



Reflecting On *Years*

HOW TO MARK IT?

As we approached our 20-year anniversary, we wanted to come up with a campaign that could evolve and run throughout the year, while enabling us to reflect on what had brought us to this point over two decades, and to have some fun at the same time. We are in marketing, after all. It started as many concepts do, with some threads of ideas – a 20-year commemoration identity, reflection, honoring clients and key players, and a standout look.



POLISHED LOOK BACK

We chose chrome as a central aspect of the concept because it's steely, enduring, and known for its high polish and reflective qualities. It seemed appropriate for looking back on 20 years. In fact the elemental name, Chromium, is derived from a Greek word meaning color, and it's certainly been a colorful couple of decades.

Chrome & Other Elements

The actual 20-year anniversary was May 15th. We coordinated the campaign to launch at Interphex in late April and it was an ideal opportunity to share the celebration with so many clients and friends in New York.

IDENTITY DEVELOPMENT



PERFORMING SEAL

The 20-year commemoration logo was developed knowing that it would be used independently and also in conjunction with our corporate identity throughout the year. We wanted it to have the qualities of a seal but with a unique approach. We redrew the Olga font and encapsulated it within the shape, then refined it, including the addition of the drip. The biggest challenge was how to refer to it – seal, target, meatball, splat...

GOOD SPORTS

Whether pulling extreme poses in a costume, applying make-up, or dictating the look of the end product, everyone involved in the photo shoot was a superhero.



Our regular campaign featured detailed medical and cellular illustration around targeted therapies. Ultimately, we decided to mix the two. Superheroes and medicine – sounds like our market.

COMIC CAPER

We used an experienced graphic novel artist to turn sketches into the dynamic inks. The production was so involved that stories were being published and used in promotions literally hot off the press.



"GOOD WORK, MAR-COMRADES!"

The Chrome Campaign was implemented across a wide range of marketing. Trade show booths, advertising, promotional giveaways, web content, literature, packaging, and direct mail all got the message out there. Just like we do for our clients.



A promotional image for The Science Agency featuring three superheroes in a futuristic, blue-lit tunnel. On the left, a Black man in a white suit and visor (Cyborg) holds a glowing blue sphere. In the center, a woman in a silver suit and wings (Wonder Woman) stands with her hands out. On the right, a man in a white suit and cape (Batman) holds a glowing blue sphere. The background is a curved wall with a grid of blue squares, and several large, glowing blue spheres with orange dots are floating in the air.

Powerful Separately,
Unstoppable Together.

SUPERHUMAN EFFORT

These are the characters of the Nice Team – dedicated to fighting injustices, increasing awareness, managing perception, and building brand equity. If you're in science, you've got a brand challenge, and you can find them (tip: try Interphex, BIO or CPhI), you should hire The Science Agency!

