



# WHO IS 2E CREATIVE?



2E IS AN AWARD-WINNING BRAND STORYTELLING AND ACTION  
INFLUENCE AGENCY WITH CORE EXPERTISE IN HEALTHCARE,  
MEDICAL TECHNOLOGY AND LIFE SCIENCE.



2<sup>e</sup>

WE DRIVE CHANGE  
FOR BRANDS THAT SHAPE OUR WORLD.



STRATEGIC BRAND  
**STEWARDSHIP** AND TACTICAL  
NAVIGATION THROUGHOUT  
THE LIFE SCIENCE  
**ENGAGEMENT ECOSYSTEM.**

## BRANDING



DISCOVERY + BRAND STRATEGY

VERBAL + VISUAL ID DEVELOPMENT

BRAND NAMING

## STRATEGY / PLANNING



MARKETING STRATEGY / PLAN DEVELOPMENT

LAUNCH STRATEGY

FILING STRATEGY

## DIGITAL



WEB STRATEGY + DESIGN

CONTENT MARKETING

MOBILE APPLICATIONS

DIGITAL ECOSYSTEM MAPPING + ACTIVATION

INBOUND / CONTENT MARKETING

## SALES ACTIVATION



MOBILE SALES APP

PRESENTATIONS + COLLATERAL

ACTIVE SALES PROSPECTING + LEAD QUALIFICATION

SALES TRAINING

## SOCIAL



CHANNEL STRATEGY + MANAGEMENT

COMMUNITY DEVELOPMENT + OUTREACH

APP DEVELOPMENT

INTELLIGENCE + LISTENING

## SEARCH



SEO

REPUTATION MANAGEMENT

PPC / SEM

LOCAL SEARCH + MOBILE SEARCH

## ADVERTISING / PROMOTION



CAMPAIGN CREATIVE

DIGITAL / PRINT / BROADCAST

TARGETED DISPLAY

EVENT BRANDING + ENGAGEMENT

## INSIGHTS / ANALYTICS



BRAND SENTIMENT STUDIES

MARKET / COMPETITIVE LANDSCAPE

MROI METRICS

BRAND PERFORMANCE MONITORING

TACTICAL PERFORMANCE DASHBOARDING

## PR / STRATEGIC COMMUNICATIONS



MEDIA RELATIONS

PUBLIC AFFAIRS/GOVERNMENT RELATIONS

EMPLOYEE/CORPORATE COMMUNICATION

PATIENT ADVOCACY/COMMUNITY RELATIONS

CRISIS COMMUNICATIONS

KEY OPINION LEADER (KOL) STRATEGY

# WE TRANSLATE COMPLEX VALUE PROPOSITIONS INTO VALUABLE BRAND ECOSYSTEMS WITH OUR UNIQUE COMBINATION OF:

## INTIMACY

*Deep knowledge of your business, both inside and out*

## ALIGNMENT

*Operating model designed for agility, scalability and cost efficiencies*

## INTELLIGENCE

*Unusually cerebral creatives, strong writing and smart design including a proven track record with med-reg*

## CLIENTS

**SIEMENS**

**SIGMA-ALDRICH®**

**ERBE**

**ARJOHUNTLEIGH**  
GETINGE GROUP

**Amerinet®**

**BIOMET**

**Alcon®**

**HAMPTON UNIVERSITY**  
PROTON THERAPY  
INSTITUTE

**Abbott**  
Medical Optics

**ASCENSION**  
HEALTH

**Rare Genomics**  
Institute

**VHA**

**Miraca**  
Life Sciences

**ELSEVIER**

**CARIS**  
LIFE SCIENCES

**ISTO**  
Technologies, Inc.

**BARNES JEWISH**  
Hospital  
BJC HealthCare™

**Cochlear™**



# 2E + SIEMENS



## Cancer Can Hide in Dense Breasts.\*

3D total breast ultrasound helps differentiate healthy breast tissue from lesions or other conditions.

> [Learn more](#)

**DENSITY DE2LINA** BREAST DENSITY CAN BE A LIFE OR DEATH ISSUE

Nearly half of all women worldwide have dense breasts.<sup>1</sup>

**DENSITY DE2LINA** BREAST DENSITY CAN BE A LIFE OR DEATH ISSUE

**INCREASED RISK**

Studies have shown that women with dense breasts have an increased risk of cancer.<sup>2</sup>

**DENSITY DE2LINA** BREAST DENSITY CAN BE A LIFE OR DEATH ISSUE

**ACUSON S2000 ABVS 3D Total Breast Ultrasound** helps doctors differentiate healthy dense breast tissue from cancer and other conditions.

