

Benchworks

Your Commercialization Partner

Boston | Chestertown | Philadelphia

Hi. We're Benchworks.

Benchworks is much more than a marketing agency. We are a commercialization partner.

We exist to provide value, build brands, and grow businesses. Our highest priority is helping our clients achieve their goals through a wide range of services—whether Benchworks offers those services or can partner with someone who does.

As a full service agency, it goes without saying that Benchworks provides singular strategic thinking, top-tier creative, and outstanding project management. We have a well-documented history of overachieving, inspiring, and simply proving ourselves immensely useful to a wide variety of seasoned marketing executives.

But Benchworks is able to offer clients more than marketing services. We help clients build out operations. We support them during

mergers and acquisitions. We introduce them to manufacturing partners and sources of capital. Time and again, we've activated our network on behalf of our clients.

It's because the strategic lens we use to partner with clients is much broader than just an ad agency. We are a commercialization partner.

We do what's best for the client. Always.

I invite you to get to know Benchworks. We would welcome the opportunity to be of service to you.

Cheers,



Thad L. Bench, Sr.

CEO



**We work hard to
understand your
business.**

Then we work smart, together.

Thad L. Bench Sr., CEO

Benchworks improves lives through marketing.

We connect HCPs and patients with the information they need to make life-changing decisions. A privately owned company founded in 1991, Benchworks provides strategy, design, production, and implementation of complete marketing and branding services. In addition to our primary agency, Benchworks Inc. includes two wholly owned subsidiaries:

- Safe Chain Solutions, a full-service, third-party logistics (3PL) provider and distributor of pharmaceutical products and medical supplies that helps public and private sector entities manage their supply chains, while offering value-added programs such as sample distribution
- Agency LRB, a separate sister agency to manage competing accounts



CORE OBJECTIVE

Our main objective is to create long-lasting relationships with our clients by helping their businesses succeed. Therefore, we do what's right for the brand, always. How?

- We are proactive, accountable, and trustworthy
- We actively listen to the client's business needs
- We anticipate challenges and present solutions, even when the right solution falls outside our capabilities



AGENCY PHILOSOPHY

We believe Benchworks exists to serve clients, build brands, and grow businesses. Our organization is committed to improving our clients' lives by taking work off their desks and always being a gracious partner.

What you can expect from us:

- Creativity, superb execution, and industry-leading value on every project
- Gracious partners; strategic and creative thinkers
- Nimble, flexible, and responsive learners



CREATIVE APPROACH

Our innovative approach to creative is one of the cornerstones of the Benchworks culture. Leveraging robust strategic insights and research, we combine science and concept to arrive at truly unique solutions for our clients. We understand that creative is part of a powerful marketing ecosystem, one that enables our award-winning team to concentrate not only on the concepts we create but also on results. By tying all this together with a commitment to timely delivery, we consistently surprise and delight our clients and their audiences.

Our signature process, **BOOST**, was designed to advance our clients' business objectives. We develop ideas that change the way people feel about a brand.

BECOME EXPERTS
OPTIMIZE CREATIVE AND MESSAGING
ORGANIZE CAMPAIGN
SOLIDIFY ROI
TEST AND REFINE

How we work.

At Benchworks, people come first. Because a company is only as great as its people.