Superhuman Team For Superhero Clients



RESEARCH WOMAN



STRATEGY MAN



THE RESULTS

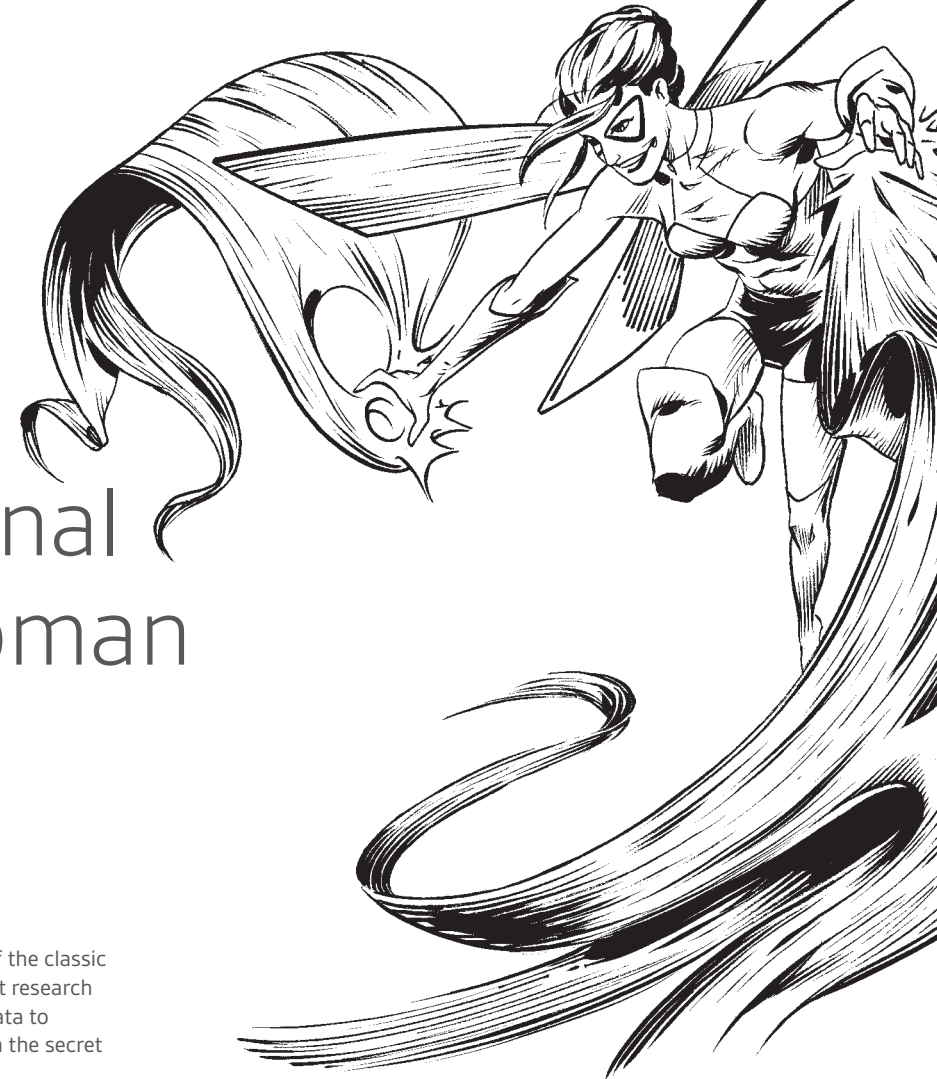
CRACK CREW

That's Nice celebrated its 20-year anniversary on May 15, 2015. Coming into the year, we decided to celebrate with something retrospective that would look back at pivotal projects and moments that have shaped our path. Our work is taken seriously, so we looked for a way to review things more lightheartedly. How do you piece together 20 years' worth of client stories? With a graphic novel, of course.

The Sensational Research Woman

RESEARCH LEADS THE WAY

Research Woman, AKA Lina Lance, is based on some of the classic female superheroes and represents the critical part that research plays in our adventures. She gathers all the essential data to inform strategy and our client, often running it through the secret technological marvel – the Insightotron.



SECRET IDENTITY

We used our Science Agency proposition – Research, Strategy, Results – as the basis on which to create our superhuman team that serves superhero clients. We loosely translated client challenges into classical battles for good, which they ultimately are. These provided the underlying theme, paying homage to our clients over two decades while alluding to how our three-pronged solution saves the day in different scenarios.



Is It A Bird? No, It's Strategy Man

STRATEGY IS BEHIND EVERYTHING WE DO

Strategy Man is the leader of the group and the primary connection with our client. Influenced by the traits of many of the greatest comic book heroes, he figures out every scenario and plots the path to success.

“A lot has happened over two decades and it's great to reflect on it, so this is what inspired us to come up with our Chrome Campaign. We wanted an approach that would be entirely fun.”

SCIENTIFIC EXPERIMENT

The Chrome Campaign was conceptualized as a reflection on 20 years of client and project success. We were a typical marketing agency when we launched but our path quickly took us into life sciences and that's been heavily reflected since the beginning, all the way to our other 2015 campaign – targeted medicine. We're grateful to all who have played a part in our story.

Marketing is so much about storytelling. There is serious substance, of course, with research into the market and profiling of an audience, and a strategic process to define the right way to construct and deploy it. Whether we're telling the story of a company, technology, product or service, there are different tones to each one, but there are common themes too.



Always Reliable – The Results

20 YEARS OF DELIVERING

The Results, AKA Bo Barrett, has superhuman strength and stands for solid, dependable delivery. Some say he came about as a result of a freak accident, but regardless, he can always be relied upon by the public. He follows the others' lead and is always visible on the front line.

These Are Our Stories...



THE NICE AGENCY LANDS AT A DRUG INNOVATOR, WHERE IMMINENT ATTACKS ARE ANTICIPATED FROM GLOBAL ORGANIZATIONS KNOWN TO HAVE DEVELOPED SIMILAR TECHNOLOGY.

HOW CAN WE DEFEND AGAINST THIS NEW TYPE OF THREAT, STRATEGY MAN?

EDUCATION IS THE KEY. RESULTS - MAKE SURE THE PUBLIC BECOMES INFORMED.

OUR INSIGHT INDICATES THE PUBLIC DON'T UNDERSTAND HOW THIS AFFECTS THEM.