**IT'S YOUR DENSITY DE2LINA**

BREAST DENSITY CAN BE A LIFE OR DEATH ISSUE

- Nearly half of all women worldwide have dense breasts.<sup>1</sup>
- Studies have shown that women with dense breasts have an increased risk of cancer.<sup>2</sup>
- Dense breast tissue may hinder detection of early stage cancer by mammography.<sup>3</sup>
- Technology continues to evolve to meet the challenges of dense breast tissue screening, but increased education is still necessary.

Join 2e Creative in St. Louis on Sat., Sept. 21, and help us film a short video about breast density and cancer that will be seen around the globe.

Participants will receive lunch, a free gift, and the satisfaction of knowing they've played a key role in spreading an important message in support of breast cancer awareness.

**SIGN UP TO PARTICIPATE AT** [2ECREATIVE.COM/YOURDENSITY](http://2ECREATIVE.COM/YOURDENSITY)

1 American College of Radiology. Breast Density. Breast Cancer Screening. Available from: [www.acr.org/physician-scholarship](http://www.acr.org/physician-scholarship)  
2 Breast Densities, Cancer Risk, and Diagnostic Performance of Digital Breast Tomosynthesis. Breast Cancer Screening. Spring 2014. Volume 12. Breast Densities and Diagnostic Performance of Digital Breast Tomosynthesis. Breast Cancer Screening. Spring 2014. Volume 12. Breast Densities and Diagnostic Performance of Digital Breast Tomosynthesis. Breast Cancer Screening. Spring 2014. Volume 12.

Siemens | Ultrasound Sales Companion | HELX Evolution with Touch Control | *Feel the Innovation.*

**HELX EVOLUTION WITH TOUCH CONTROL**

Get to know the ACUSON S Family™ of ultrasound systems. HELX™ Evolution with Touch Control.

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See the HELX Evolution with Touch Control in action.
- RESOURCE LIBRARY**  
Get equipped with videos, manuals, and more for the HELX Evolution with Touch Control.
- DATA PROOF**  
Discover what HELX Evolution with Touch Control can do.
- SALES QUIZ**  
Become a HELX Hero and put your knowledge to the test.
- SIEMENS ULTRASOUND**  
Learn more about Siemens ultrasound solutions.
- SYSTEM FAMILY TREE**  
Explore the applications and transducers of Siemens' premium ultrasound systems.



# 2E + ALCON

# muick

YOUR KIDS, THEIR GERMS

## About Bacterial Conjunctivitis

**What is Bacterial Conjunctivitis?**  
 Bacterial conjunctivitis is an inflammation of the conjunctiva, the transparent surface of the eye. The conjunctiva contains tiny blood vessels. When bacteria infects the eye, those blood vessels become more prominent, making the eye appear pink<sup>1</sup>.

Bacterial conjunctivitis, commonly known as "pink eye," is more common in children than it is in adults<sup>2</sup>.

**Help Prevent Infectious Conjunctivitis from Spreading<sup>4</sup>**

**DO**

- Wash your hands often
- Change pillowcases frequently
- Properly clean contact lenses
- Replace eye cosmetics

## COMMON INFECTIOUS

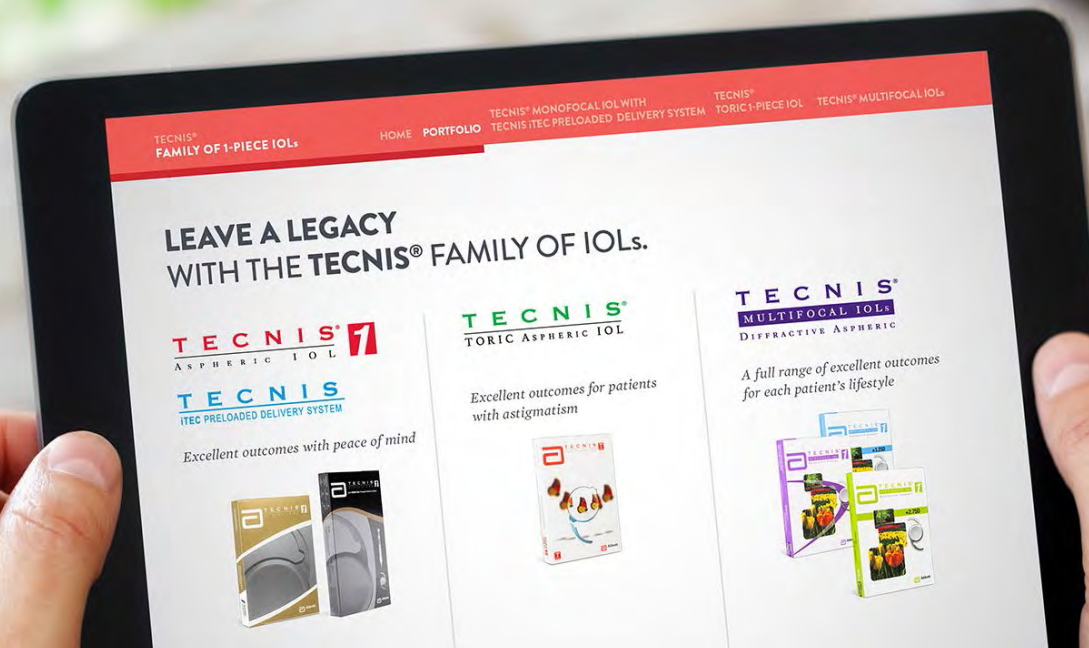
**CIPRODEX® OTC**  
 ACUTE OTITIS (MIDDLE EAR\*) AND ACUTE OTITIS EXTERNA (EAR\*) AND ACUTE OTITIS MEDIA (MIDDLE EAR\*) AND ACUTE OTITIS EXTERNA (EAR\*) AND ACUTE OTITIS MEDIA (MIDDLE EAR\*) AND ACUTE OTITIS EXTERNA (EAR\*)

