

Benchworks

Your Commercialization Partner

Inc.
5000

MM&M

PM360
THE ESSENTIAL RESOURCE FOR PHARMA MARKETERS

Boston | Chestertown | Philadelphia

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



A different breed of agency.

A privately owned company founded in 1991, Benchworks is different by design. Our unique blend of speed, quality, and world-class work sets us apart from the typical agency experience. We provide strategy, design, production, and implementation of complete marketing, branding, and commercialization services through our primary advertising agency, Benchworks Inc; our sister agency for competing accounts, Agency LRB; and Safe Chain Solutions, a full-service, third-party logistics (3PL) provider and distributor of pharmaceutical products and medical supplies.

Our main objective is creating long-lasting partnerships with our clients by meeting their goals and growing their business.

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



AGENCY PHILOSOPHY

Benchworks improves lives through marketing. We connect people through meaningful experiences with the products and services they need. We're optimists who also understand that every marketing plan will run into challenges. And that's okay. We're here to meet your targets, so let's make it happen.



INTERACTION PROCESS

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.

Our relatively flat structure is what really distinguishes us from other agencies. There are no long lines of communication in which ideas can get twisted and nuance lost. We empower employees at all levels to make decisions in order to get projects done on time and within budget.



CREATIVE APPROACH/STRATEGIC INSIGHT PROCESS

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.

Our signature process, **BOOST**, is designed to meet client needs and help business grow. It is fully customizable to our clients' current state of development. Whether we are working with a new brand that needs to be launched with the full force of our organization or an existing brand that only needs a bit of refinement, **BOOST** enables us to consistently surprise and delight our clients and their audiences.

B **BECOME EXPERTS**
O **OPTIMIZE CREATIVE AND MESSAGING**
O **ORGANIZE CAMPAIGN**
S **SOLIDIFY ROI**
T **TEST AND REFINE**

Our expertise.

See what we can do for you.



Brand Development & Strategy

- Commercialization Strategies
- Brand Campaign Development
- Market Development
- Product Launch Services
- Life Cycle Management
- Market Research Support
- Brand Planning Support
- Advisory Services
- Staff Augmentation
- New Market Analysis & Strategy
- Integrated Marketing Campaigns
- Multicultural Campaigns & Translation Services



Creative Brand Campaign Development /Creative Services

- Strategic Messaging Framework
- Creative Campaign Development
 - Graphic Standards Manuals
 - Core Messaging Documents
- Photography
- Video Production
- Marketing Collateral
 - Journal Ads
 - Brochures
 - Sell Sheets
 - Email Campaigns
 - Direct Mail
 - Non-personal Promotion



Digital/Social Media Services

- Strategy Development
- UX Design
- SEO/SEM Enablement
- Banner Ads
- Digital Advertising / Media Buying
- Marketing Automation
- CRM & Salesforce Design
- Social Media
- Sales Rep eDetail
- Track & Analyze KPIs
- Big Data Strategy



Sales Training & Support

- Core Messaging/Visual Aid Playbooks
- Objection Handlers
- Inside Sales / Call Center Support
- Sales Force Motivation Programs
- Tradeshow & Conference Support
- Advisory Boards
- Internal Communication Programs
- Material Distribution
- Sales Meeting Support
 - Theme Development
 - Pre-work Assignments
- Agenda Development
- PPT Design
- Signage
- Rep Gifts
- iPad "Quiz Show" Games



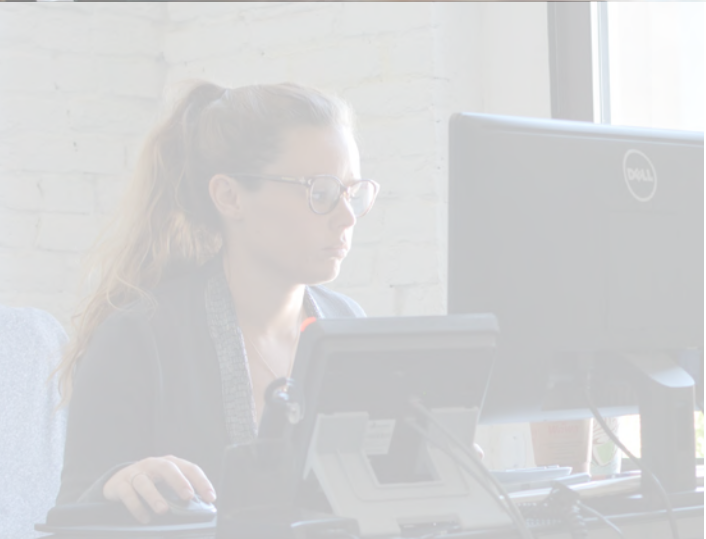
PR/Strategic Communication Services

- Media Training and Coaching
- Crisis Communication
- Crisis Response
- Reputation Management
- Public Relations
- Advocacy Group Development



Safe Chain—Ethical Drug/Medical Device Distribution

- DEA Inspected & Licensed in all 50 States
- cGMP and CGDP Compliant
- DEA Licensed for Safe Storage of Drug Schedules II-V
- Sample Distribution
- Warehousing
- Kitting & Fulfillment
- In-house Sales & Call Center



How we work.