I'LL BUILD ANIMATIONS AND OUR LATEST DISTRIBUTION TECH WILL ENSURE MILLIONS SEE THEM.



RESEARCH WOMAN, AKA LINA LANCE, SETS UP A DATA FIELD TO RUSTLE UP INTELLIGENCE WORLDWIDE AND CROSS-REFERENCES IT IN THE INSIGHTOTRON.

WE WERE SLIGHTLY LATE TO THE PARTY, BUT SHARP WORK MY FRIENDS.

WORD IS, WE'RE THE BEST.

GREAT SCOTT, KAPITÄN!! REACTORS ARE RUNNING AT MAX.



ALWAYS RELIABLE,
THE RESULTS,
AKA BO BARRETT,
STANDS SHOULDER
TO SHOULDER WITH
STRATEGY MAN
AT THE SECLUDED
HEADQUARTERS
OF A WORLD
SUPERPOWER.

WILL THIS
PLOY WORK,
STRAT?

YES, WE DID OUR HOMEWORK
AND TRANSFORMED THE
VOICE OF THE CUSTOMER
INTO A SECRET WEAPON.
RESEARCH IS LEADING THE
SCOUTS AS WE SPEAK.



THE STORY HERE IS ALL GOOD,
BUT THE INSIGHTOTRON IS
TELLING ME THAT SOMETHING'S
BLOCKING IT.

GOOD WORK, MAR-COMRADES.
WE SUCCESSFULLY REVERSED
THE POLARITY, RESULTS - KEY
PEOPLE HAVE BOUGHT IT.

IF I CAN JUST
MAKE ALL THESE
CONNECTIONS,
STRATEGY MAN
TELLS ME
IT'LL WORK.



THE NICE AGENCY LANDS TO FIND A LARGE ENVIRONMENT SUFFERING FROM TOXIC FALLOUT.



I'M SENSING A CANARY THAT'S STILL BREATHING!

WORKING ON LIMITING THE DAMAGE, STRATEGY MAN.

THERE'S PLENTY OF LIFE HERE - AND SO, WE SHALL GO TO WAR.

RESEARCH AND RESULTS ARRIVE AT ONE OF THE WORLD'S LARGEST SITES FOR THE FIRST TIME.



THERE'S SOMETHING IN THE DNA HERE, BUT WE NEED INSIGHT TO FIGURE OUT HOW BEST TO USE IT.

THE MORE WE HARNESS IT,

THE FURTHER IT SEEMS

TO TAKE US ALONG THE PATHWAY!

WE NEED TO BUILD ON THAT - I'M CERTAIN THE IMAGE IN MY MIND TRANSLATES TO THE NEXT BIG THING!





I WASN'T SURE WE COULD PULL THIS OFF. IT WAS THE ULTIMATE TEST OF OUR POWERS.

CHEERS, I'LL MAKE SURE EVERYONE KNOWS YOUR NAME!

WE GOT HELP AT THE VITAL MOMENT, BUT NOW WE'LL SHOW THEM A WORLD OF DIFFERENCE.

THE NICE AGENCY'S CRAFT LANDS AT A PIVOTAL MOMENT IN TIME, WITH A HUGE OPPORTUNITY BEFORE THEM.