- + Contains broad spectrum antibiotics
- AOE<sup>1</sup>—*Pseudomonas aeruginosa*
- AOMT<sup>1</sup>—*Staphylococcus pneumoniae*, *Haemophilus influenzae*, and *Streptococcus pneumoniae*
- + Dexamethasone has anti-inflammatory properties to reduce the inflammation and swelling of the inflammatory response
- + Neomycin-free<sup>2</sup>





# 2E + ABBOTT

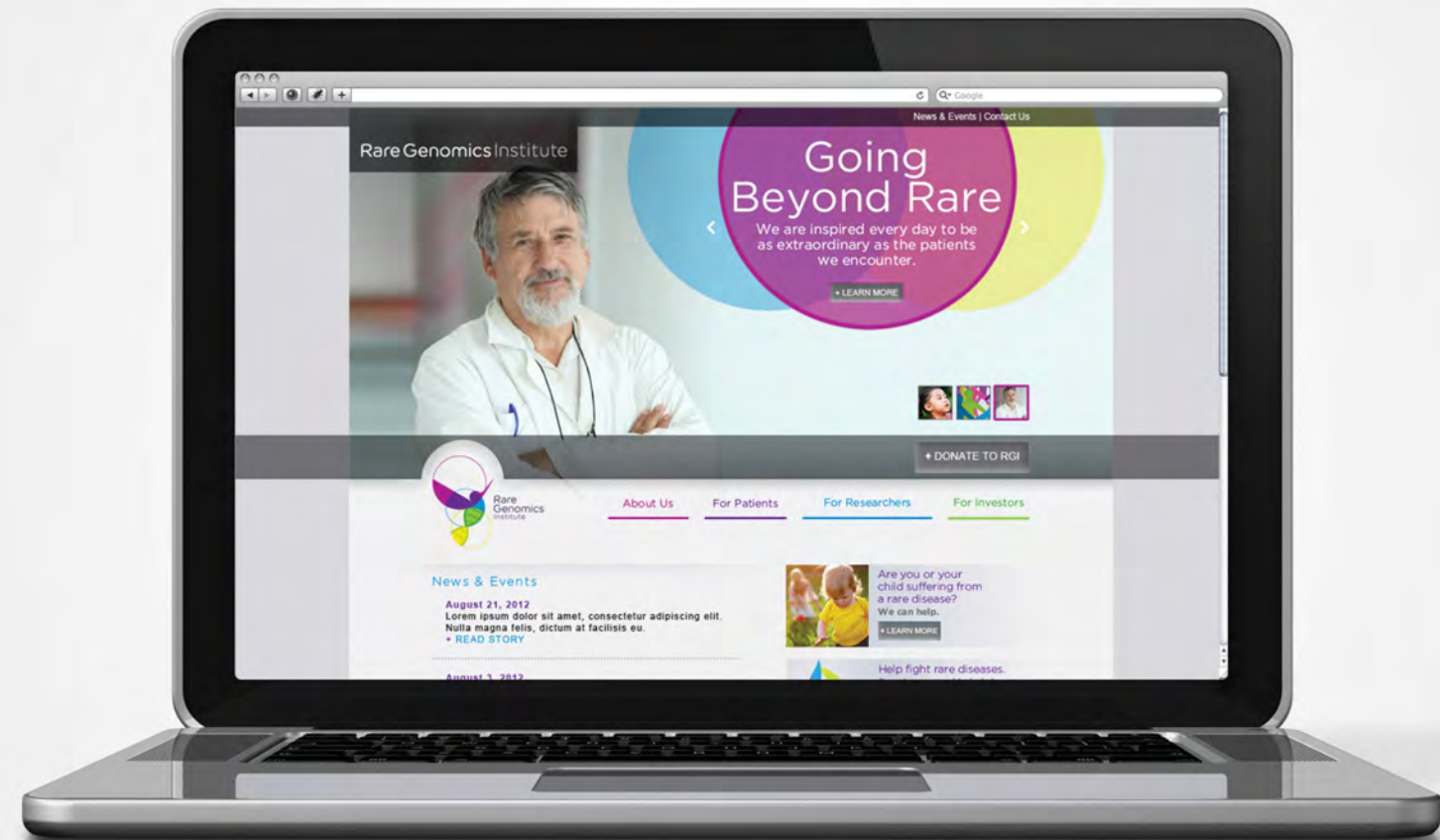


2<sup>e</sup>

# 2E + RARE GENOMICS INSTITUTE



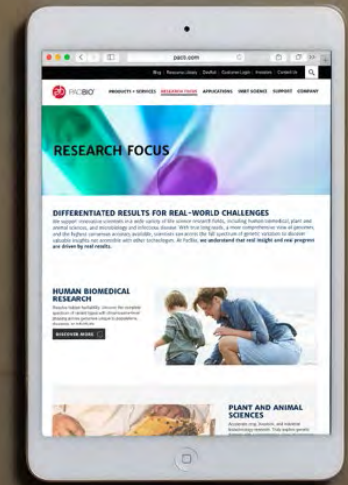
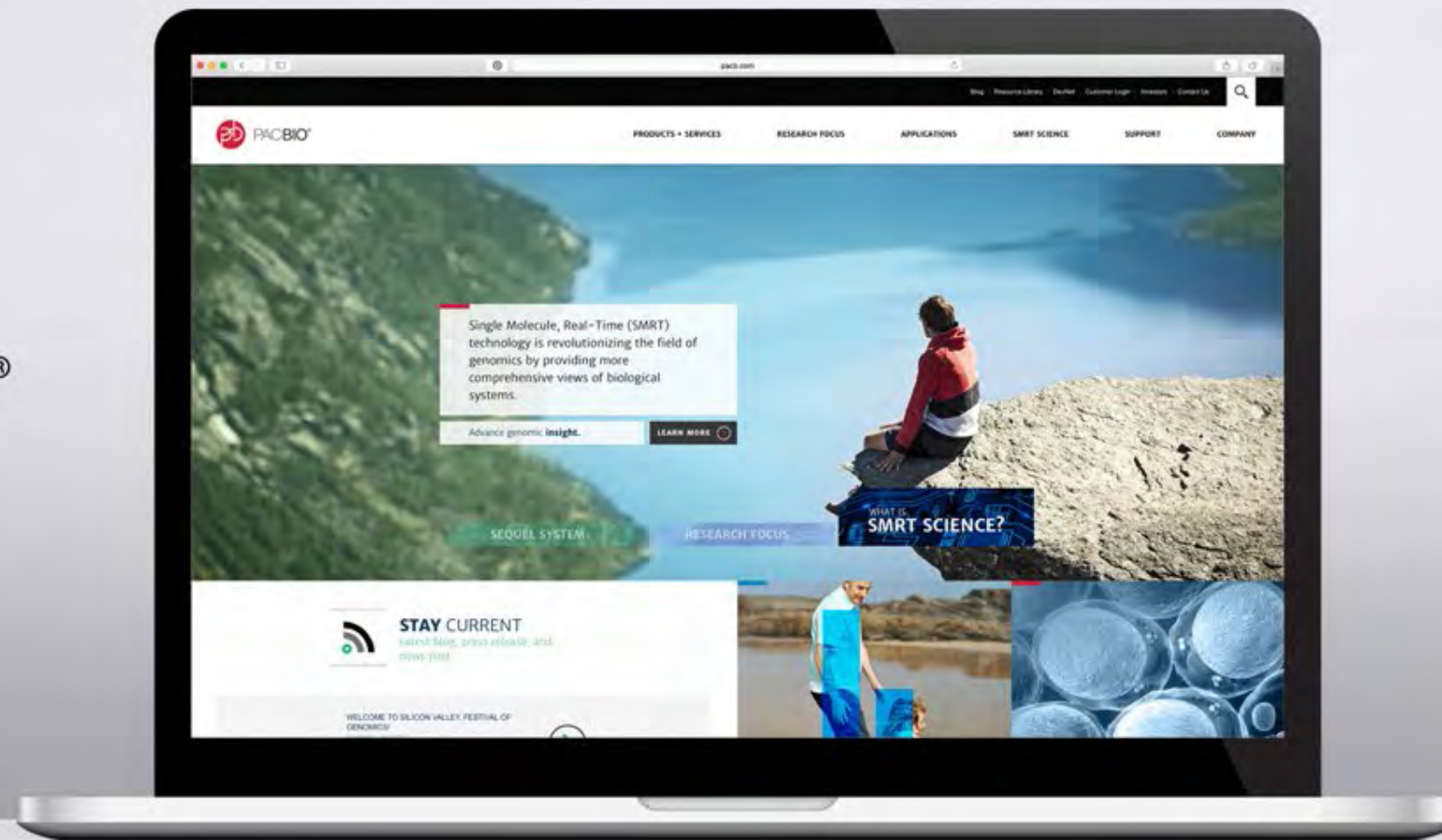
Rare Genomics  
INSTITUTE