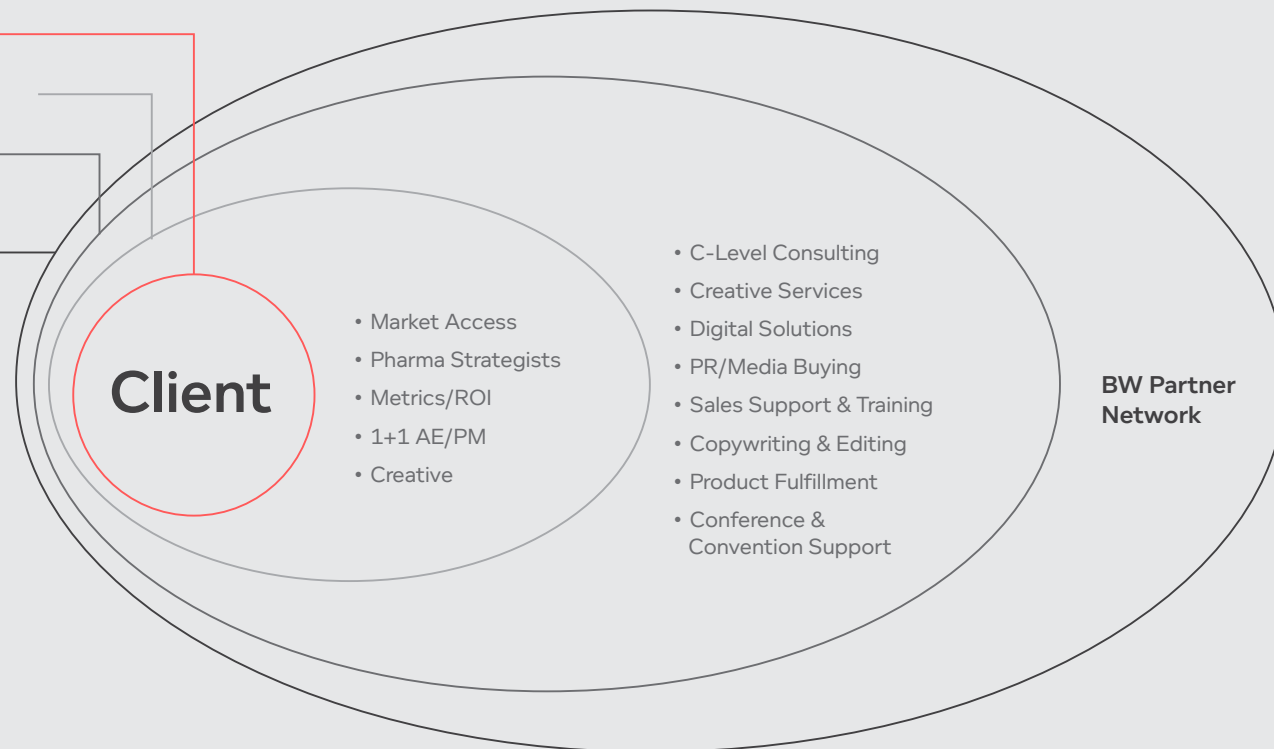
The Benchworks agency model surrounds the client account with core agency services and immediate access to specialized services when needed. At the heart of this model are the Account Executive and Project Manager, who have a 1:1 relationship with the brand.

Client Focused

BW Account Team

BW Internal Resources

BW Partners



This empowered business model:

- Creates consistent, enduring brand/agency relationships
- Energizes employees
- Shortens timelines
- Cuts cost while maintaining high quality

Benchworks by the numbers.

26

YEARS IN BUSINESS

31

CURRENT PHARMA BRANDS

42

PRODUCT LAUNCHES
SELECT CLIENT RELATIONSHIPS

- 16 YRS – WYETH/PFIZER
- 11 YRS – SHIRE
- 9 YRS – CBRE
- 7 YRS – COCA-COLA
- 5 YRS – NOVEN
- 5 YRS – NORAMCO
- 3 YRS – EMD SERONO
- 3 YRS – SUPERNUS



LEADERSHIP EXPERIENCE

176

YEARS OF COMBINED PHARMA EXPERIENCE

81

YEARS OF BRAND EXPERIENCE

69

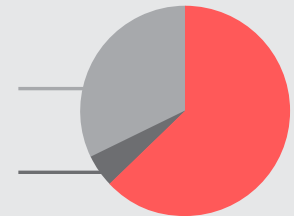
YEARS OF AGENCY EXPERIENCE

55

YEARS OF PROJECT MANAGEMENT EXPERIENCE

EMPLOYEES

Full Time 63%
Long-term
Freelancers 32%
Part Time 5%



48 CLIENTS



REPUTATION

- ★ Inc. 5000 List – 2016
- ★ MM&M Top 100 Agencies list – 2016
- ★ PM360 Elite Award/Entrepreneur - 2016
- ★ Young Marketer of the Year Award – 2015 & 2016 Finalist – MM&M
- ★ Nominated as Small Healthcare Agency of the Year – 2015 – MM&M
- ★ EY Entrepreneur of the Year – 2015 – Finalist
- ★ Baltimore SmartCEO – Previous Winner
- ★ PM360 Transformational Leader – 2015

Where marketing, strategy, and creative happen.