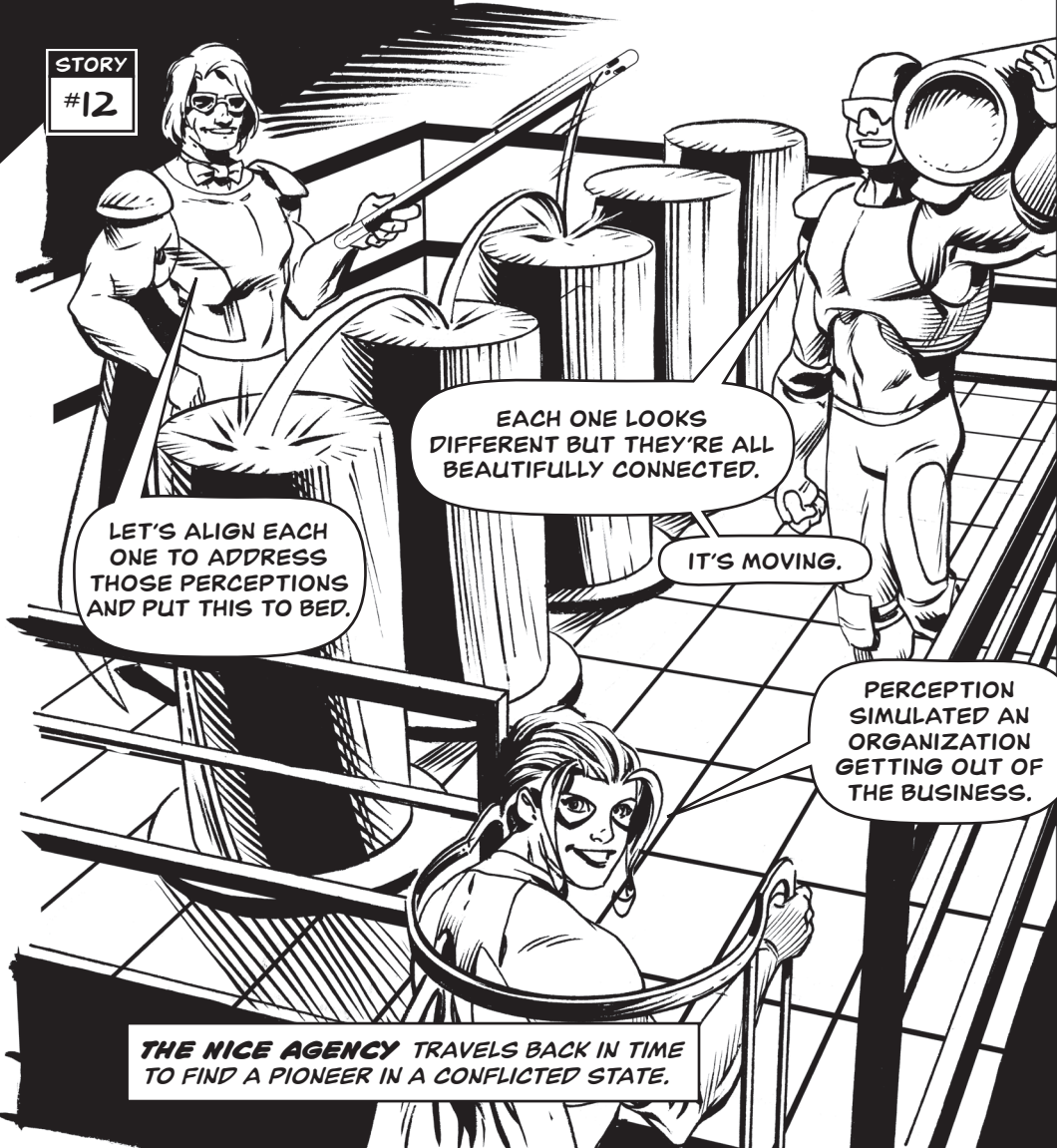
LET'S TACKLE THIS HEAD ON!

IF WE GUIDE THEM FORWARD, THEY CAN COME OUT STRONG.

THIS IS SURE TO SEND SHOCKWAVES FAR AND WIDE.

WITH MY SAFE HANDLING, CONFIDENCE WILL BE RESTORED.

STRATEGY MAN, RESEARCH WOMAN AND THE RESULTS ARRIVE IN THE AFTERMATH OF A DISASTER.



EACH ONE LOOKS
DIFFERENT BUT THEY'RE ALL
BEAUTIFULLY CONNECTED.

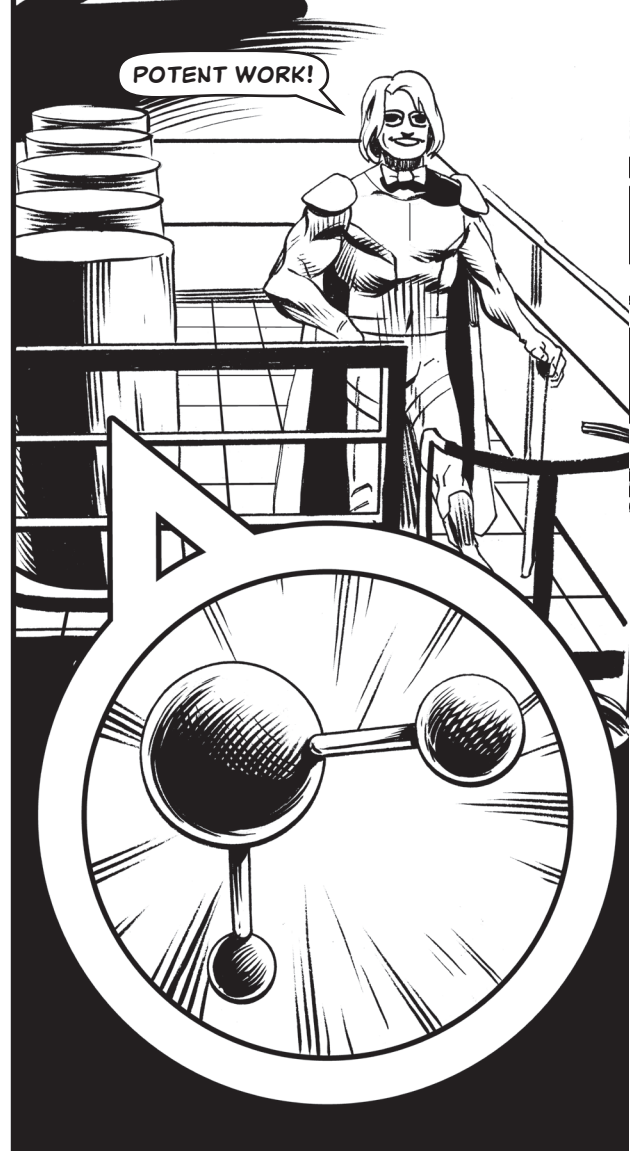
LET'S ALIGN EACH
ONE TO ADDRESS
THOSE PERCEPTIONS
AND PUT THIS TO BED.

