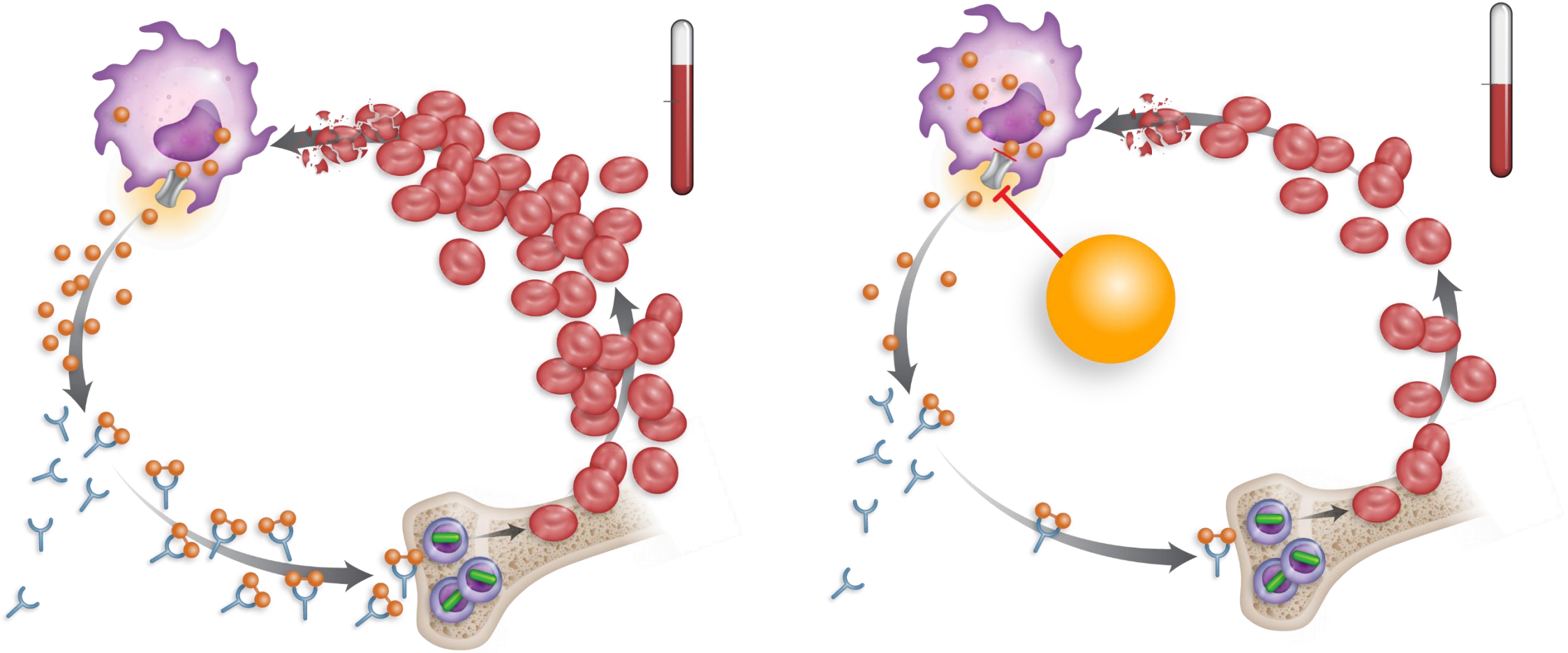
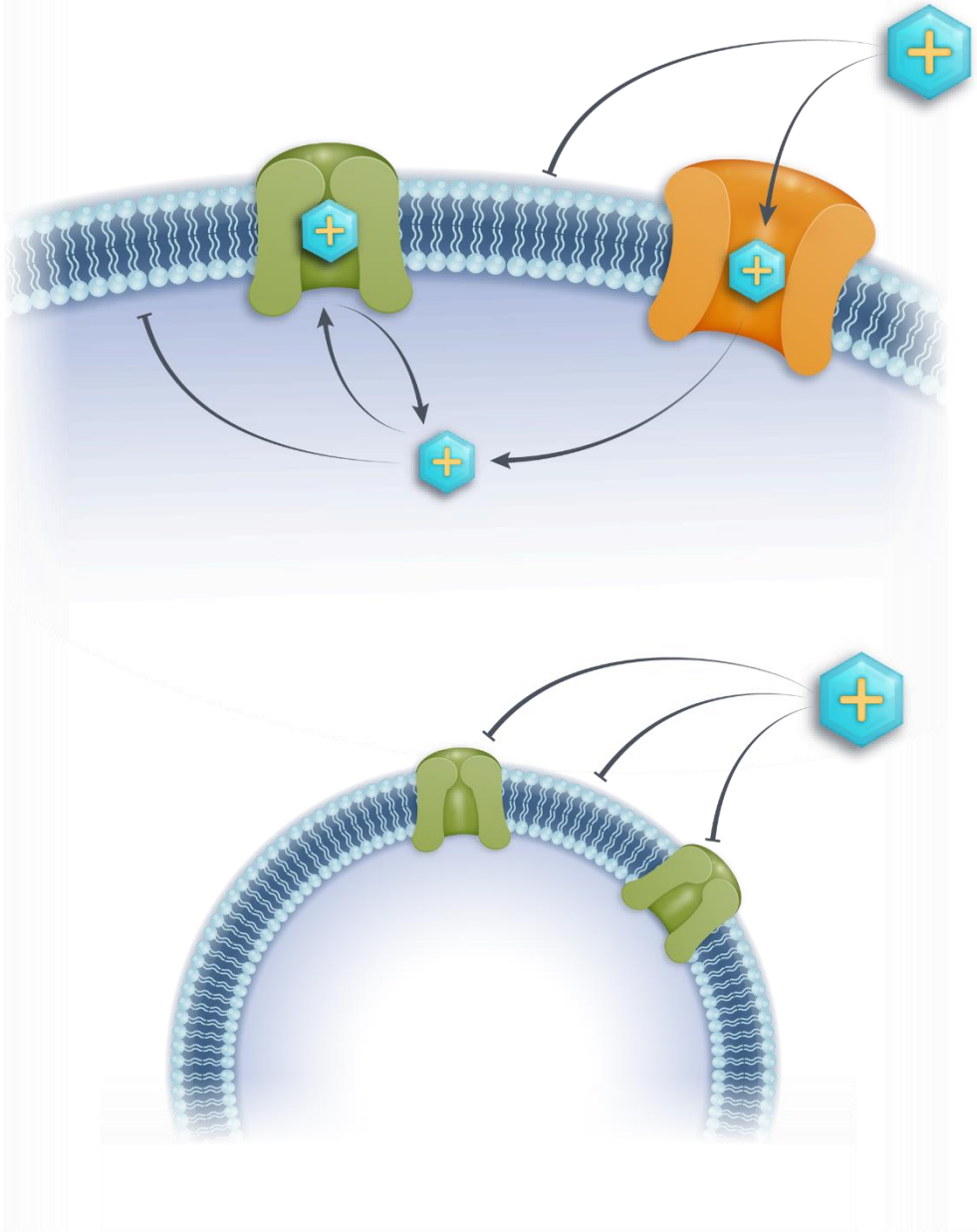
