

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.



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.**




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.**






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

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 conveys 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 captions in capital letters, accompanied with a job title, if available.

Supporting cut-out images
should be used sparingly.

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

The Novo Nordisk Pharmatech cut-out 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.

Corner radius is no more than 4px.

Elements with rounded corners should not touch or overlap.

Icons exist in white and blue. Colours can be changed.

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

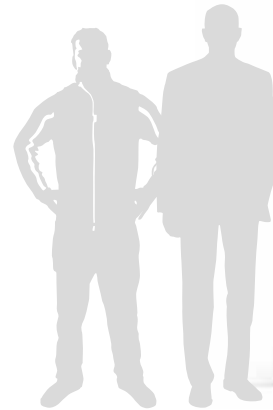
Carefully chosen design elements bring balance and visual interest



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 vaccine.

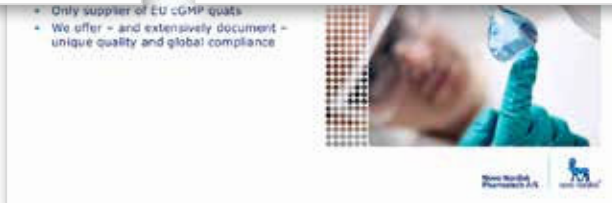
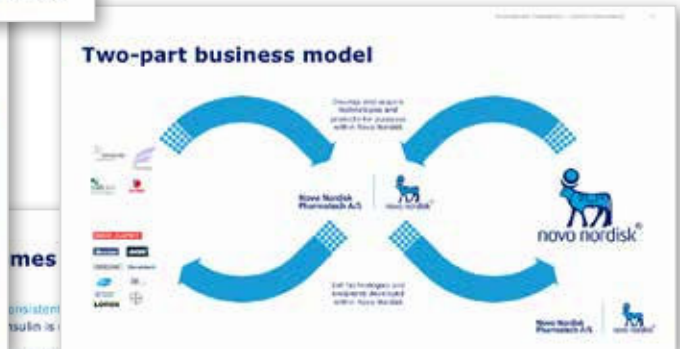
We share a proven record of product **Purity**, **Reliability** and **Consistency** and our excellent **Quality** products for future patients.

We help keep development on track and production flowing for hospital 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.

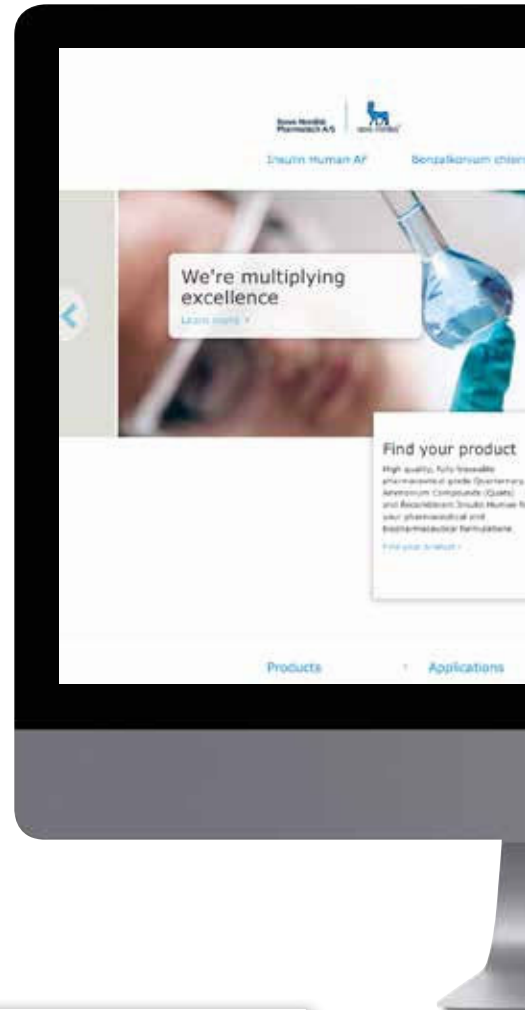
We deliver quality.

...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.

Recombinant insulin for innovative biologics

Novo Nordisk Pharmatech A/S

Excellence help

From manufacturing to delivery

As the leading supplier of recombinant insulin for innovative biologics, Novo Nordisk Pharmatech can help you keep development on track, production flowing and product supplied to hospitals and patients. We ensure the best supply of insulin for cell culture processes by providing excellence at every step of the supply chain – beginning with the quality of our insulin, which is sourced directly from Novo Nordisk, the world's largest producer. We are a reliable partner in helping you find the right quality ingredients for your projects and supplying you with the appropriate documentation – even helping operators to reach specific application needs.

