

Case Study: The Temptation of the WOW Factor

Bayer HealthCare, Diagnostics Division
Emeryville, CA



Two heads are better than one
– Joni Mitchell

Situation

Lynn Gunney and Mary Lou Thiercof needed a creative way to introduce their team at a presentation for some new business -- developing a global employee newsletter for Bayer HealthCare, Diagnostics Division.

They had heard that the prospective client was not easily impressed and wanted the "wow factor." And they knew they would be competing against much larger firms for the work, including a big New York agency. But they had a small budget and only one week to prepare.

Solution

Lynn and Mary Lou decided to demonstrate their ability to develop a creative, engaging publication by creating a brochure featuring themselves and their capabilities.

They worked with graphic designer Renaud Garnier, who turned their ideas into a fun, memorable brochure that looked just like a magazine cover seen on a newsstand. They named the brochure **Wow! The magazine for those who want the WOW factor** and customized it for the Bayer business.

Result

The client praised their creativity and they won the Bayer newsletter business. The brochure was passed along in the marketing department, which led to additional business with Bayer, and with another company by referral.

The **Wow!** brochure won a prestigious Bronze Anvil Award from the Northern California Public Relations Society of America, as well as an Award of Distinction from the 2005 Communicator Awards.