Our Expertise

Brand Development & Strategy

- Commercialization Strategies
- Brand Campaign Development
- Life Cycle Management
- Market Research Support
- Consulting Services
- Staff Augmentation
- New Market Analysis and Strategy
- Integrated Marketing Campaigns

Creative Services

- Strategic Messaging Framework
- Creative Concepting
- Brand Development
- Graphic Standards Manuals
- Copywriting
- Video Production
- Photography
- Periodical/Digital Advertising

Public Relations & Sales Support

- Media Training and Coaching
- Crisis Communication & Response
- Reputation Management
- Advocacy Group Relationship Development
- Inside Sales
- Sales Motivation Programs
- Conference Support Management
- Training
- Lead Generation Campaigns

Digital Services

- Digital Strategy Development
- Responsive Websites/UX Design
- eDetail Programs
- SEO/SEM Enablement
- Banner Ads (HTML5, Rich Media, Flash)
- CRM/Marketing Automation Programs
- Social Media Programs

Tactical Plan Creation & Execution

- Product Launch Management
- Print Media & Non-Personal Promotion
- Personal Promotion (Sales Aids/Flashcards, etc)
- Tradeshow & Convention Support
- Media Plan Oversight
- Advisory Boards

Brand Team & Operational Support

- Brand Planning Support
- Tactical Planning Support
- PowerPoint/Presentations
- Internal Communications
- Materials Distribution (Safe Chain)
- Kitting & Fulfillment (Safe Chain)

Success stories.

Otsuka Pharmaceuticals

(Pfizer/Otsuka Alliance)

Managing the brand through LOE to maintain and grow brand loyalty as generic competition increases.

Core Responsibilities

- Management of all agency partners (6) and clients (2)
- Development, execution, and implementation of consumer CRM program
- Development and execution of all co-pay related materials, a major focus for the brand
- Oversight of updates to promotional materials due to label updates
- Design and development of consumer website and maintenance of HCP website

- Brand Development & Strategy
- Creative Services
- Digital & Social Media Services
- Multi-Channel Marketing Programs
- Life Cycle Management & Commercialization Strategies
- Print Media & Non-Personal Promotion
- Internal Communication Programs
- Event Planning/Management
- Disease State Awareness
- Video Storytelling

HCP Initiatives

- Website Maintenance & Updates
- Banner Ads
- NPP Direct Mail
- NPP Email

Consumer Initiatives

- Patient Savings Brochure
- Website Maintenance & Updates
- CRM Email Campaign
- Tactic-Specific Emails; supplemental to CRM stream

Update Messaging

Veeva Agency Partner

For patients with commercial insurance see terms and conditions.




Pay as little as \$0 or \$5 per month for brand-name ABILIFY® (aripiprazole)



\$0 co-pay with convenient home delivery*

OR



\$5 co-pay at retail pharmacies with the ABILIFY Savings Card

Your Savings Checklist


- Did your doctor request brand-name ABILIFY on your prescription so you can take advantage of one of these two offers?

See back of brochure to view the full checklist.

Honest Abe: Ambassador of Savings



(aripiprazole) A GENERIC ONE OF



***Terms and conditions apply. See enrollment form in pocket for full details.**
***Terms and conditions apply. See back of co-pay card inside the brochure for full details.**


Please see accompanying U.S. FULL PRESCRIBING INFORMATION, including **BOXED WARNING**, and Medication Guide for ABILIFY.

Text SAVENOW to 37500!

- Take the ABILIFY Savings eCard and your prescription to your pharmacy, and make sure you tell the pharmacist you want brand-name ABILIFY

Or if you prefer a printed co-pay card:

1. Call 1-888-922-4543 to activate the card below
2. Take your Savings Card and your prescription to your pharmacy
3. Make sure you tell the pharmacist you want brand-name ABILIFY



For questions about the program or your ABILIFY Savings Card call 1-888-922-4543.
***Terms and conditions apply. See back of card for full details.**


Conditions apply. Data and message rates may apply. You may receive an average of 5 text messages a month during the course of the program. You can unsubscribe from the ABILIFY Mobile Support Program at any time by texting STOP. If you ever need help with the program, you can text HELP or contact your mobile carrier. Please see full terms and conditions at <http://abilify.com/mobilesupportconditions>.

