

Pharmaceutical



New Times Call for New Ideas

In just five years, the pharmaceutical industry has turned upside down – age-old blockbuster drugs coming off patent are being challenged by generics. New competitors lurk in all corners of the world. Marketing budgets shrink while government regulations balloon.

Marketing Services for Next-Gen Pharma

It's a new world, and we get it. Like you, we've reworked our business model to put consultative services at the forefront of everything we do. As a multi-dimensional, multi-faceted marketing services company, we employ new technologies to help pharmaceutical brand and clinical teams create cost-effective, efficient marketing support plans and then execute expertly.

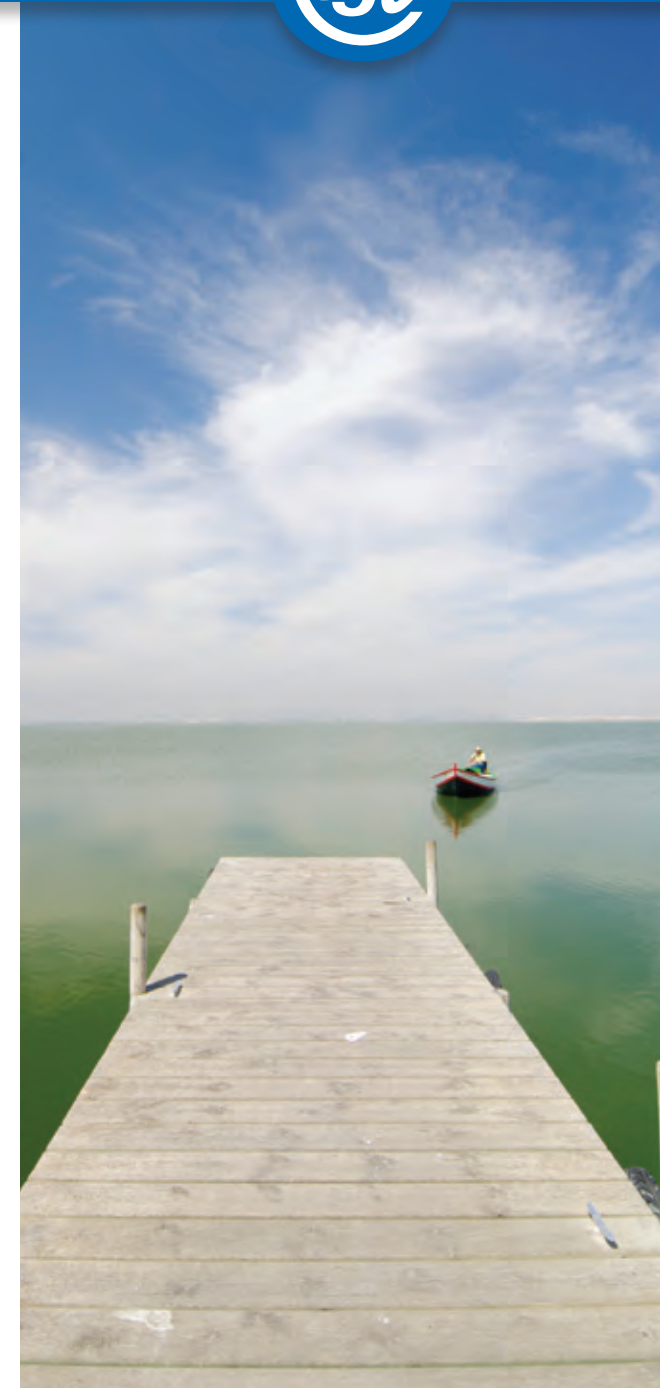
Our mission is to save you money and time, not just print stuff. Our ultimate goal is to improve the impact of your marketing materials, not just distribute them. Our top priority is to streamline the ordering process of sales and educational pieces, not just kit them.

At TGI, we focus on finding smarter, better ways to support your marketing effort.

With TGI, There's A Better Way

TGI works with pharmaceutical companies of all sizes to customize marketing support solutions that meet your business needs... like being the first-to-market. Regardless of the complexity of the project, TGI delivers faster than anyone else in the industry, that's a promise. And, we find better ways to meet your goals using both traditional and new media – from large trade show graphics and personalized direct mail to professional videos and email marketing.

TGI also helps you increase impact by personalizing marketing materials to greet each physician by name or with specific product SKUs. Even better, TGI makes it a snap for sales reps, brand teams and even physicians to order these customized materials directly using the very latest online technologies. We streamline the inventory, kitting and delivery of all your clinical documents – saving you time, money, hassles. We cut out the middle man and eliminate steps in the fulfillment process to reduce shipping costs and improve efficiency. In fact, TGI helped one Top 10 Pharma save over \$200 per purchase order (with upwards of 700 POs per year) by replacing them with online service orders. Now, **that's** a better way.



Case In Point:

TGI Enables Personalized Marketing for Major Drug Producer

Convatec markets over 300 products and services hospitals, professional offices, and medical suppliers worldwide. Its extensive product offering and large client base made it difficult to accurately target market segments. Mass-marketing materials were no longer effective. Recognizing the need to tailor messages to their distinct market segments, the company wanted to provide its sales teams with market-specific messaging while still upholding corporate compliance policy.

TGI understood the problem immediately – it's something we've tackled before. So, engineered the process, starting by implementing our proprietary web-based system that streamlines the creation and

ordering of personalized marketing materials. TGI developed a custom-configured storefront that includes 75 custom templates electronically accessible by each Convatec sales associate. They can choose from sales aids, marketing handouts to clinical resource guides that are fully customizable and easy to order plus pre-approved by corporate and legal. Adding new templates is simple, too. Today, Convatec delivers personalized marketing materials that make an impact, while saving the company time and money.

An uncommon solution to a common problem – and we're just getting started. With TGI, anything is possible.

Why TGI?

- Consultative Support
- Color Experts – from traditional and digital, to wide formats and unusual substrates
- State-of-the-Art Technology with Web Storefronts
- Fastest Turn Around
- Granular Customization
- One-Stop Turnkey Shop – from planning to fulfillment and inventory management
- Short-Run, On-Demand Printing Support



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