



Tysabri connects with its audience using patented VIP™ technology from Americhip

CHALLENGE:

Tysabri is a leading Multiple Sclerosis treatment that slows down the progression of MS. The brand was having difficulties connecting with physicians who prescribe the drug to patients. Physicians tended to focus on the limitations of the drug instead of its potential to help people living with this condition. To remedy this situation Tysabri launched the "Now is the Time" campaign to impact the prescribing behavior of physicians.

SOLUTION:

Tysabri needed a complete guide that would educate physicians and teach its sales force how to represent this new brand image efficiently and quickly. After much collaboration between Americhip, Tysabri and its agency Euro RSCG Life, the Creative Campaign Kit was born.

The three part kit included a matte laminated case bound book with Americhip's patented 4.1" Video Screen embedded inside. The book also featured a well with a 22 page resource guide and removable Webkey outlining the key features of

the brands re-design. The kit also included a 50 page wirebound brochure detailing Tysabri's branding guidelines. Both elements were cleverly held together by a belly band printed with the slogan "Now is the Time".

Video
Interactive
Case Study
AMERICHIP



PROJECT: 4.1" Sales Aid

CLIENT: Euro RSCG Life Metamax NY

BRAND: Tysabri

TECHNOLOGY: VIP & Webkey

VERTICAL: Pharmaceutical

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This case study is available online (www.americhip.com) in our exclusive Video Interactive Format. Please contact your Americhip Representative for a user key.