

## BACKGROUND

Baxter Global Solutions is a division of Baxter IV Therapy. Baxter Global Solutions works to establish relationships with pharmaceutical companies in the early stages of drug development. The goal is to assist pharmaceutical companies in bringing their new drugs to market as quickly and as efficiently as possible.

## OBJECTIVE

Baxter was looking to present a comprehensive overview of its capabilities in drug formulation, drug delivery, regulatory knowledge, market reach, manufacturing and other core services that clearly positioned the company as a viable resource in this area. Previously there had been no coordinated sales effort, nor a clearly articulated strategy positioning Baxter as the global leader in this category.

## HIGHLIGHTS

Created a brand platform that packaged disparate Baxter services together, demonstrating its position as "global leader" in working with pharmaceutical companies in the early stage of drug development — providing optimal delivery systems, speed to market, deep global reach, regulatory knowledge and marketing muscle.

Translated the brand strategy and message platform to a creative strategy, executed in part through a distinctive sales package to be utilized by the division's sales force as it called on product managers and research scientists.

Developed a messaging platform to effectively articulate the company's core competencies in manufacturing, distribution and regulatory.

Crafted a launch plan to implement strategic communications tools and effective sales programs to the primary and secondary target markets.

Provided a national sales strategy that included exhibits, tradeshow and conferences in varying industry segments.

Drafted and executed a comprehensive media plan to target product managers, research and development staff, and scientists to gain awareness of the bundled services earlier in the process.

# Baxter Global Solutions





SALES BINDER & BROCHURES



PRODUCT PORTFOLIO



BROCHURE



# Baxter Global Solutions