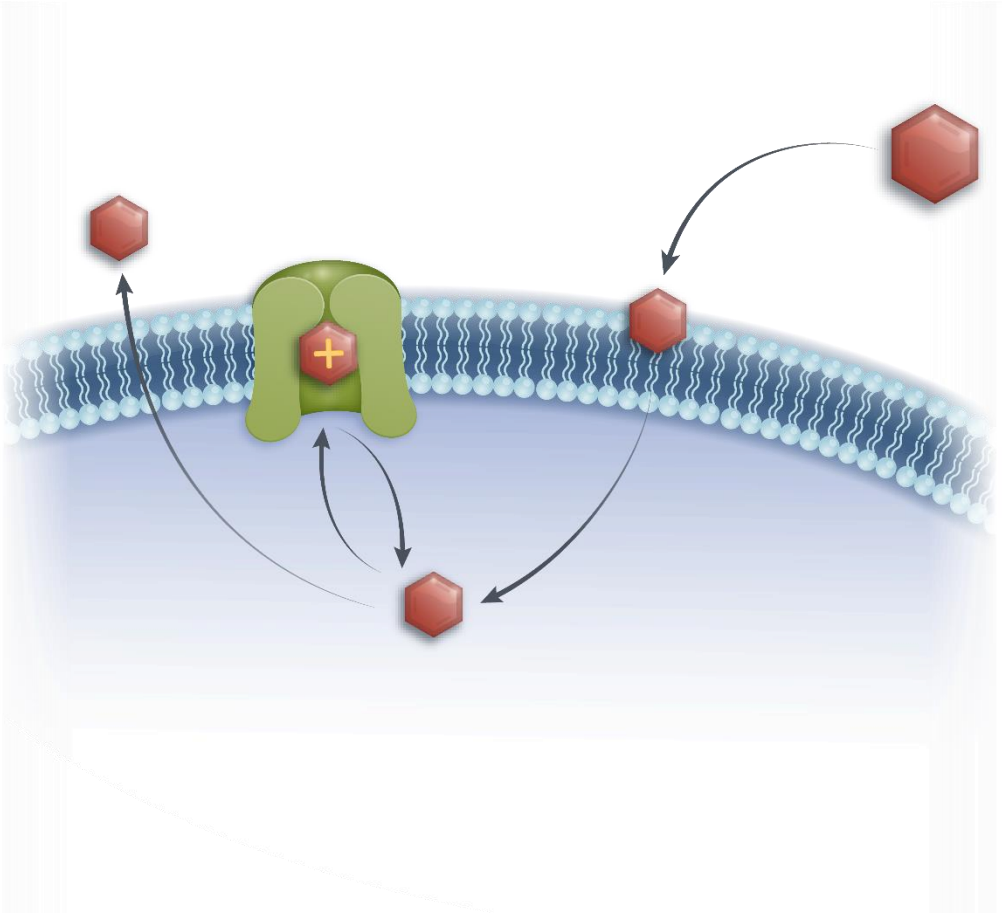


