

CASE STUDY

Designing Success: Transforming Life Sciences Promotion at a Global Convention

SCENARIO

A major life sciences product development organization wanted banners to promote their services at an upcoming global regulatory affairs convention. They needed design expertise that would lead to visually compelling, clear, and effective materials for their promotion.

Creative Design for the Life Sciences

In the life sciences, effective creative design is one of the many tools to help you stand out amongst the competition.


That's why Bracken's design practice focuses on developing compelling marketing and sales deliverables that have creative appeal without sacrificing technical credibility.

Looking for the next step in elevating your life science marketing creative? Fuse your content with compelling design by Bracken.



 [TheBrackenGroup.com](https://www.TheBrackenGroup.com)

 215.648.1208

 12 Penns Trail
Newtown, PA 18940

THE CHALLENGE

For any organization attending a large industry convention, one of the greatest challenges is standing out amongst the competition.

The client wanted the Bracken team to redesign one of their main banners, as well as a side banner in a clean, informative manner under a quick turnaround time. Our client would be handing out these banners to any and all potential connections at the conference.

THE STRATEGY

At Bracken, we know that any great design is the result of a truly collaborative process. Our design team quickly went to work on the first iterations of the main and side banners then sent them off to the client, receiving positive feedback. Together, we went through four rounds of designs, continuing to incorporate the client's feedback until they were satisfied with the finished product.



THE RESULT? Clear, Compelling Design

Not long after we began our collaborative work with their banner designs, the client confirmed the project was complete. They had high praise for the final designs and their team plan to utilize these banners at all future conferences.

Bracken's design team produced excellent work for this project; they were able to successfully implement all design feedback while keeping a quick turnaround time.

The best part? Bracken sent the client the first draft of designs 2 days earlier than the deadline. All further edits were made within one day following client feedback.