



CAMBRIDGE, MASSACHUSETTS

IDENIX PHARMACEUTICALS

Idenix Pharmaceuticals is a biopharmaceutical company engaged in the discovery, development, and commercialization of drugs for the treatment of human viral and other infectious diseases. Currently the company's main focus is on treatment of infections caused by hepatitis B virus (HBV), hepatitis C virus (HCV), and human immunodeficiency virus (HIV).

CHALLENGE: Through the startup phase, Idenix focused on its scientific expertise and processes. After going public, however, it was time for Idenix to focus on marketing and promoting its story. It became imperative to build brand awareness and clearly communicate Idenix's objectives to investors, the industry, and the press.

SOLUTION: Bluerae collaborated with the core team at Idenix and distilled their input to create the unifying lead-in message of "The Power of". This phrase was adapted and integrated into a dynamic set of materials to highlight specific strengths of the company. This clear messaging, combined with bold imagery and consistent design, immediately positioned Idenix as a leader within the industry.

ANNUAL REPORT: After a successful first annual report, in which Bluerae emphasized the brand foundation, the following annual reinforced the idea of continued progress. Keywords, contemporary colors, and blurred images were used to underscore the advancements Idenix made throughout the year and its bright future ahead.

INVESTOR KIT + CORPORATE COLLATERAL: After hearing the company's needs and challenges, Bluerae recommended steering away from a requested brochure and instead developed a flexible and adaptable solution for the investor kit. A CD was created with a brief Flash introduction positioning Idenix and its messages in an engaging and memorable format. From there the CDs could be personalized and financial information and fact sheets could be added or set up as links to the Web, keeping data fresh. To round out the package, a presentation folder with a series of printed fact sheets and summary information was created for use by both the investor relations and marketing teams to customize materials used in outreach.

CASE STUDY: IDENIX PHARMACEUTICALS



2005 Annual Report: "Results, Progress, Momentum"



2004 Annual Report: "The Power of Idenix"



Investor Kit

ABOUT BLUERAЕ:

Bluerae Creative listens. This simple act allows us to understand and interpret your needs, fluently translating them both visually and verbally into successful communications programs.

Working as an extension of your team, Bluerae sees the benefits – and the realities – of each project discipline, while always being attentive to budgets and timelines. Through the use of strategic thinking, structured work processes, and responsive collaboration, we create innovative solutions that meet, and surpass, expectations.

BRAND DEVELOPMENT

- key messaging and taglines
- company/product naming
- logo and corporate identity development
- identity standards and usage

CORPORATE COMMUNICATIONS

- key messaging and creative copywriting
- corporate collateral systems
- marketing communications systems
- trade show graphics and collateral
- sustainability reports
- photography/imagery creation or management

INTERACTIVE COMMUNICATIONS

- information architecture and navigation
- content development
- interactive design for websites and CDs
- eMarketing (Web banners, HTML email, eNewsletters, etc.)

INVESTOR COMMUNICATIONS

- annual reports
- investor kits
- fact sheets
- presentation materials
- interactive versions of all IR for websites or CDs

B L U E R A E

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