



MAVEREX
CREATING A VISUAL
IDENTITY

PURPOSE OF THE BRIEF

- This brief is to develop a brand logo/identity for Maverex; a new company and brand for a start up business offering professional services to the Pharmaceutical Industry.
- High tech pharmaceutical science is therefore the context and the environment in which the Maverex company brand will operate
- The brand is a business to business brand, with an expertise in Health Economics and specifically in developing Market Access Strategies and Outcomes for Pharmaceutical clients
- This brief is to develop a brand logo/identity that reflects the brand's context, environment and values and which has a strong brand identity in a highly competitive industry

THE BRIEF

- The Customer
- The Competition
- The Vision for Maverex
- The Problem the brand is addressing
- The offer
- The benefits to our clients
- Our Beliefs
- Our Values
- Brand Personality and Tone
- What we like/don't like – brand identity
 - Type faces
 - Colourways
 - Overall look and feel
- Where our brand will be seen

WHO'S OUR CUSTOMER?



- The Pharmaceutical Industry is the one in which the Maverex brand will operate
- The brand is a business to business brand, with an expertise in Health Economics and specifically developing Market Access Strategies for Pharma clients
- Target Customers will fall into 2 categories:

The Big Global Pharmaceutical Companies

- GSK
- Novartis
- AstraZeneca
- Pzfier
- Sanofi
- Roche

The Medium sized Pharma Firms

Mundi Pharma
Astellas
Biogen
Ariad
Celgene
Ferring

BIG



MEDIUM



WITH PROPOSITIONS



do more
feel better
live longer



WHO IS THE COMPETITION?

- It's a fairly crowded and competitive market for businesses offering Market Access Strategies and Outcomes services
- But on the plus side there is plenty of work as many of the pharmaceutical companies have downsized this area in their business, seeking to out-source a very complex technical process to experts in the field
- The main competitors identified for Maverex in the UK are;
 - Oxford Outcomes (Oxford) – global provider of Market Access services based in Oxford with links both to the University of Oxford and also to the University of York (Centre for Health Economics). Part of Icon (12,000 employees)
 - Evidera (London)– Over 30 years of experience in the field of Health Economics and Market Access. 300 employees. Global.
 - RTI – HS (Manchester) – global provider of Market Access services. Independent and non-profit organisation. 250 employees.
 - PHMR – small team based in London/Manchester/Newcastle providing 'Global Market Access Solutions'
 - Sirius – (Newcastle) founded by 2 ex-Directors of PHMR. Again, small team providing Market Access Strategies and Global Value Propositions.
- Key dimensions in the market are scale of organisation and global reach and also quality (technical quality of the work) and the value (in terms of cost but also value overall)

MAPPING COMPETITORS



ISSUES AND INSIGHTS

- Many of the Pharmaceutical companies have downsized their departments in Market Access and many now out-source a very complex technical process to experts in this field
- There are a good number of companies that offer this service to the Pharmaceutical companies from global companies to smaller boutiques
- One of the key insights identified by Maverex is that when many of these companies start they have highly skilled and experienced people that not only work **on** the business but also **in** the business. As they start to grow they start to recruit junior staff with less experience and rely on the skills of a couple of highly experienced people to guide them through the process – with varying degrees of effectiveness and with a bearing on the quality of the work. This is true for the larger organisations too as it keeps costs down
- A key part of the Maverex proposition is the promise of experts, who have considerable experience of this highly technical process, working on a client's business.
- Some recent feedback from a client also indicated where Maverex could start to develop a lead v other businesses in this sector. He felt there were 2 types of consultancy in Market Access – those that engaged with clients and really focused on developing an on-going relationship, thinking about how they could add value and those consultancies that were much more 'project focused' - got the brief and then delivered the good but lacked EQ.
- An opportunity for Maverex is to develop the relationships with key clients that have already been established and focus on quality of service as well as product delivery. A business with high levels of both IQ and EQ.

THE MAVEREX OFFER

PRODUCT

Strategy and Payer Insights

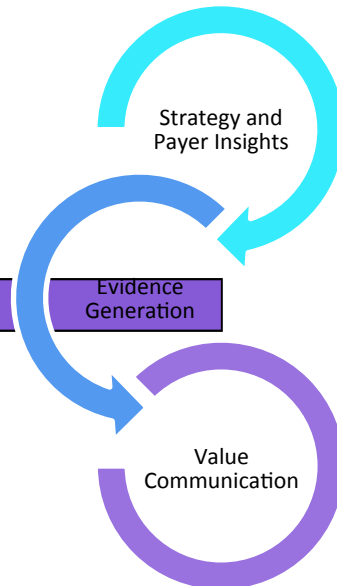
- Payer landscape strategy reviews and market assessment
- Rapid market assessment of in licensing products
- International payer advisory boards
- Rapid assessment of payers' perspectives
- Payer message testing
- Evidence generation plans

