

Rebranding a strategic Novo Nordisk business unit

Novo Nordisk Pharmatech is a business unit within the Novo Nordisk group. They are a leading global supplier of high-quality ingredients for the biopharmaceutical and pharmaceutical industries that can be found in hundreds of products from ophthalmics to vaccines.

Novo Nordisk Pharmatech was originally an independent company known as FeF Chemicals, established in 1949. The businesses' first-class reputation led to it being acquired by Novo Nordisk in 1986, where it retained its distinctive name.

Over the years that followed, greater investment from Novo Nordisk meant that FeF Chemicals evolved into a pharmaceutical specialist. Management decided that the business would have further potential under the strength of the group brand, and so a major rebranding project was initiated to develop a new company name, identity and creative platform for internal and external communications channels.



Expressing the brand essence

To spearhead the initial insights phase of the brand development process, CBC interviewed the company's management team as well as several key customers. The findings became the basis for CBC's strategic approach, that all messaging should position the business as the top quality supplier in its niche, while leveraging the rich equity of the group brand, but also expressing its autonomy through a differentiated visual identity.

It was decided that the company should be renamed to Novo Nordisk Pharmatech in order to be recognisable as

part of the group brand, but also to have it's own distinct identity. CBC also created a strong value proposition under the concept "Excellence. Multiplied." This clearly conveyed the company's dedication to quality and how it enables hundreds of exceptional products for customers worldwide. CBC also developed a powerful visual identity and creative platform that emphasised the purity and precision of Novo Nordisk Pharmatech's products and processes aligned with the corporate visual identity guidelines.

The new creative platform was designed to emphasise Pharmatech's purity, precision and professionalism.



Out with the Old, in with the New?



Excellence. Multiplied.



Imagine a blockbuster drug. Now keep it on track.

Novo Nordisk Pharmatech A/S
novo nordisk

Purity. Proven

novonordiskpharmatech.com

Imagine a cure for Ebola. Now speed up production

Bringing a breakthrough to market demands a supply of pure ingredients. We can help, with recombinant insulin from the world's largest manufacturer, Novo Nordisk. It's produced according to the highest cGMP quality standards. Extensively documented. And manufactured and stocked under a risk mitigation strategy that assures continuous availability. Our proven record of product purity and precision delivery allows you to keep development on track, production flowing and product supplied to hospitals and patients. Helping you raise the bar, from development to delivery. **Excellence. Multiplied.**

Novo Nordisk Pharmatech A/S |

Quality. Proven

novonordiskpharmatech.com

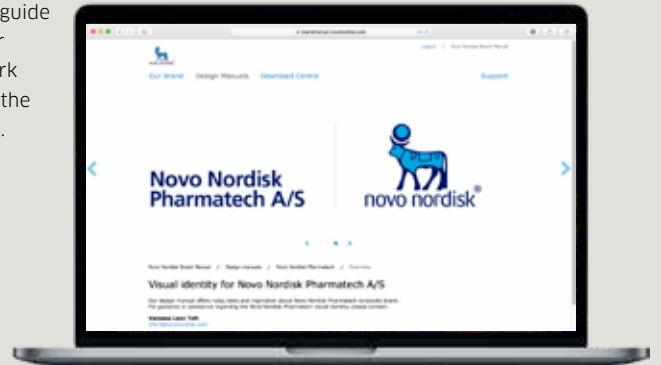
Imagine a breakthrough product. Now keep it consistent

If uniform high quality is the key to your products, you should begin with ours. As the world's leading supplier of quaternary ammonium compounds, we provide only the best and safest ingredients for the pharmaceutical and personal care industries. Ingredients produced according to the highest cGMP standards and backed by complete regulatory documentation. Our proven record of product purity and precision delivery assures you of continuous availability to keep development on track and production flowing. Helping you raise the bar, from development to delivery. **Excellence. Multiplied.**

Novo Nordisk Pharmatech A/S |

A mini design guide was developed as a quick reference to help speed up design decisions.

An online design guide made it easier for employees to work with and protect the new brand image.



Novo Nordisk Pharmatech A/S visual identity

Mini guide

Novo Nordisk Pharmatech A/S |

Photography is the main style of imagery. Whenever possible, photos should use real people: Novo Nordisk/Novo Nordisk Pharmatech employees, partners and relevant stakeholders. Avoid stock sources, models and staged situations.

People: Used to convey personal relationships: warmth, cooperation, commitment.

Production: different steps of the pharmaceutical production process will show high-level cGMP regulated facilities and convey purity, precision and quality.