IT'S MOVING.

PERCEPTION
SIMULATED AN
ORGANIZATION
GETTING OUT OF
THE BUSINESS.

THE NICE AGENCY TRAVELS BACK IN TIME
TO FIND A PIONEER IN A CONFLICTED STATE.

POTENT WORK!



THERE'S ACTUALLY
BEAUTY IN THE
ELEMENTS AND
MEASUREMENTS.

YES, WE'LL KEEP
IT UNDER THE
PARACHUTE BUT
GIVE IT ITS
OWN POLISH.

TIME TO PULL
OUT. IT WENT TO
15x AND THEY
WERE MORE
THAN SATISFIED
WITH THAT.

A **LARGE ORGANIZATION** WANTS TO SELL
A DIRTY BUSINESS IT HAS NO PLANS FOR.

**FOR
SALE**

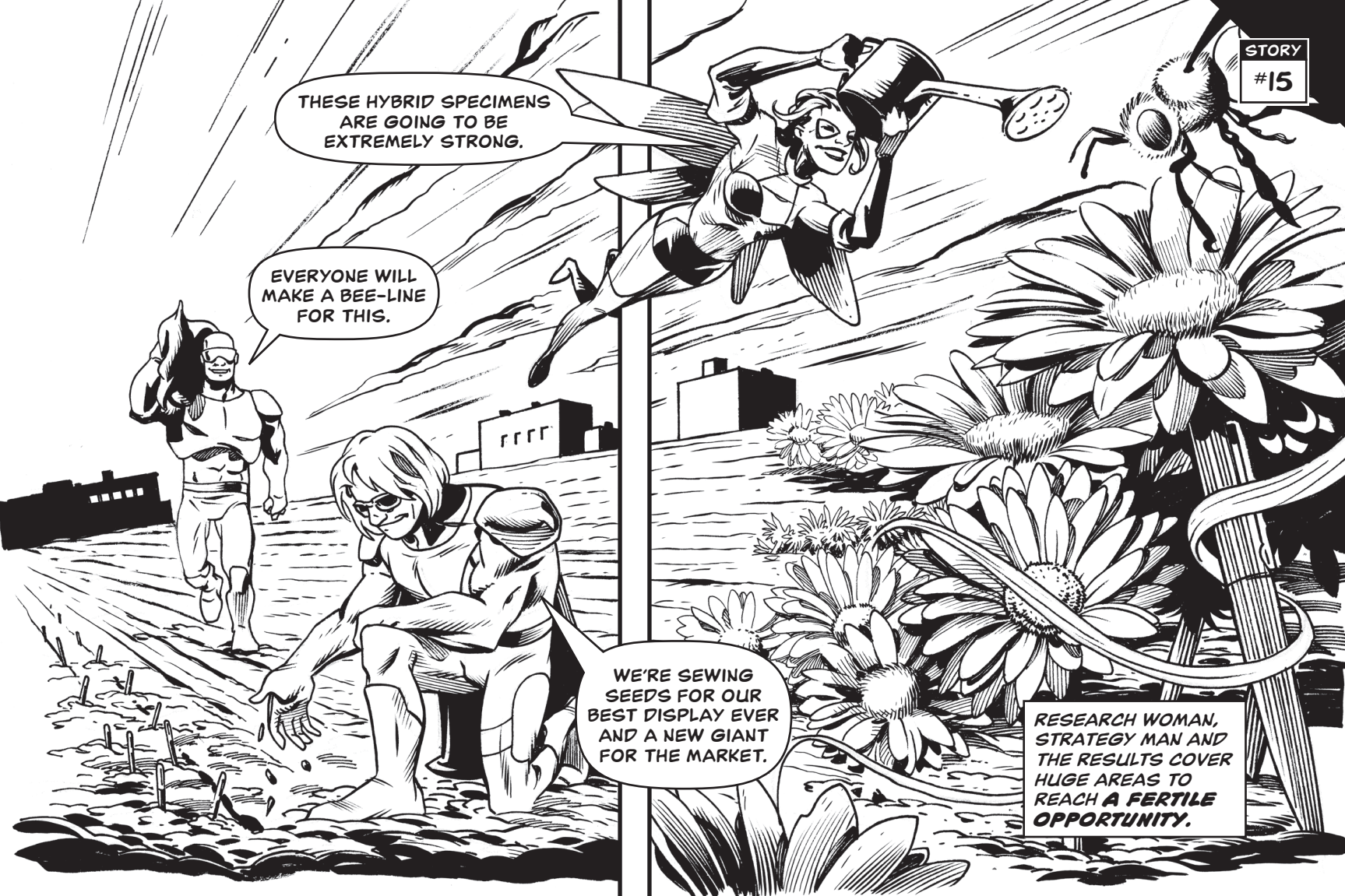


WE NEED A
HOOK. RESEARCH
IS THE OBVIOUS
ATTRACTION.

THIS IS A LEADER
BUT LEADS
ARE POOR AT
FACE VALUE.

AN **INNOVATIVE** ANSWER TO AN
AGE-OLD PROBLEM MAKES THINGS GEL.

COME DISCOVER
MY SECRETS.

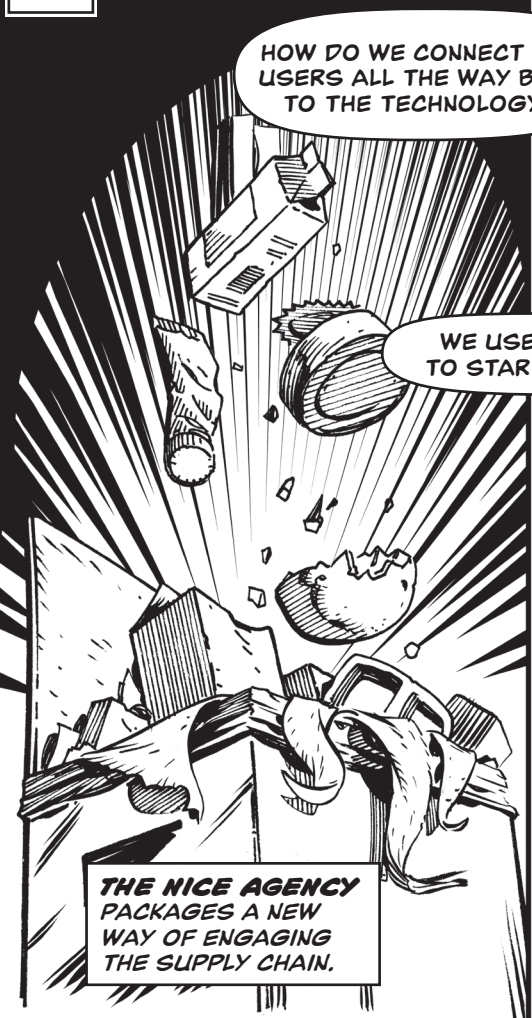


THESE HYBRID SPECIMENS
ARE GOING TO BE
EXTREMELY STRONG.

EVERYONE WILL
MAKE A BEE-LINE
FOR THIS.