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\$5 CO-PAY PER MONTH AT RETAIL PHARMACIES*

Get your ABILIFY® (aripiprazole) Savings eCard on your mobile device and enroll in Mobile Support!

- Get text reminders when it's time for your next ABILIFY refill
- Order refills via text message

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\$0 CO-PAY WITH CONVENIENT HOME DELIVERY SERVICE*

Get brand-name ABILIFY (aripiprazole) right to your door



Free, convenient delivery from Cardinal Health Specialty Pharmacy (CHSP)



Timely refill reminders

How to Get Started:

- Fill out the enrollment form in the pocket, insert original written prescription for brand-name ABILIFY from your doctor into pocket below, and mail to CHSP as directed

What's next?

- CHSP will contact you directly within 24 hours of receiving your form and written prescription to collect any additional information needed to complete your enrollment. When CHSP calls, the area code will be "443" and your caller ID will read "Cardinal Health"
- Depending on your drug insurance coverage, you can expect to receive your home delivery of brand-name ABILIFY approximately 3 to 5 business days after your completed enrollment form and prescription are received

***Terms and conditions apply. See enrollment form in pocket for full details.**
***Cardinal Health Specialty Pharmacy is part of Cardinal Health, Inc., a Fortune 500 healthcare services company specializing in the distribution of pharmaceuticals and medical products. For more information, visit CHSP.com.**


Please see accompanying U.S. FULL PRESCRIBING INFORMATION, including **BOXED WARNING**, and Medication Guide for ABILIFY.

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The Benchworks team has been an absolute pleasure to partner with over the past 2 years on an external commercial opportunity. Their team has a strong capability in navigating the organization's medical/legal/regulatory review processes, and they ensure open lines of communications, which results in efficient approvals of promotional materials. The BW team has mastered the executional component when it comes to a large volume of tactics, and have always delivered assets on time. They are a cost efficient agency partner who has proven that they are knowledgeable, flexible, and proactive. I look forward to partnering with them on future brands.

—Alice Kao,
Senior Product Manager, Pfizer Inc.

Success stories.

Neos Pharmaceuticals

As AOR, Benchworks collaborated with Neos to develop brand vision, positioning, strategy, and key imperatives for the launch of Adzenys. Given Neos' lean in-house marketing team, Benchworks also supplemented their staff, including a FTE on-site in a product manager role. Adzenys launched on time, and Neos has engaged Benchworks as AOR for another product launch in 2017.

- Brand Development & Strategy
- Creative Services
- Digital & Social Media Services
- Multi-Channel Marketing Programs
- Life Cycle Management & Commercialization Strategies
- Print Media & Non-Personal Promotion
- Internal Communication Programs
- Event Planning/Management
- Disease State Awareness
- Video Storytelling

HCP—Rep Tools

- Clinical Experience Kit (KOL Intro)
- Core Visual Aid (CVA)
- Slim Jim
- Patient-profile Brochure
- Dosing & Administration Guide
- Table-top panels
- Shelf organizer
- Patient-type Reminder Flashcards
- Journal ads, inserts, outserts
- Sample request forms
- No Access letter/envelope
- Conference Exhibit Display

Consumer

- Patient Starter Kit
- Co-pay card with Backer
- Blister Pack Instruction Card

Training

- NSM slides
- Playbook for CVA
- FAQs
- Suggested Selling Presentation & "How-to" resources
- Branded promotional items

Managed Care

- Payer Pricing Sheet Email
- Payer Launch Email
- CoverMyMeds Brochure

Pharmacy

- PharmAlert
- Pharmacy Sell Sheet
- Pharmacy Stocking Letter

Corporate

- Internal emails
- Wall art

Adult Prescribers



CVA



Slim Jim

“ Benchworks has demonstrated time and again that rare combination of responsiveness, creativity, and value. Benchworks’ execution is simply superb. ”

—Tom McDonnell

Chief Commercial Officer, Neos Therapeutics

Pediatric Prescribers

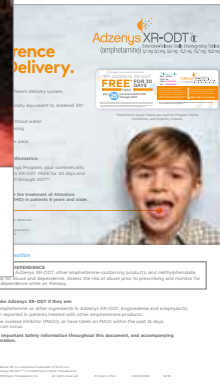
“ Whatever we needed, Benchworks stepped up. As a small start-up pharma company launching our first product into the market, we trusted Benchworks in the lead role. We knew from past experiences with the agency that they would deliver high-level, compelling creative; this time they even added an on-site FTE head count. All of this was completed at a value, respecting our resource constraints. In fact, we were so pleased with their AOR leadership on the Adzenys XR ODT launch that we have engaged them as an AOR again for our next product launch in 2017. ”

—Michael Tinges

Senior Director, HCP Marketing, Neos Therapeutics



CVA



Slim Jim

Success stories.

