



Client

Cypress Bioscience

Situation

Cypress was looking for a welcome kit for their clinical trial patients that would also house all the necessary information related to treatment.

Solution

A 3 ring binder was first printed with the company graphics. Then an inexpensive but attractive ball point pen and computer sticky strip was added to the inside horizontal pocket. The colorful graphics on each of the items flowed to create a very synergistic look and feel. The final component of this piece was a motivational mini book titled, Keep the Faith. This 32-page little book was filled with thoughts on faith, miracles, spirituality and overcoming adversity. The book added life to the program and showed the patients that the company really cared.

Results

Client was ecstatic with the final project and continued the program for the next three quarters.



CASE HISTORY