Manufacturing and quality control, precision delivery and a risk mitigation strategy that ensures continuous availability are a few of the reasons why you should give your cells with our insulin. Many of the world's leading pharmaceutical companies do this.

For cell growth media

- Pure and animal-free recombinant insulin
- Manufactured at cGMP facility
- Consistent high quality
- Full traceability
- Secure global supply chain
- Extensive regulatory documentation

We guarantee

- Continuous availability
- High levels of service and support
- Cost-effective customised solutions
- Rigorous specification that pharmacopoeia requirements

Pharmaceutical grade quaternary ammonium compounds

Novo Nordisk Pharmatech A/S

By delivering excellence at every step, we help you do the same

Excellence. Multiplied

Best and safest ingredients

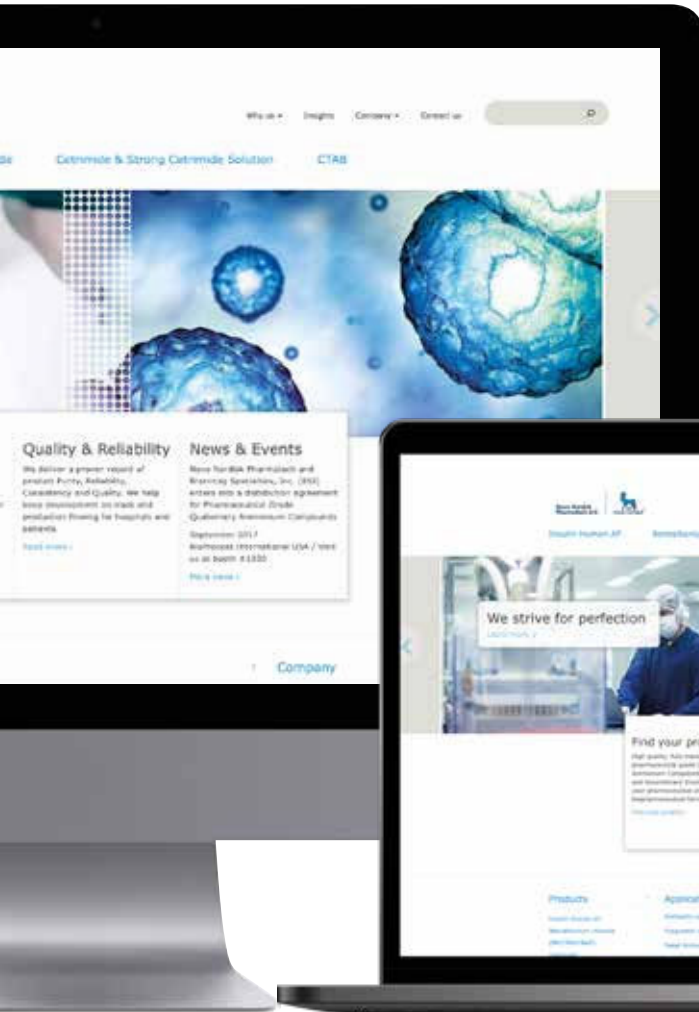
If uniform high quality is the key to your products, you should begin with ours. As the world's leading supplier of quaternary ammonium compounds (Quats), we provide only the best and safest ingredients for the pharmaceutical and personal care industries. Our ingredients are produced according to the highest cGMP standards and backed by complete regulatory documentation. This combination of high-quality products and regulatory services has made us an approved supplier to many of the world's leading pharmaceutical companies.

Highest quality standards

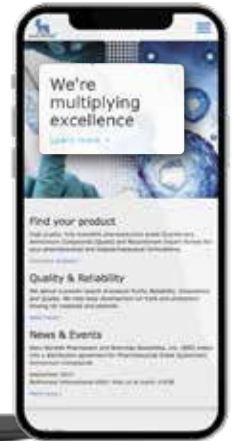
Our quality system meets GMP, ISO 9001 and the ICH Q10 Guide Q11 for Active Pharmaceutical Ingredients (API Q11). We offer complete GMP documentation for our cGMP manufactured Quats.

Customised solutions

Our team of experts can help you choose the right product for your formulation, or develop a custom-designed product to meet your specific needs. Our proven record of fast delivery across your of continuous availability to keep development on track and production flowing. Our in-stock pharmaceutical products can be shipped within a week, and our wide range of products is offered in a variety of packaging solutions, meeting demands for small- and large-size packaging.



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."

We help B2B brands drive growth across borders

CBC is a specialist B2B branding and marketing agency that takes global businesses from complexity to clarity to commercial impact.



CROSS-BORDER COMMUNICATIONS

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