

MPS & BBI International Limited

PROJECT OVERVIEW



CLIENT: British In Vitro Diagnostic Association (BIVDA)

AGENCY SERVICES: Online and offline marketing

BRIEF

The marketing strategy was required to support the presentation of BIVDA and its objectives to members and stakeholders. In vitro testing is increasingly recognised as a vital part of healthcare provision and BIVDA is an important advocate for the industry.

STRATEGY

Using a range of inspirational images relevant to IVD, we demonstrated the dynamism of BIVDA as an organisation across a variety of media. Consistent use of colour and type made for effective branding and recognition.

IMPLEMENTATION

Creation and production of:

- A suite of corporate literature
- A range of exhibition materials
- Emailed membership newsletters
- Website re-launch, including: site design, hosting and management
- CMS system based on DNN open source framework

RESULT

BIVDA continues to gain membership in a competitive environment and enjoys a high level of awareness for professionalism.