R&D: establish credibility and communicate Novo Nordisk Pharmatech's ability to support innovation of new biopharma and pharmaceutical products.

Following these imagery guidelines helps to portray us as a premium business-to-business brand and convey our commitment to partnering with pharma and biologics companies. It helps us leverage the Novo Nordisk brand to support the themes of quality, reliability, and consistency.

PHOTO FORMATS
Full frame is the main photo treatment. It features a person (or people) in an environment relevant to their situation within or connected to Novo Nordisk Pharmatech. Supporting imagery can be detail shots and cut-outs.



Photo captions
Are optional. Always write complete names in capital letters, accompanied with a job title, if available.

Supporting cut-out images
Should be used sparingly.

cGMP clean steps of the pharmaceutical production process
Will show high-level cGMP regulated facilities and convey purity, precision and quality.

The Novo Nordisk Pharmatech cut-based provides an "identity within an identity" to visually differentiate us from Novo Nordisk. It also supports key brand messages by representing product consistency across countries, deliveries, and facilities. Precision must R&D or mass production.

Strokes and dividers
Should not touch each other or bleed off the page.

The corner radius
Is no more than 4mm.

Elements with rounded corners
Should not touch or overlap.

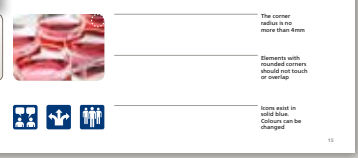
Icons used in white blue
Colours can be changed.

must remain constant, no matter the size of the image. Rounded frames can bleed to the edges of the page layout.

STROKES AND DIVIDERS
When you want to clearly separate headlines, text sections or graphics, you can use a horizontal stroke or a vertical divider.

Carefully chosen design elements bring balance and visual interest

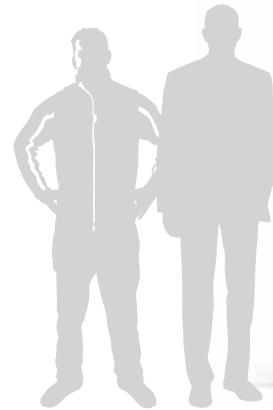
Grey shading with depth for backgrounds and callouts



Getting employees on board

Novo Nordisk Pharmatech's management team knew that an important prerequisite to the external brand rollout would be internal buy-in and support. An internal launch campaign was therefore developed to help staff understand the thinking and strategy behind the rebranding process through a series of engagement activities two weeks before the external launch.

Rasmus Hother le Fevre, the company's managing director, kicked this off with a presentation to the entire company, which was supported by additional staff events and specially created communication materials.



Excellence. Multiplied

By delivering excellence at every step, we help our customers do the same – whether they're developing a cure for cancer or a new antibiotic.

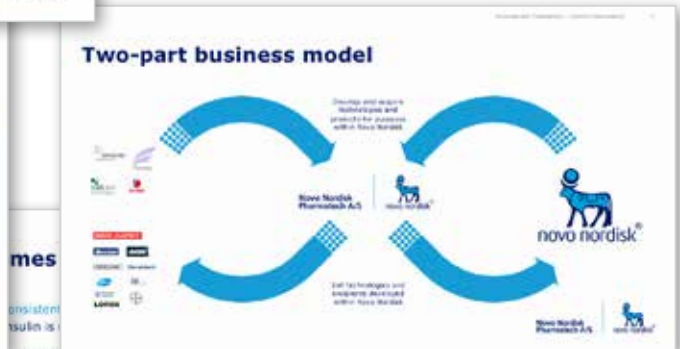
We share a proven record of product **Purity**, **Reliability** and **Consistency** and our expertise in **Quality** products for future patients.

We help keep development on track and production flowing for hospitals and patients.

Excellence multiplied, from discovery to delivery.



The internal presentation was a perfect opportunity to showcase the new look and feel.





The creative approach worked across many formats, including exhibition banners.



Window decorations were also created to reinforce the new design and messaging.

We deliver **quality** ...because we never compromise.

We've always been the best in the business –
Now we've got a name to match




Novo Nordisk Pharmatech A/S | **novo nordisk®**


An internal flyer helped to get buy-in from employees and other stakeholders.

We deliver consistency.


With a proven track record of precision delivery and commitment.



We deliver reliability.




We deliver purity.



We deliver quality.

