

our work

Amgen
sales meetings
2002-2007



Mission Impossible? Not for Equicom.

In 2002, Amgen Canada set a goal most people could consider lofty, if not impossible; to grow the company's revenue by a factor of 10, from \$50 to \$500 million in just five short years.

Amgen's plan to accomplish this dramatic rise in revenue was to focus on the science behind its products and how they could be used to safely serve the thousands of Canadian patients suffering from serious illnesses like anemia, neutropenia, rheumatoid arthritis and psoriasis.

Our challenge was to produce a series of compelling campaigns that not only underscored Amgen's growing success, but also helped motivate its staff and reinforce their commitment to achievement.

Using a comprehensive suite of tools, like scripts, videos, presentations and website, we worked closely with Amgen to produce nine national sales meetings and three product launches, each with their own theme and message for each of the last five years.

The result? Let's just say the impossible objective is very close to becoming a reality.

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