

## CASE STUDY

# TREATING A BIOSCIENCE LEADER'S BRAND HIERARCHY CHALLENGES

Headquartered in Parsippany, NJ with additional locations in Pittsburgh, New Haven, CT and Raleigh, NC, Interpace Diagnostics Group (Nasdaq: IDYG) is a national leader in personalized medicine. Their well-respected series of molecular diagnostic tests are the industry gold standard, enabling healthcare providers to avoid unnecessary surgeries and better assess the risk of cancer progression in their patients.

The challenge came as Interpace began to grow through acquisition, adding a biopharma services business unit and seeking to establish a holding company to sit atop the enterprise.

After an RFP process, Interpace selected BrandFoundations to help the company move forward with a strategic brand hierarchy that aligned its current portfolio while creating a template for future growth and acquisitions.

*“We were initially impressed with BrandFoundations’ approach to our RFP. They were direct, honest and not timid about telling us what they saw as the biggest challenges from a brand perspective. My colleagues and I continued to be impressed with their process, their creativity and their results. We covered a lot of ground in a relatively short time and always felt like we were their top-priority client.”*

**— Rob Renjilian**  
**Director of Marketing**  
**Interpace Biosciences**



# Interpace Biosciences™

Bringing Insights to Life

*New holding company logo and tagline*



## PROCESS

The challenge at Interpace was two-fold: (1) create new corporate identities for the holding company and the recently acquired biopharma business unit while (2) maintaining the hard-won brand equity in the Interpace Diagnostics business unit.

We began by conducting a series of interviews with management-team representatives of each business unit and the holding company to understand both long- and short-term goals as well as how the current brand challenges were impacting plans for future growth.



*New business unit logos with taglines*

In order to help facilitate an informed decision — one whose impact would go beyond marketing to impact virtually every corner of the enterprise, including legal and regulatory — we ran the Interpace team through a review of the various brand hierarchy models.

It was determined that a master brand model would provide the best fit, optimizing brand equity by bringing the holding company and the two current business units all under the “Interpace” banner.

Our next move was leading the Interpace team through a naming exercise that resulted in the holding company being named “Interpace Biosciences” and the biopharma business unit being renamed “Interpace Pharma Solutions.”

## IMPACT

With names in place, we turned our creative wordsmith skills toward creating new taglines: “Bringing Insights to Life” and “Empowering Better Medicine,” respectively. Both were designed to match the “active” construct and aspirational quality of the diagnostic business unit’s “Resolving Diagnostic Uncertainty,” providing a tagline template for future growth.

### Show & Tell: New Logos, Communications

Along with naming, design is key to bringing the master brand model to life. After evaluating the logos of a number of industry competitors, we provided Interpace with several directional designs, one of which was selected for further refinement. The “molecular connection” mark is a nod to the company’s heritage and each entity is set apart through its own color palette.

Finally, we crafted a communication package consisting of a press release and content for a “3 touches in 30 days” campaign to alert customers, partners and others of the changes. This let Interpace share the benefits that the newly aligned enterprise will bring to customers, investors and the world at large.

## LET’S TALK ABOUT YOU

We’d welcome the opportunity to learn about *your* organization’s brand and culture challenges.

- Visit [www.brandfoundations.us](http://www.brandfoundations.us)
- Follow us on Twitter at [@brandbuiltsolid](https://twitter.com/brandbuiltsolid)
- Email us at [info@brandfoundations.us](mailto:info@brandfoundations.us)
- Call us at **914.841.5166**