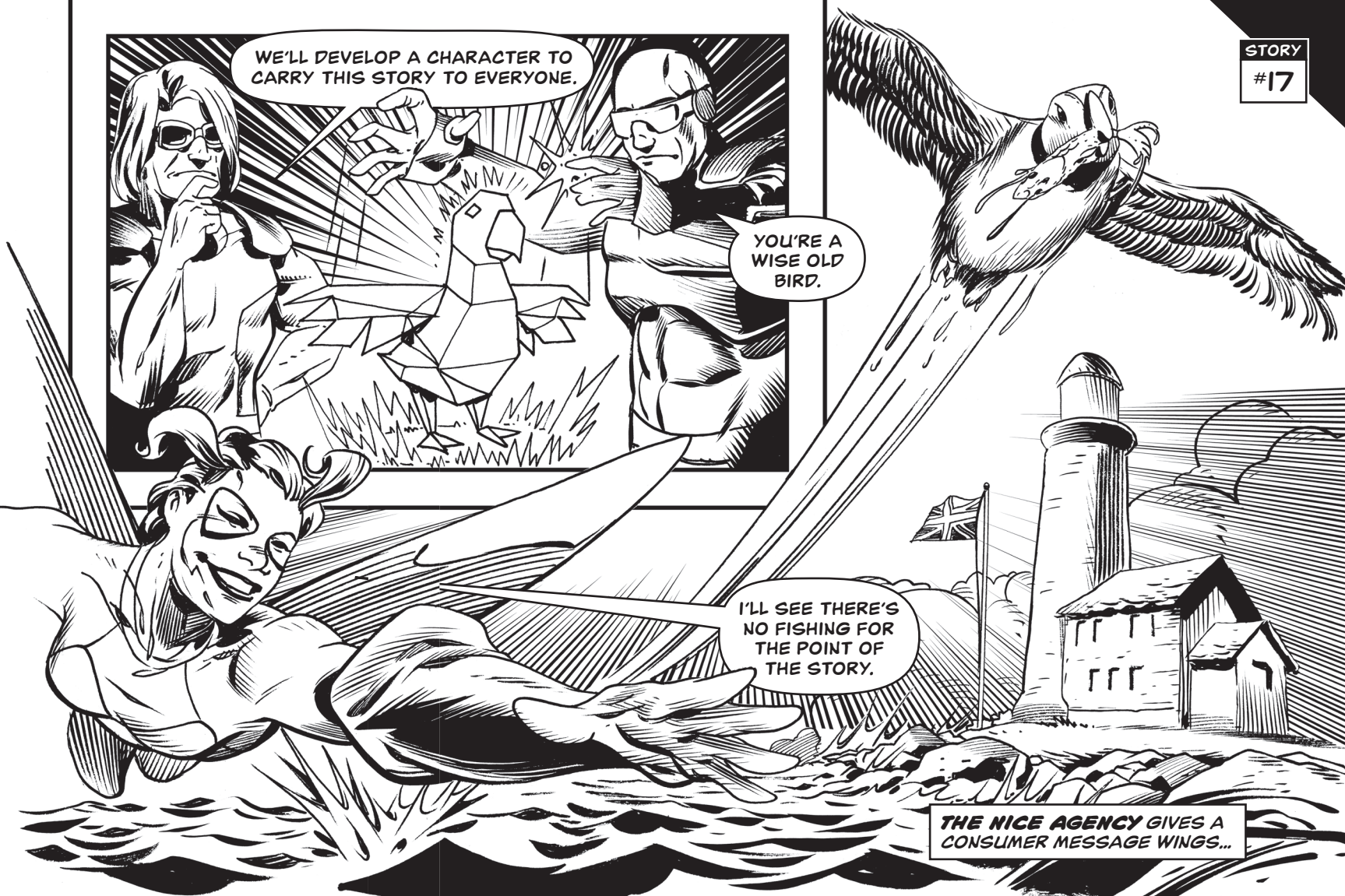
WE'RE SEWING
SEEDS FOR OUR
BEST DISPLAY EVER
AND A NEW GIANT
FOR THE MARKET.

RESEARCH WOMAN,
STRATEGY MAN AND
THE RESULTS COVER
HUGE AREAS TO
REACH A FERTILE
OPPORTUNITY.



WE USE A LITTLE SECRET TO START THE DISCUSSION.

THE NICE AGENCY
PACKAGES A NEW
WAY OF ENGAGING
THE SUPPLY CHAIN.



THE NICE AGENCY
GIVES A
CONSUMER MESSAGE WINGS...



BARRIERS ARE CRUCIAL
BUT WE NEED TO REMOVE
THE IMPEDIMENTS.



WE'LL PUT THEM
AT THE APEX OF
THE MARKET.

THE BRAND SHOULD
BE CUT FROM
THE SAME CLOTH
WORLDWIDE.

THE NICE AGENCY SUSTAINS A GLOBAL
PLAYER WITH A BRAND NEW CONCEPT.

A COMPANY WANTS TO **LAUNCH TECHNOLOGIES**
POORLY KNOWN IN A KEY REGION.