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

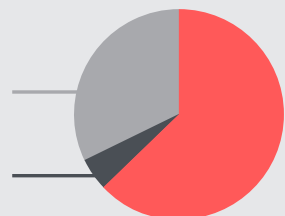
The Benchworks agency model surrounds the client account with core agency services and immediate access to specialized support when needed. At the heart of this model are the Account Executive and Account Manager, who have a 1:1 relationship with the brand.

RESOURCE UTILIZATION

Full-time Employees: 63%

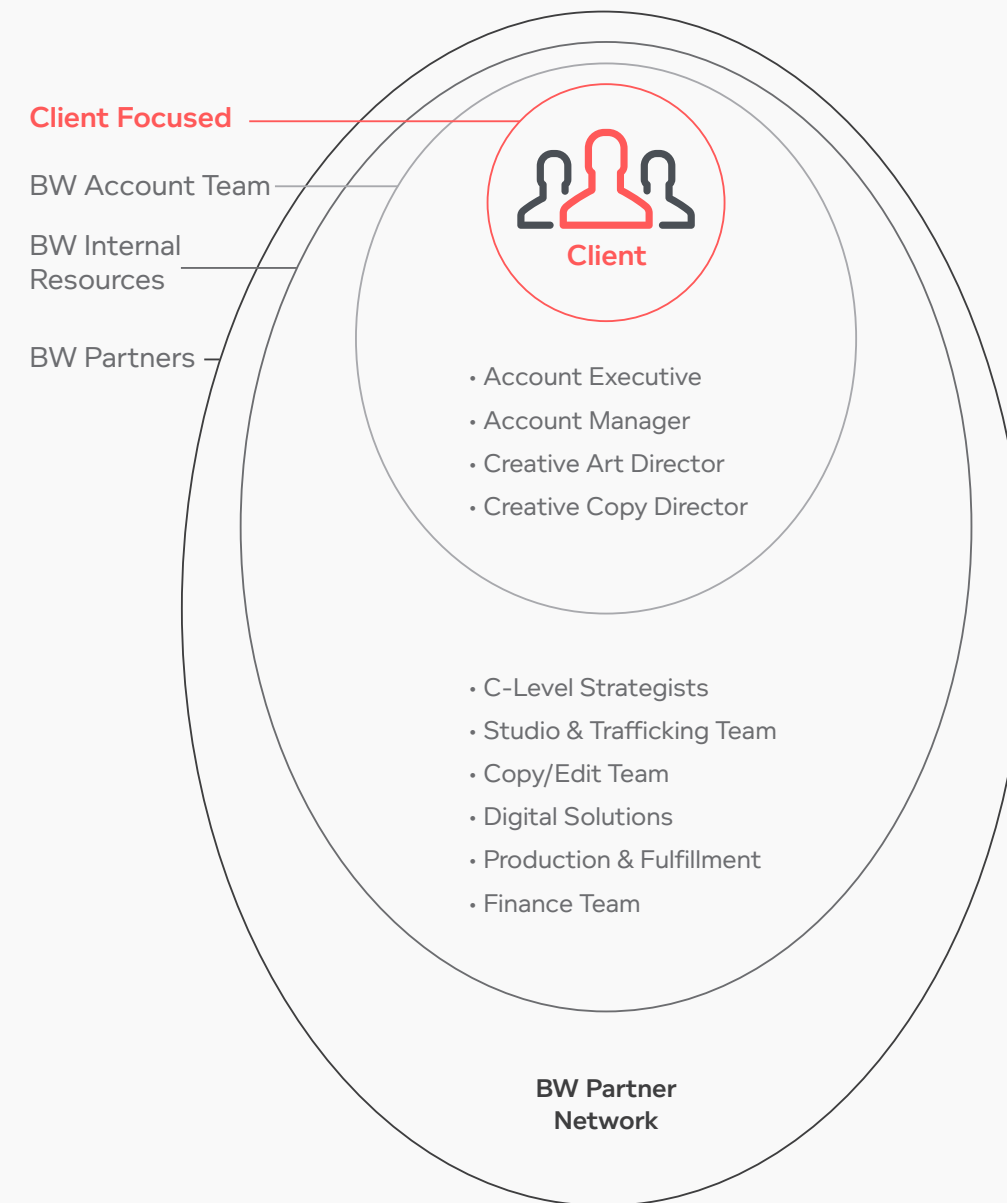
Long-term Contractors/
Partner Network: 32%

Part-time Employees: 5%



Our empowered business model

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



“We work hard to understand your business.