PROTAGONIST THERAPEUTICS

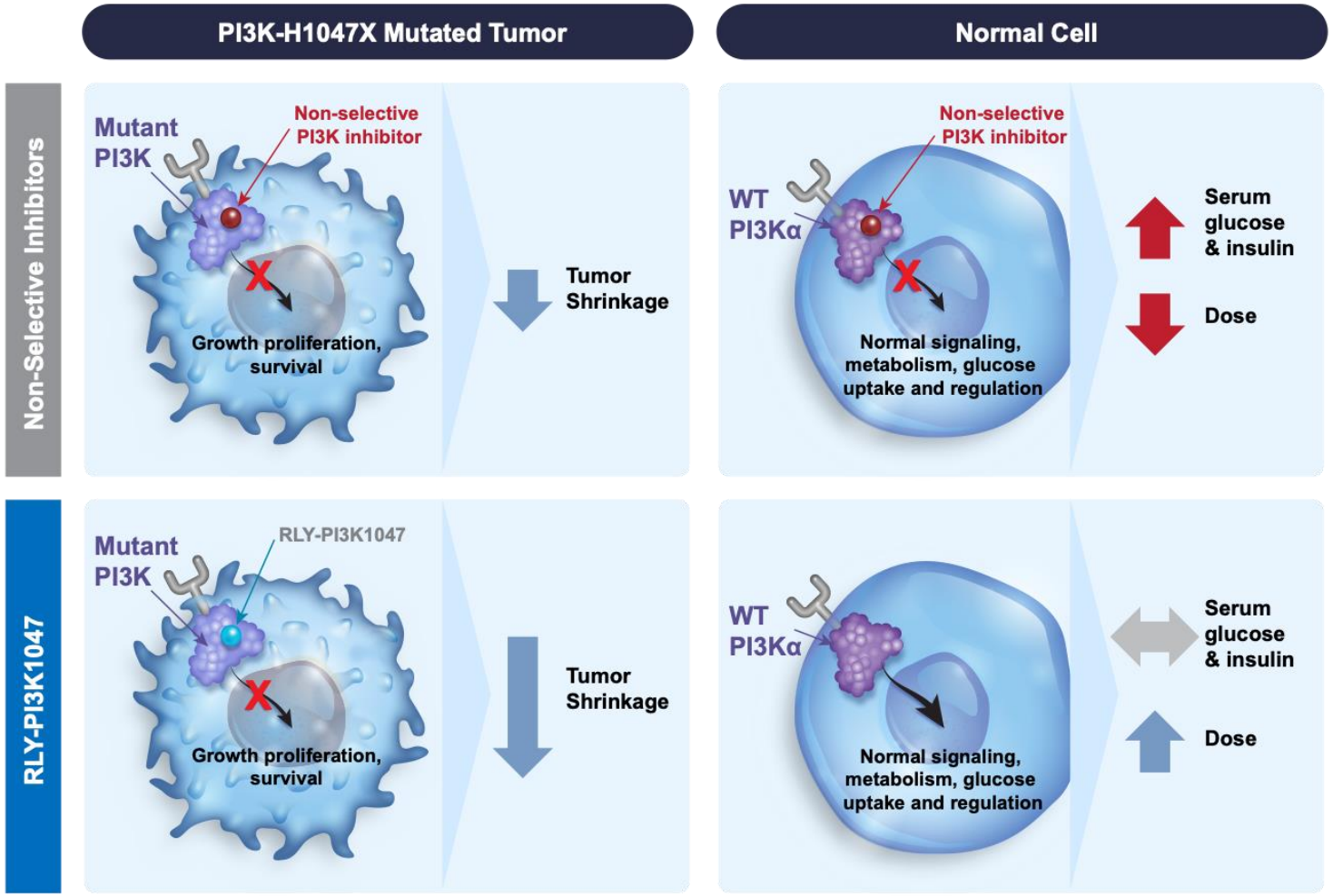


NOCION THERAPEUTICS

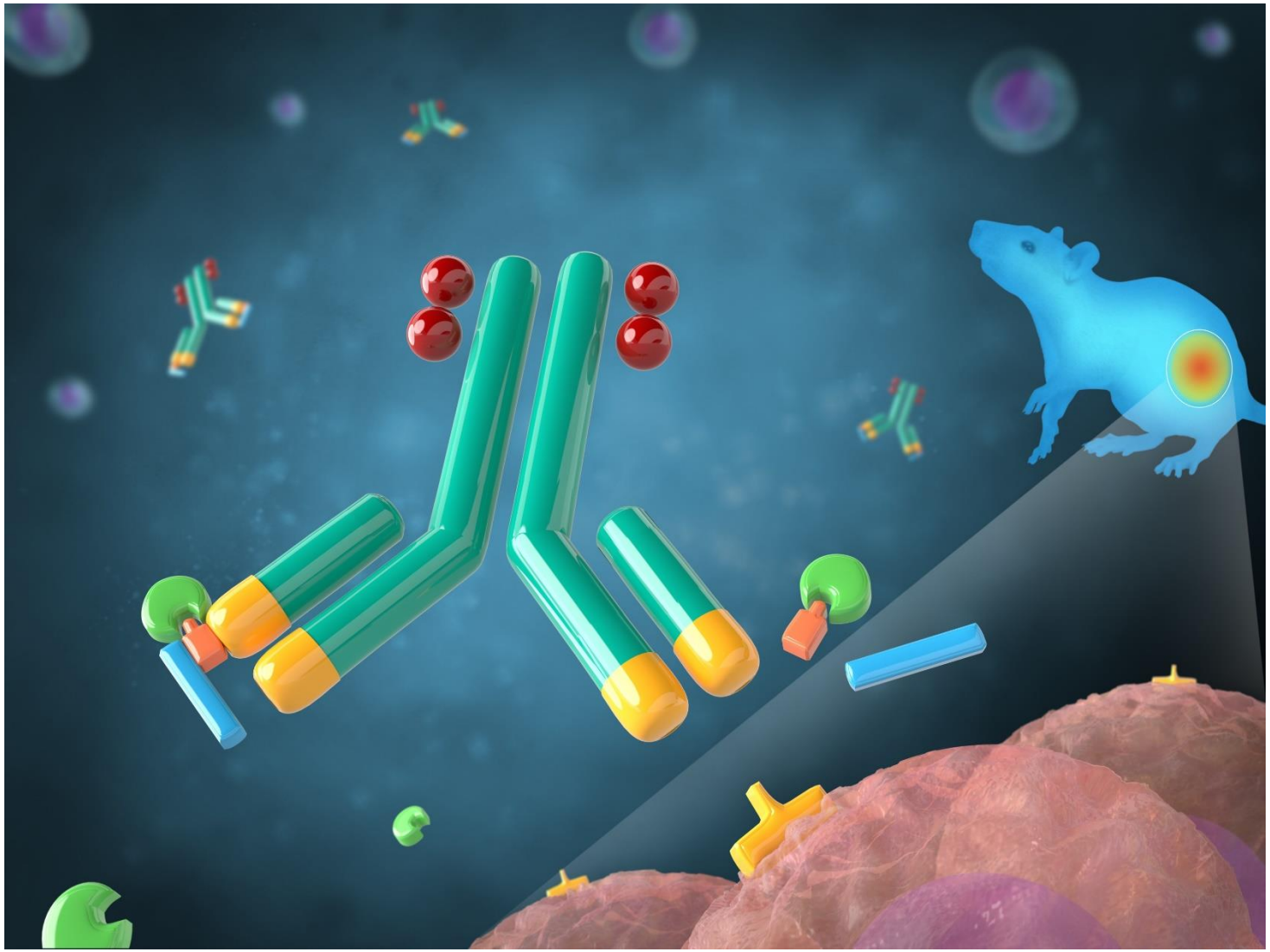




RELAY THERAPEUTICS

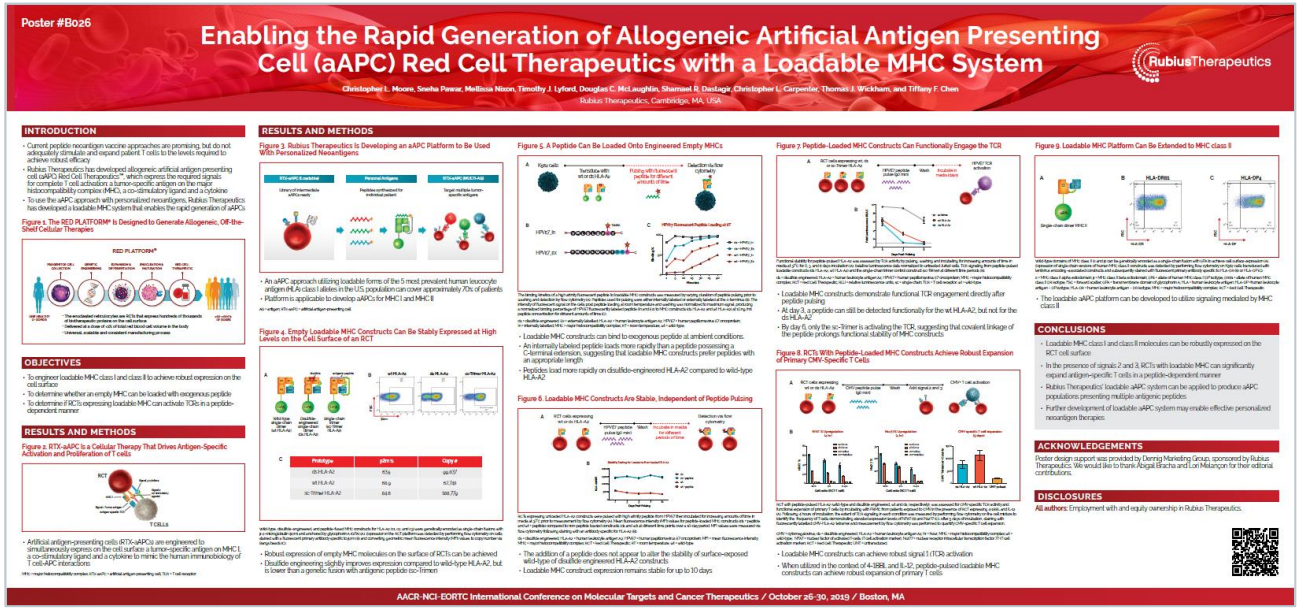


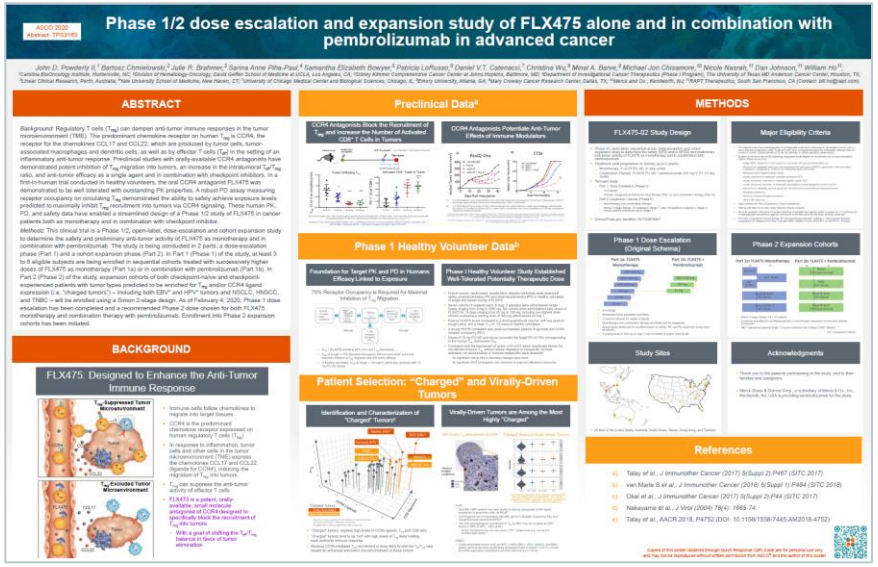
CYTOMX

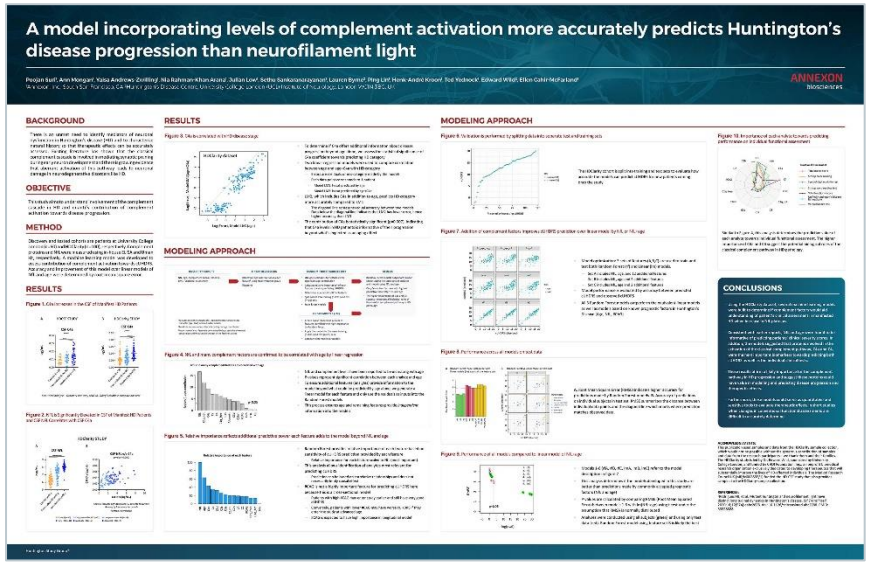


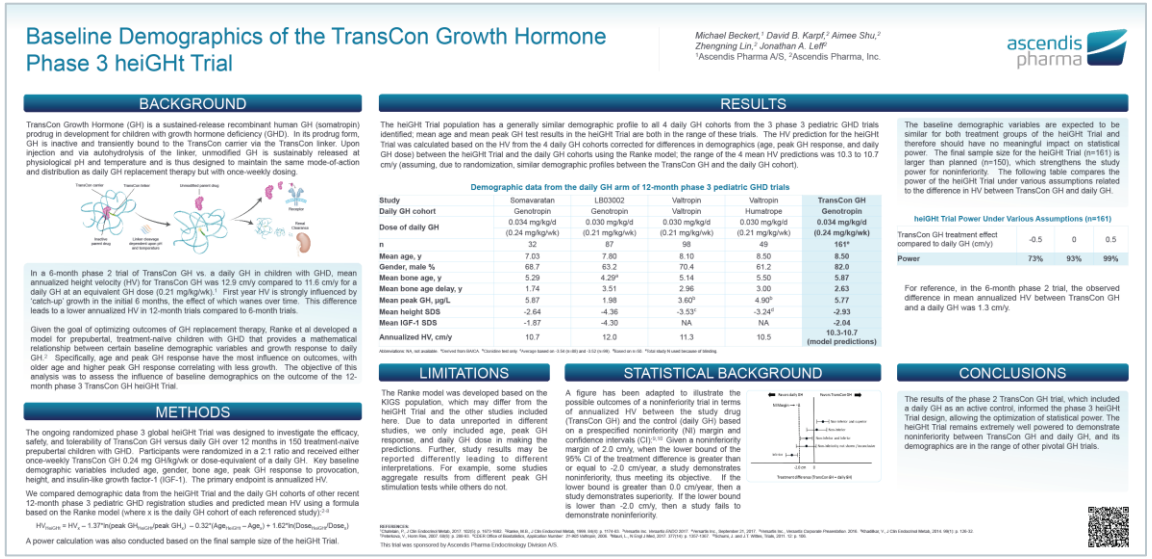
SAMPLE WORK – ADDITIONAL CREATIVE

SCIENTIFIC POSTERS