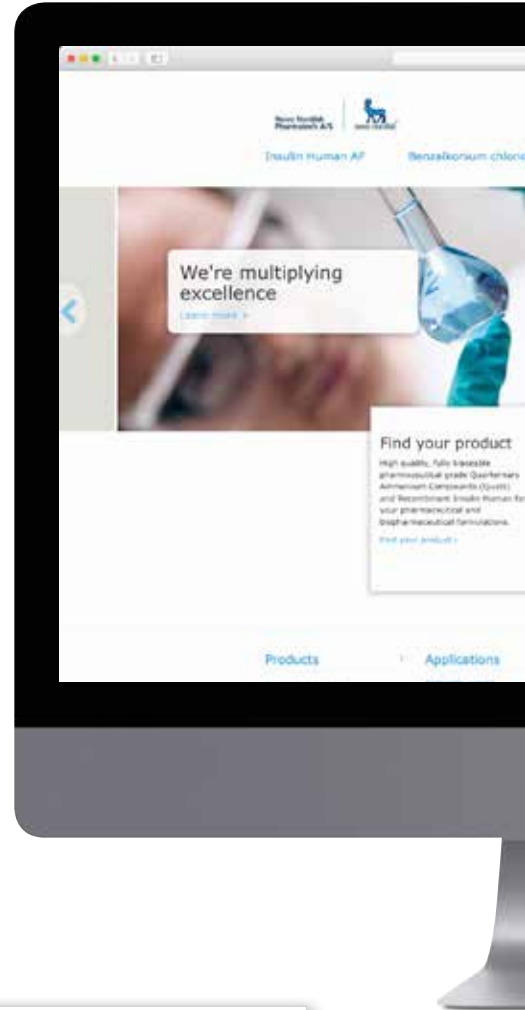
...because we never compromise.



Making a splash

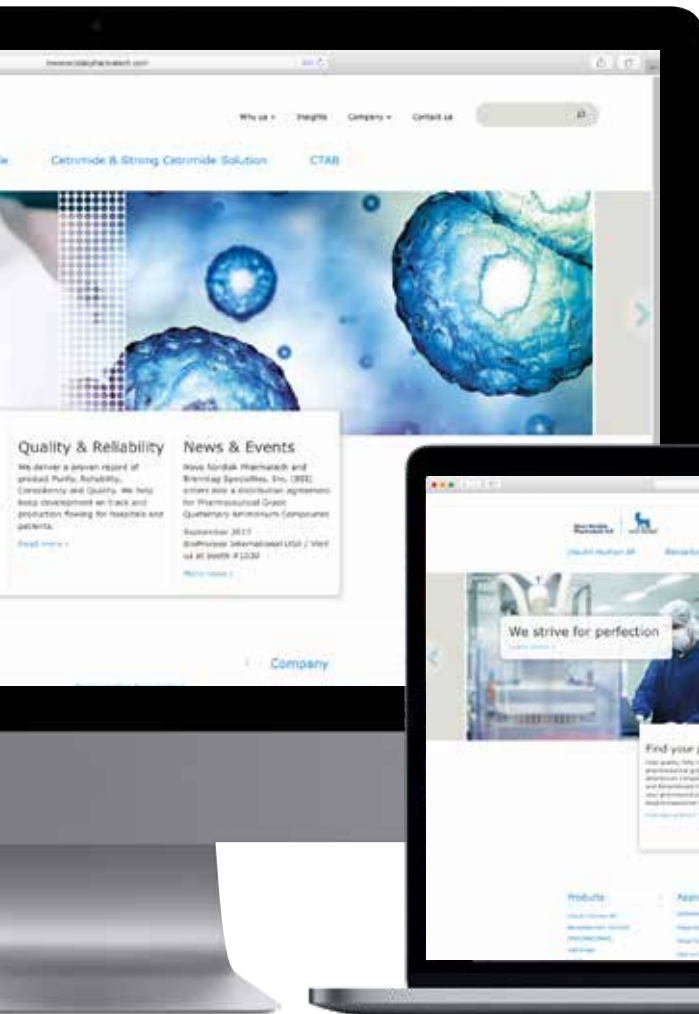
As a central marketing piece, a new website was created from scratch, from structure, content plans and wireframes through to content production, technical implementation and testing. The process was completed quickly and smoothly, with back-end web specialists at Novo Nordisk group marketing collaborating closely with CBC's own development partners.

As well as the website, a special launch event was organised for the media, customers and Novo employees, which was also supported by a broad range of promotional materials.

