



TESTIMONIAL

Biogen Idec

"The Billboard has had a fabulous effect on our employee communications."

THE CHALLENGE:

Biogen is located in Cambridge, MA, an area known for its concentration of biotech companies. As one of the major global biotech companies in Massachusetts, Biogen had an impending merger with another pharmaceutical company.

THE PLAN:

To wrap a trivision near the company headquarters that said "coming soon". Underneath, all three sides of the trivision told the story of the merger and the great new company formed. Once the merger was approved, the flex was dropped and all three sides were spinning with the announcement. Because of the success, Biogen has permed all 3 sides of the trivision for 2005!

THE RESULTS:

The billboard a wonderful reminder to their Cambridge colleagues about Biogen Idec's dedication to their community, their patients, and their employees. Patients, doctors and vendors have commented over and over what a pleasing impact this billboard has on them as they drive past their Cambridge Campus.

CUSTOMER SAID:

"The billboard has had a fabulous effect on our employee communications as we complete the first year post-merger as Biogen Idec."



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