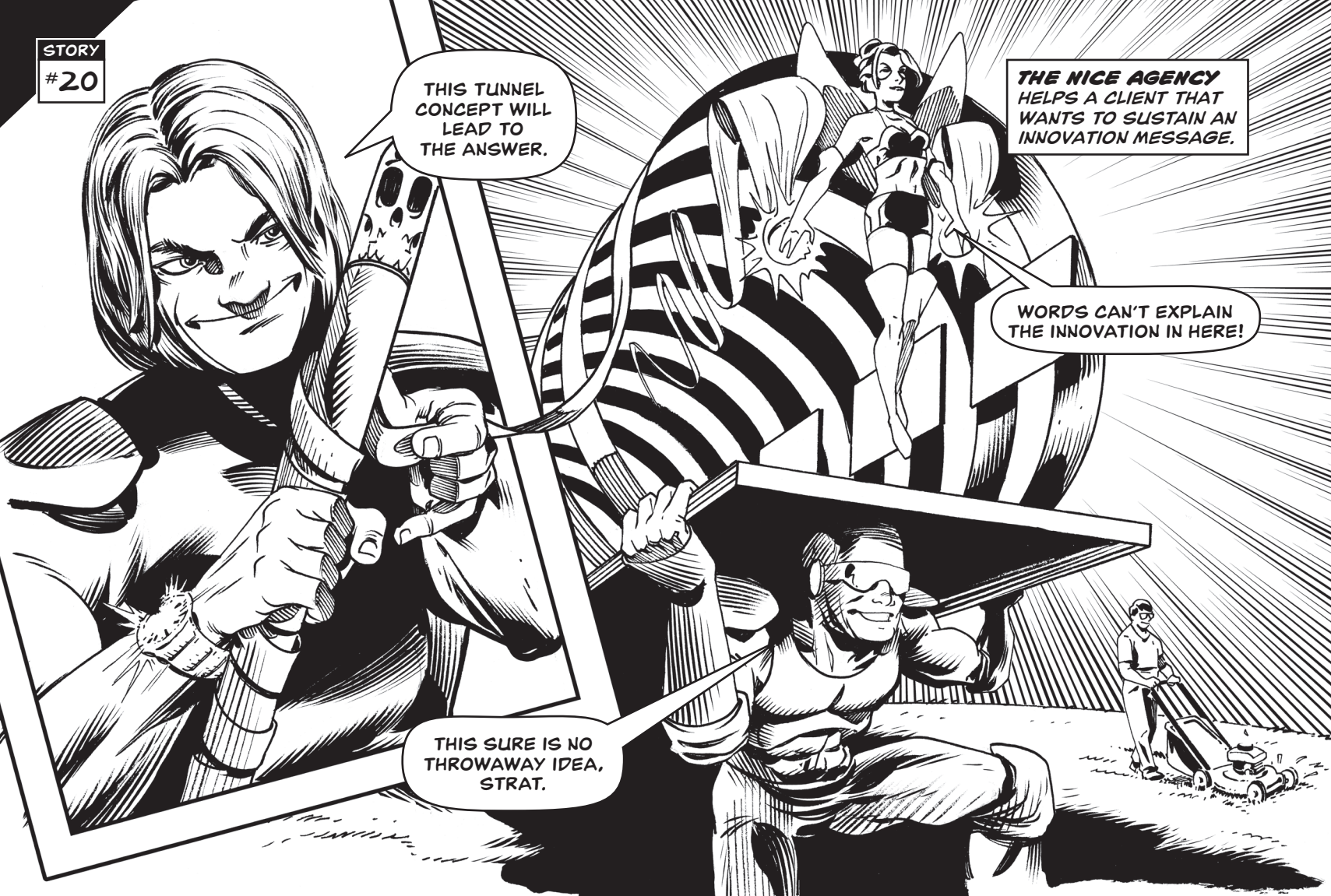


THE INSIGHTOTRON
SAYS CONSUMERS
DON'T UNDERSTAND
THE ADVANTAGES.

WE NEED TO
HIGHLIGHT EVERY
SINGLE BENEFIT AND
STICK TO THE STORY.

BIG CHEESES ARE KEY
TO ADOPTION. LET'S
NOT BLOW THIS.

FILL ME WITH PRIDE
AND SEAL THE DEAL.



THIS TUNNEL
CONCEPT WILL
LEAD TO
THE ANSWER.

THE NICE AGENCY
HELPS A CLIENT THAT
WANTS TO SUSTAIN AN
INNOVATION MESSAGE.

WORDS CAN'T EXPLAIN
THE INNOVATION IN HERE!

THIS SURE IS NO
THROWAWAY IDEA,
STRAT.

20 Years

So where does the story go from here? Like the best graphic novels, we have to continue to evolve and move with the times. We plan to grow further, expanding the Life Science sectors we serve, until we find ourselves in Consumer Healthcare...