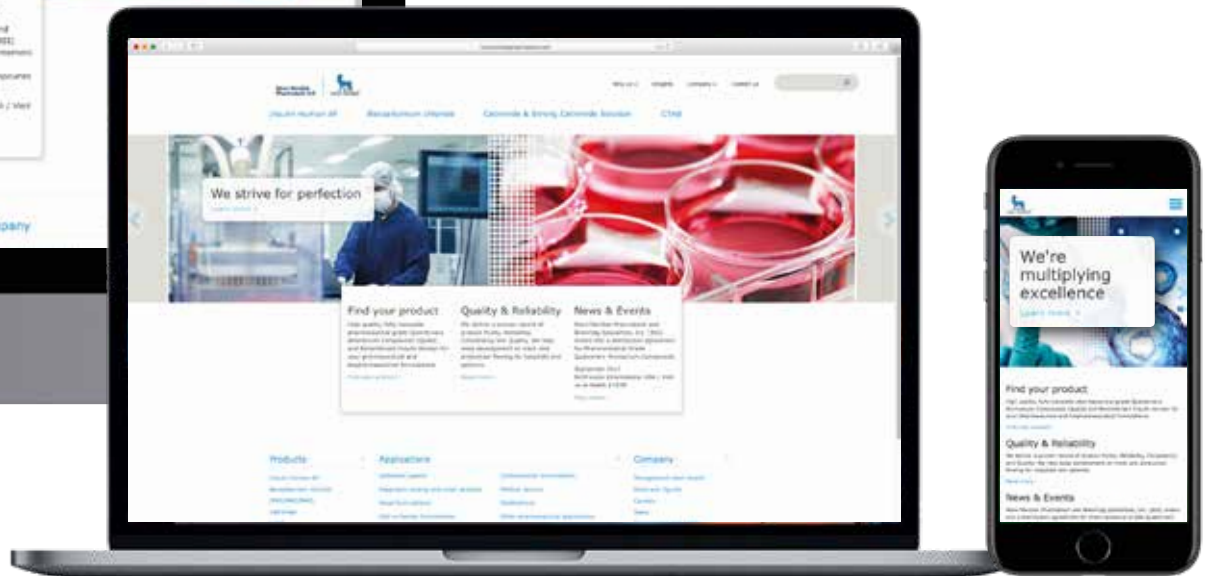


Brochures were created for specific business areas that would be easily identifiable as part of the same family.





A new website was created and optimised to work across multiple formats.



Roll-ups would ensure maximum visibility at events.



The new key messages lent themselves well to web banners and other online formats.



Growth and success

Two years following the rebrand, Managing Director Rasmus Hother le Fevre is still extremely satisfied: "The new brand has really hit the mark," he commented. "We have a bold and exciting way to tell our unique story, and our messages are now clear, consistent and aligned with our customers' experience. This has helped us to own the market position we desired, achieve significant revenue and profit growth, and attract top talent to the organisation."

Vanessa Leon Toft, the project's main driver at Novo Nordisk Pharmatech, is proud of what she and CBC achieved together. "There was a lot to do in a short time and we hadn't gone through a process like this before. We placed our trust in CBC and they led us successfully through it. We are happy to have them as our agency partner."



Rasmus Hother le Fevre,
Managing Director,
Novo Nordisk Pharmatech



Vanessa Leon Toft,
Marketing Manager,
Novo Nordisk Pharmatech

CBC EQUALS B2B

After 35 years' pure focus on international B2B branding and marketing communications, CBC knows how to move brands forward. Fast.

We relish complexity, finding the most effective ways to shape intricate processes into clear, compelling propositions that resonate. From satellites to software, marine to medical, broad experience has shown us how to blend strategy with creativity to deliver the impact that drives bottom line results.

Our B2B experts in UK and Denmark have been handpicked for their specialism and knowledge of international branding and communications. This means we never require long consulting engagements and you get the most effective team behind your project.

So get in touch with the agency that brings more to your business. Because CBC equals B2B.

PRESENT CLIENTS INCLUDE:

Brüel & Kjær / Cobham / ConvaTec / Copenhagen Airport / GAC / GEA Process Engineering / Lactosan / MOCON / Nordic Tankers / Novo Nordisk Pharmatech / Perkins / Plus Pack / Satair / Svitzer / Terma



CBC A/S

**RYESGADE 3B
DK-2200 COPENHAGEN N
DENMARK
TEL.: +45 35 25 01 60**

**30 STAMFORD STREET
LONDON SE1 9LQ
UNITED KINGDOM
TEL.: +44 (0) 745 296 5852**

cbc@cbc.dk / www.cbc.dk / www.cbc.co.uk