West Pharmaceuticals

West asked Benchworks to develop a detailed marketing plan for their emerging brand, Daikyo Crystal Zenith. Working collaboratively, we crafted overarching, strategic messaging. Based on this new brand strategy we executed multiple projects, including: branding guidelines, marketing collateral, animated videos, and eDetail program for their sales force.

- Brand Development & Strategy
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- Digital & Social Media Services
- Multi-Channel Marketing Programs
- Life Cycle Management & Commercialization Strategies
- Print Media & Non-Personal Promotion
- Internal Communication Programs
- Event Planning/Management
- Disease State Awareness
- Video Storytelling

Digital Initiatives

- Lead Banner
- Daily e-Newsletter Banner
- Web Banner

HCP – Rep Tools

- Product Flashcard
- Product Sell Sheet
- Technical Specification
- Corporate Profile
- FAQs
- Product Brochure
- Show Catalogue
- Pocket Guide
- Infographic
- Product Launch Sample Kit
- Product Demo Kit
- Product Training Kit
- Product Logo

Brand Awareness

- Trade Show Graphic
- Trade Show Booth Display
- Banner
- Pull-Up Banner

Consumer

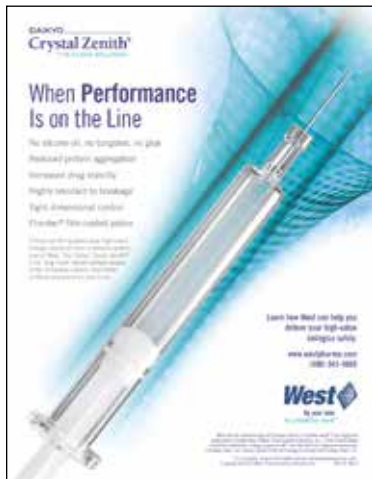
- PDA Slides
- Customer Presentation Slides

Corporate

- Naming Convention
- Competitive Analysis

Creative

Cohesive marketing across all channels through established brand guidelines, including imagery and messaging.



Brand Strategy

Strategic messaging and overarching strategy for an emerging brand within West.

CZ Brand Vision
 DAIKYO Crystal Zenith® (CZ), the world's most advanced and flexible drug delivery system, is integral to helping pharmaceutical and biotech companies develop and commercialize medications for better patient outcomes and a healthier world.

CZ Brand Positioning Statement
 CZ is a fully customizable drug containment and delivery system designed to exceed the most exacting quality, safety and regulatory standards, and is backed by the innovative heritage, trust, and responsiveness West has delivered for over 90 years.

CZ Brand Strategy Statement
 Establish CZ as integral to developing and delivering the next generation of medications by partnering with key customers, leveraging West's reputation as a global leader with innovative, collaborative, trusted, patient-focused solutions.

<p>Strategic Imperative 1: Change Market Perception – West as a technology leader</p> <p>2014 Objective: Establish an integrated key account team of West experts.</p>	<p>Strategic Imperative 2: Raise Awareness Among Decision Makers & Influencers</p> <p>2014 Objective: Initiate an intense multi-prong communication strategy both personal and non-personal to establish a solid working relationship with a commitment to take action.</p>	<p>Strategic Imperative 3: Re-energize the Sales Force</p> <p>2014 Objective: Initiate a communication plan defining the business strategy for the CZ family of products and establish the rationale for West's leadership role in this container technology.</p>
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Advertising Effectiveness Study

Pharmaceutical Manufacturing—September 2015 Issue

- 87% - Believable
- 83% - Attention getting
- Highest-ranking ad in issue

“Excellent advert. To the point. Product-focused information in the limited layout. Good graphic.”

“Excellent, clear, simple.”

“Great—eye-catching and highlights the issues that I might be worried about.”



Benchworks

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