Then we work smart, together.”

Thad L. Bench Sr., CEO

The Benchworks Partner Network consists of vetted, high-quality solution providers for specialized projects, including 3D animation, video production, PR/media buying, SEO, and programmatic advertising, to name a few. This structure gives Benchworks the ability to provide the right team at the right time for any project, while keeping our overhead low and quality high.

Reputation and awards.

Our unique blend of speed, quality, and world-class work sets us apart from the typical agency experience. But don't just take our word for it. Both inside and outside the industry, people are taking note of our work.

AWARDS

- ★ PM360 Elite Award/Future Leader-2018
 - ★ PM360 Elite Award/Launch Expert-2018
 - ★ Inc. 5000 List-2015, 2016, 2017
 - ★ MM&M Top 100 Agencies-2016, 2017
 - ★ PM360 Elite Award/Mentor-2017
 - ★ PM360 Elite Award/Entrepreneur-2016
 - ★ MM&M Small Healthcare Agency of the Year-2015 Finalist, 2017 Finalist
- ★ MM&M Marketing Team of the Year-2017 Finalist
 - ★ MM&M Young Marketer of the Year-2015 Finalist, 2016 Finalist
 - ★ PM360 Transformational Leader-2015
 - ★ EY Entrepreneur of the Year-2015 Finalist, 2018 Finalist
 - ★ Baltimore SmartCEO-Previous winner

45+ CLIENTS

INDUSTRIES SERVED

- Life Science
 - Pharmaceutical
 - Technology
 - Real Estate
 - Food & Beverage
 - Fashion
 - Construction
- Education
 - Medical Device & Supplies
 - Manufacturing
 - Shipping and Transportation
 - Insurance
 - Financial Services
 - + More



Thad L. Bench, Sr.
CEO
“Don’t let perfection be the enemy of great.”
tbench@benchworks.com

Leadership.

Melissa Johnston
President
“Sometimes you just have to get started.”
mjohnston@benchworks.com

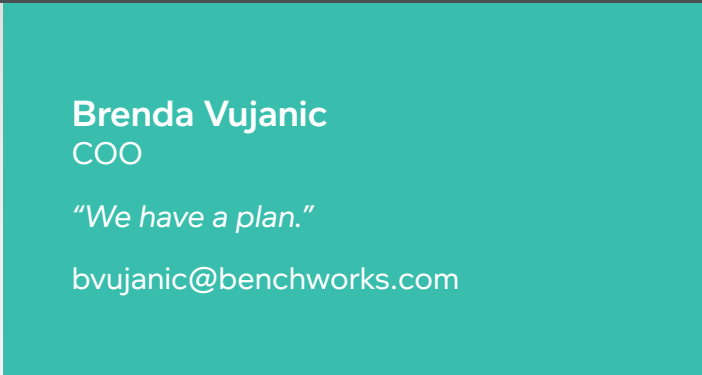


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Leadership.



Emil Andrusko, RPh
Sr. VP, Pharmaceutical Strategy
"We are at your service."
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Brenda Vujanic
COO
"We have a plan."
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Lisa Wolfington
Director, Health Systems Marketing
"A clear message paves the way to a smooth patient experience."
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Thad Bench, II
Director, Business Development
"Your success is our number one priority."
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Christy Norris
VP, Clinical Operations
"Creative tension leads to breakthroughs."
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Dave Cimosi
Creative Director
"Trends end. Simplicity endures."
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LEADERSHIP EXPERIENCE

112
YEARS OF
COMBINED
PHARMA
EXPERIENCE

37
YEARS OF
BRAND
EXPERIENCE

72
YEARS OF
AGENCY
EXPERIENCE

81
YEARS OF
ACCOUNT
MANAGEMENT
EXPERIENCE

42
PRODUCT
LAUNCHES

Ventures.

Safe Chain

Safe Chain, a wholly owned subsidiary of Benchworks, is a rapidly growing worldwide distributor headquartered in Cambridge, Maryland. It operates two divisions: Logistics Solutions and Healthcare Solutions. **Logistic Solutions** helps both public and private sector companies across all industries manage their supply chains. It specializes in creating custom solutions that effectively support clients so they can focus on developing their business. **Healthcare Solutions** is a full-service distributor of pharmaceutical products and medical supplies. With its proprietary quality-control process, this division manages supply chains as well as offers value-added programs such as sample distribution, ensuring customers receive the best possible service.



We look forward to partnering with
you on your next project.

Benchworks

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