



THE
SCORRR
BOARD



RADIANT RESEARCH • BELLEVUE, WA

GOAL:

REBRAND TO ACCURATELY REFLECT A CHANGE IN THEIR BUSINESS MODEL FROM A SITE MANAGEMENT ORGANIZATION (SMO) FOR LATE PHASE CLINICAL TRIALS, TO A CLINICAL RESEARCH ORGANIZATION (CRO) WITH CAPABILITIES ACROSS THE ENTIRE CLINICAL RESEARCH SPECTRUM: PHASE I-IV.

PLAYING FIELD:

Through a strategic series of acquisitions and effective integrations, Radiant Research had become a prominent player in clinical trials for pharmaceutical research, managing more than 30 sites around the country, with a focus on late phase studies. In 2005, the company expanded its early phase clinical research capabilities by adding beds to existing units and opening new clinical pharmacology units. Radiant needed to change the perceptions of both its existing customer base and the drug development community as a whole—by showing its new, broader capability.



THE DRILL:

SCORR’s research identified Radiant’s key strength as being able to synchronize work across its clinical sites in all phases of development—the company unified all sites with standard operating procedures (SOPs), training and a completely connected infrastructure. From this core differentiating benefit, SCORR developed an array of “Big Ideas” to carry the concept into the marketplace and reposition Radiant.

BIG IDEA 1: PEOPLE, PATIENTS, PERFORMANCE.



(A)

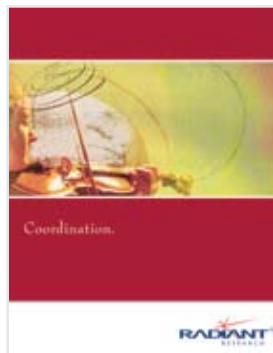
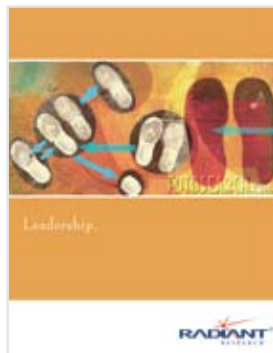


(B)

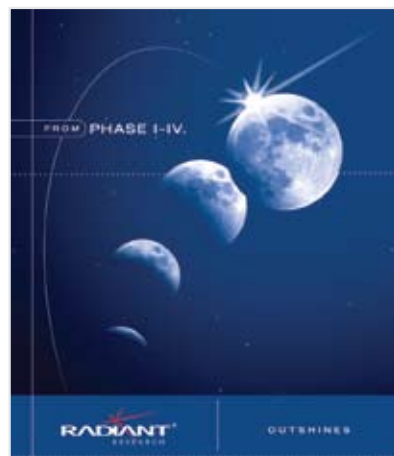
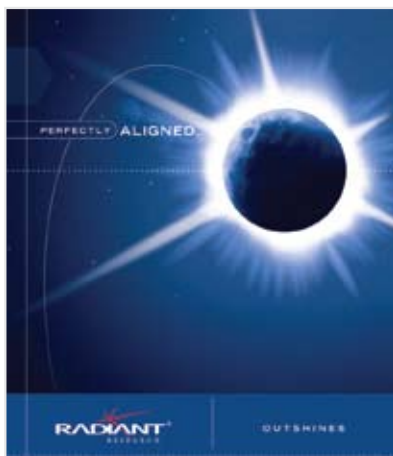
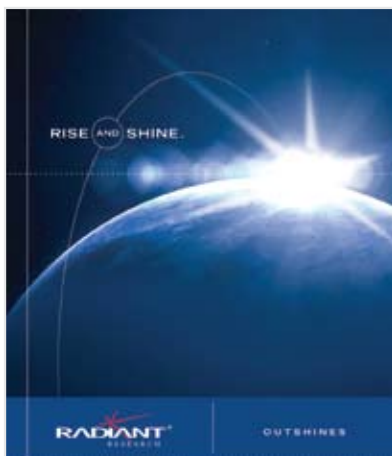
BIG IDEA 2: RADIANT RESULTS.



BIG IDEA 3: SYNCHRONIZATION, LEADERSHIP, COORDINATION, HARMONY.

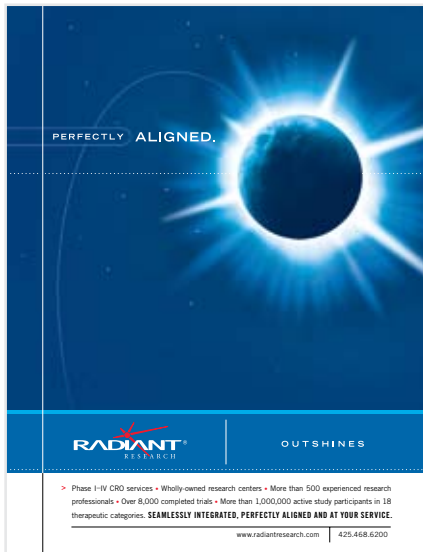


SELECTED BIG IDEA: RADIANT OUTSHINES.



GAME PLAN:

Rebrand and reposition Radiant as a full-service, fully-functional CRO. The overriding objective was to develop and utilize a promotional platform that would communicate the full-service offering provided by Radiant. The Big Idea was seamlessly applied to the Web site, advertising, sales support materials and tradeshow graphics.



PRINT AD.



WEB SITE.



BROCHURE SYSTEM.



TRADESHOW COLLATERAL MATERIAL AND TRADESHOW BOOTH.





SCORR
MARKETING

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THE SCORR:

The business model of Radiant Research had changed and SCORR utilized the strategic marketing campaign to migrate the company from one position (SMO) in the clinical research industry to another (CRO). This requires in-depth insight and a comprehensive communications plan. The success of this campaign can be measured by its outcomes: Covance acquired the Radiant Research Phase I facilities and the germane branding elements are still in place today, after all, their services are still perfectly aligned.

"Radiant's image in the marketplace is critical to our long-term success and making a major change in how we present ourselves was a significant undertaking. Shortly after the campaign launched, Covance purchased our Phase I facilities. SCORR had a clear understanding of our market combined with exceptional creative talent. We were able to smoothly execute the launch even though the acquisition altered our direction midway through the implementation of the new campaign."

- Summer Jensen, Marketing Director, Radiant Research

View more of our work at: www.scormarketing.com