

Addison Whitney

Company Profile

Addison Whitney is a global branding firm with a passion for building strong brands. We specialize in verbal and visual branding, brand strategy and research.

Addison Whitney Health is a specialized division of Addison Whitney and is a global leader in pharmaceutical and healthcare brand development. We are part of inVentiv Health, a large network of clinical, commercial and consulting companies. Through this network, we are able to provide best-in-class services that deliver extraordinary outcomes to pharmaceutical, life sciences and biotech clients.

Addison Whitney Health's collaborative approach merges our industry expertise with your business strategy to develop engaging brands for every audience. This approach extends to our relationships with the FDA, EMA, Health Canada and other regulatory authorities—assuring your brand will gain approval and exist successfully in a clinical and commercial world. We deliver healthcare and pharmaceutical brands that integrate creativity, business strategy, trademark viability and regulatory compliances.

Services and Offerings

Verbal Branding

- Brand Name Development (Corporate/Product)
- REMS and Program Branding
- INN/USAN (Generic Name) Development
- Clinical Trial Naming
- Global Trademark Prescreening
- Global Linguistic Evaluation

Visual Branding

- Corporate, Product and Clinical Trial Logo Design
- Packaging Artwork
- Marketing Collateral and Tradeshow Materials
- Standards Program Development



What will be the game-changing trend over the next five years?

In the next five years, the growing trend with biotech and pharmaceutical companies will continue to focus on bringing biosimilars to market.

With much debate on how non-proprietary drug nomenclature for biosimilars will be adopted, there will be even more focus on how manufacturers will brand their biosimilars. There's never been a more exciting time to be a branding firm—to help shape and differentiate these new brands as they compete for market share. The opportunity to create an impactful brand at more aggressive pricing to compete with current therapies will shape healthcare for the next generation.

Brand Strategy

- Brand Assessment
- Scientific Branding
- Brand Positioning and Messaging
- Brand Architecture
- Portfolio Nomenclature

Research & Analysis

- Brand Discovery/Positioning Research
- Name Validation Research (Regulatory & Marketing)
- Logo Validation Research (Regulatory & Marketing)
- Regulatory Name Submission Documents and Consulting

ADDISON WHITNEY health
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Year Founded 1991 **Employees** 50 **Holding Company** inVentiv Health **Office Locations** Charlotte (headquarters), New York, Seattle, London, Munich, Tokyo