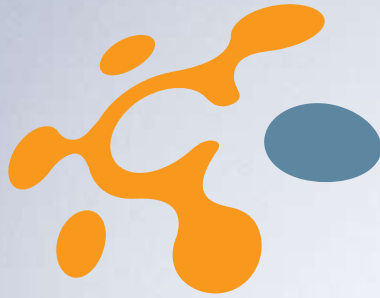


our work

Labopharm Inc.
brand development
2007



labopharm

Optimizing drug performance.

In the fall of 2006, Labopharm Inc., a Montreal-based specialty pharmaceutical company, accelerated its progress to an entirely new level. As a result, Labopharm's brand and messaging became obsolete and misaligned. With the endorsement of CEO James Howard-Tripp, we engaged in a full brand reengineering program to provide Labopharm with clear positioning, effective communications systems and tools.

We mobilized our branding team and re-formulated Labopharm's messaging within a six-month period. Our process is comprehensive; we conducted a quantitative and qualitative perception audit with key stakeholders and a competitive messaging analysis. Based on the audit's results we developed a Messaging Matrix to serve as a communications play book, a new Value Proposition to support Labopharm's positioning and a Messaging Strategy. More research and analysis ensued and, finally, we delivered the brand strategy and associated visual identity.

Labopharm's new brand is based on the idea of "optimization". The visual of dawn, the optimum point between day and night and between efficacy and side effects was selected as the ultimate symbol, and "optimizing drug performance" as its ultimate value proposition. The branding and visual identity guided our design of the annual report, corporate materials, investor presentation and corporate website.

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