2<sup>e</sup>

PACIFIC BIOSCIENCES

# 2E + PACIFIC BIOSCIENCES



DISCOVER  
**YOUR  
POTENTIAL**  
PER BASE

# Ad Age, Modern Healthcare Name IMPACT Award Winners

Agencies SPM Marketing and 2e Creative Among Those Honored

By Ad Age Staff. Published on September 29, 2014.

58

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Ad Age and sibling publication Modern Healthcare named the winners of the first Healthcare Marketing IMPACT Awards last week, recognizing health care's best advertising, marketing, promotion and communication campaigns on and across all media platforms.



Among the winners: SPM Marketing & Communications was named Agency of the Year in the provider campaign category, while 2e Creative took home Agency of the Year in the supplier campaign category.



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**GET IT FIRST**

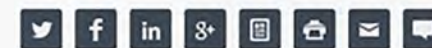
Learn more about Bolt™

Replay

AD AGE | REPORTS

## Agency of the Year winner, supplier campaign, Healthcare Marketing IMPACT Awards

By David May | September 23, 2014



As its name proclaims, marketing firm 2e Creative believes creativity is at the core of the campaigns that keep its clients thriving. But it also knows that marketing is just as much science as it is art.

Science actually represents the vast majority of the firm's business. St. Louis-based 2e, with 30 full-time staffers, serves clients in a wide



mmm-online.com  
Small Healthcare Agency of the Year: 2015 - Medical Marketing and Media

**MM&M** MEDICAL MARKETING & MEDIA

1928 **NEJM** **ESSENTIAL**

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MMM > Events > MM&M Awards > Small Healthcare Agency of the Year: 2015

TANYA LEWIS  
OCTOBER 01, 2015  
2015 BOOK OF THE NIGHT

## Small Healthcare Agency of the Year: 2015


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Recognizing outstanding performance by a healthcare marketing agency with US revenues of less than \$15 million in 2014. //Sponsored by Fingerpaint

**Download: BOTN Small Healthcare Agency of the Year.pdf**

**Gold**  
**2e Creative**

Sure, 2e Creative has some big clients, including Abbott Labs, Siemens and Alcon Labs, but it's the agency's passion for great work (which no doubt landed its impressive clients) that grabbed judges' attention.



"They're proud of their work and are very clear about corporate culture and values," noted one judge. "Their enthusiasm and desire to succeed [is evident]."

The St. Louis, MO-headquartered agency's culture is based on the idea that success comes through inspiration. Its mission is to "drive change for brands that shape our world and positively affect the human experience."

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"Working with 2e Creative is like hiring a department full of senior-level strategists and creatives," one client said. "The agency develops and retains talent [comparable] to the senior-level talent at any big NYC

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**MM&M Awards 2015**

MM&M Awards 2015  
Small Healthcare Agency of the Year  
2e Creative  
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**OUR WORK IS MORE THAN PROJECTS,  
DEADLINES AND BUDGETS. IT'S MORE  
THAN CREATIVE. IT'S THE SOUL OF WHAT  
WE DO. AND WHAT WE DO MATTERS.**

The beating heart of 2e lies in our work.  
And with the simple tools of our profession  
we can change perceptions, compel action  
and change lives.



WE BELIEVE CREATIVE  
THINKING CAN TRULY  
CHANGE THE WORLD.

2ECREATIVE.COM

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