Evidence Generation

- Rapid reviews for in licensing products
- Landscaping and disease area reviews
- Systematic reviews and indirect treatment comparisons
- Early modeling to inform decision making and gap analysis
- Economic modelling
- Budget impact modelling
- European real world evidence database analysis

Communicating Value

- Value story development
- Global value dossiers and objection handlers
- Publications and conference posters
- Conference presentations
- Systematic review training



RELATIONSHIP



THE BENEFITS TO OUR CLIENTS

Rational Benefits IQ

Technical Expertise

Snr People
doing the work

Significant
Experience &
Knowledge of
the process

Scientific
Integrity/Rigour

Quality of the Work

Minimal re-works

Overall Value

Presentation –
simplifying
complexity

Relationships

Responsive to
client needs
Flexible
Organised
Network of
contacts

Emotional Benefits EQ

Hand
holding

Engagement
through the
process

Enjoyable to
work with

Instill
Confidence

Make it
understandable

Understand
me and my
business



OUR BELIEFS AT MAVEREX

At Maverex we believe

“It’s good to go to work”

"In going the extra mile"



“A *happy* client is a *great job* and that *feels great* ... and creates a great *BUZZ* all round”

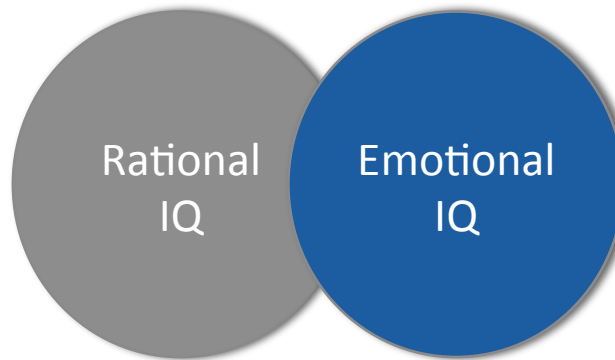


THE VALUES AT THE HEART OF MAVEREX



CORE OF THE BRAND

What we do:
Market Access
Solutions



How we do it:
Collaboratively as a
team



MAVEREX: EXPERT. RIGOROUS. RESPONSIVE

MAVEREX : THE MARKET ACCESS TEAM



TEAM MAVEREX — EXPERTS IN MARKET ACCESS

POSITIONING MAVEREX V COMPETITORS



WHAT'S THE BRAND TONE/PERSONALITY?



LOGO REVIEW

Logos that we quite like.... All for other MA companies or pharmas



Logos we do NOT like



HOW WE WANT THE LOGO TO LOOK AND FEEL

- Clean, modern, fresh type face (Evidera, a good example of this)
- Colours – preference for blues, greens, purples. Definitely no red or grey
- Soft and organic element to the branding – this could be a brand identifier that gives conveys the softer values of the business
 - – the team
 - the client relationship (guiding/handholding)

Consider:



Colours and typeface

Organic identifier

Softness to feel of logo

Sufficiently in the 'science' space via colour palette

WHERE THE BRAND WILL BE SEEN — NOW AND INTO THE FUTURE

- Letter heads
- Business cards
- On presentations and documents
- Conference literature
- Leaflets/Promo material
- On a holding page for a web-site
- Will want to eventually be used on a web-site – so the logo needs to work in the context of this

APPENDIX

THE VISION



Our **Customers** would love it if...

- We were approachable and enjoyable to work with
- We gave them high quality work on every occasion
- Helped them make the difficult strategic decisions through our rigour and diligence
- Helped them through the highly regulated and technical process that is Market Access for drugs in various markets across the globe
- We engaged with them and communicated with them through the process
- We had a network/ access to highly influential payees
- We had a network of highly skilled professionals in the field of Market Access Strategy and Outcomes

The **Competition** would dislike it if...

- We started a great and successful business!
- We went that 'extra mile' with our customers to deliver a great product and service and the added value that comes with that
- We were known as the business that communicated most effectively with clients and other key stakeholders throughout a project
- If the quality of our work was greater than theirs
- If the quality of our people working on projects was the best

My **wish** for Maverex is....

- Make it a success!!
- It provides an income for all involved and is a part of a varied and full life.
- It's fun and enjoyable
- There's a great team spirit – all in it together
- We do great work and being happy doing that
- Max 4 clients for a couple of years
- "there's a massive buzz out of doing a great piece of work for a client and the client being really pleased about it"