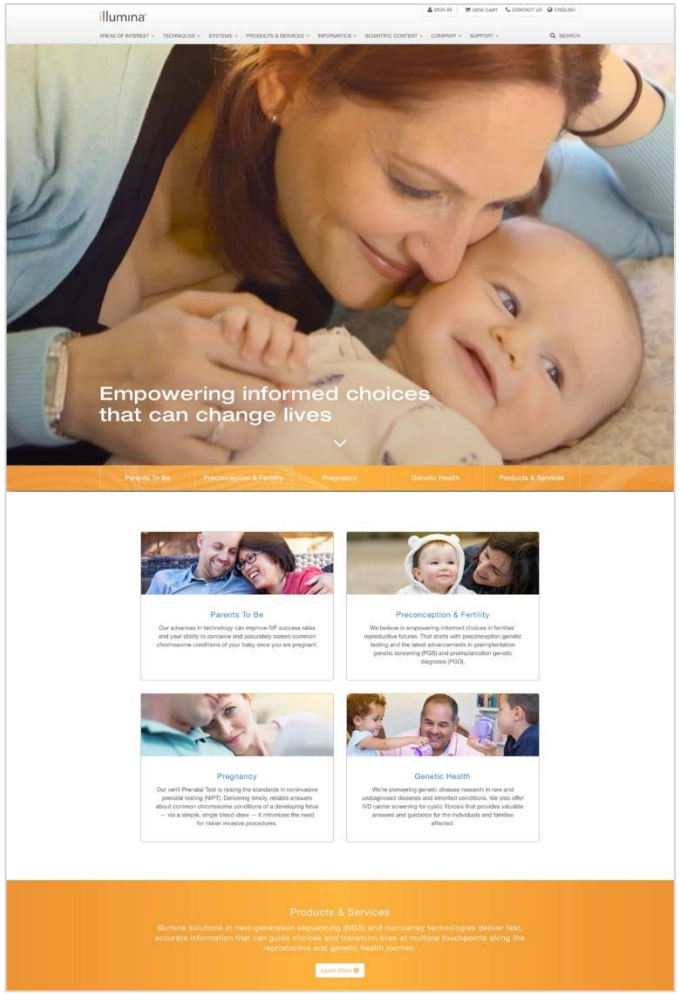




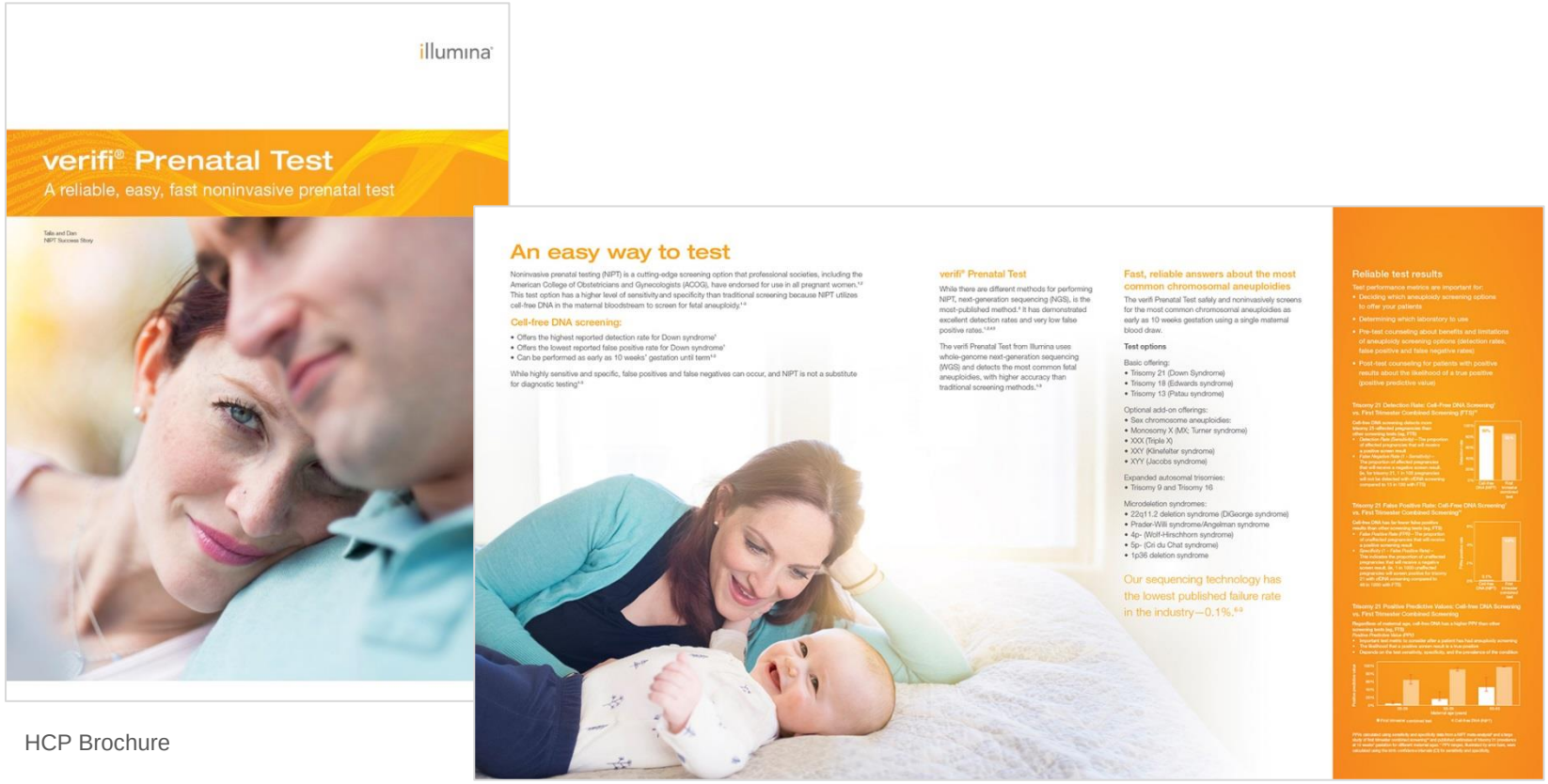




CAMPAIGN DEVELOPMENT

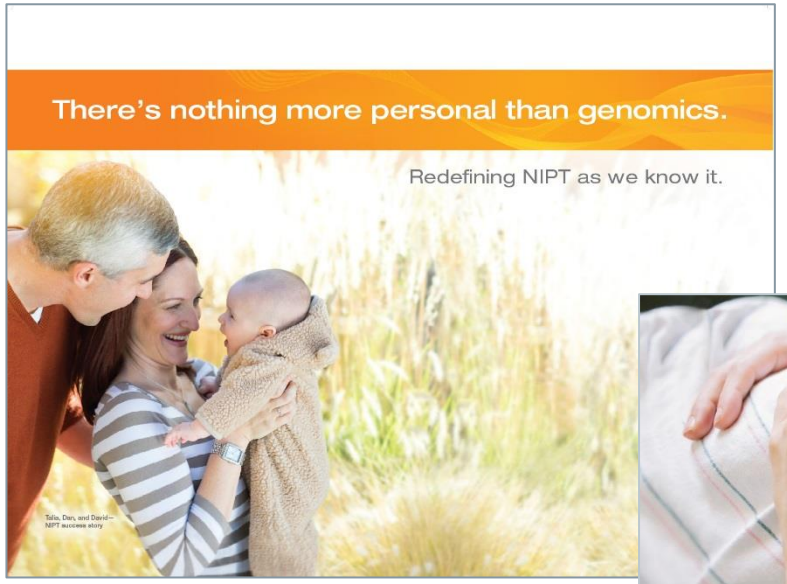


https://www.illumina.com/rgh



HCP Brochure

CAMPAIGN DEVELOPMENT

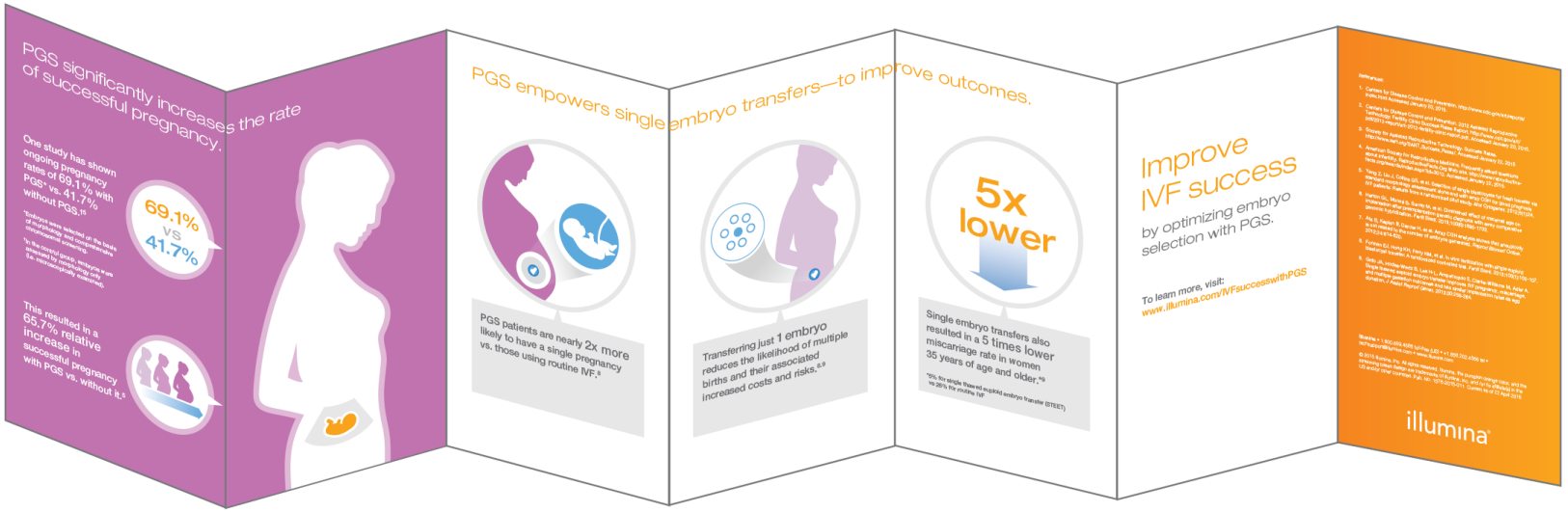


Convention Booth Panel

Patient Print Ad

Patient App

INFOGRAPHICS



PARTNER BIOS

BETSY DENNIG

Principal/
Managing Director

Betsy has over 20 years of experience working in healthcare marketing communications. She has extensive experience in corporate and product branding and tactical execution and has a background in medical education, publication planning and KOL/advocacy development. Betsy develops strategically driven communication plans and builds lasting relationships with her clients and colleagues. Her strong leadership, decision-making and organizational skills along with her dedication, positive nature and can-do attitude, has enabled her to build a successful marketing company over the last 15 years. She's an expert at listening to her client's interests and voices and translating them into one-of-a-kind solutions that generate outstanding results. She received her bachelor's degree in business communications and art from Bucknell University.

HABEEBA CLARK

Principal/
Creative Director

Habeeba is an exceptionally experienced and innovative marketer, with unparalleled abilities to see the big picture, build cohesive brands, lead teams, and produce something unique and impactful with every project she touches. Highly skilled in branding and conceptual work, Habeeba's been involved with pharmaceutical, device and diagnostic products spanning virtually every disease category. She's worked extensively with product launches and campaigns, corporate communications, patient and physician educational initiatives and in the digital realm. Habeeba specializes in big ideas and honing-in on unusual creative approaches.

THANK YOU