

BLUE CHIP
creative

ADVERTISING • MARKETING • INTERACTIVE

BLUE CHIP creative

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BLUE CHIP CREATIVE

Blue Chip Creative is an award-winning strategic marketing and branding agency. Our creative work has been recognized by the New York Art Directors Club, The International Advertising Festival, National Addys and the Philadelphia Art Directors Club.

We work in all media, including Print, Collateral, TV, Radio, Direct Mail and Interactive.

Blue Chip Creative is located outside of Philadelphia in Ambler, PA. To meet the needs of each individual client, we build a customized and efficient team of freelance creatives, account managers and other industry experts. This practice assures that our clients receive optimal value as we direct only the most appropriate resources toward delivering successful marketing communications.

It starts with listening to you.

To create stellar marketing communications, we first need to communicate with you. More precisely, we need to listen. That's why every client relationship begins with a comprehensive discussion of your goals, target audience, brand personality, competitive landscape and what makes your product or service unique.

Once you have shared your insights, Blue Chip Creative develops a creative strategy. This strategy melds together key facts and insights into one consolidated statement, which will then inform every marketing piece we create for you. From print ads to web banners, TV and radio spots to email blasts, the powerful tactics we develop will consistently uphold and reflect the creative strategy you have approved.

capabilities

advertising print, television, radio, direct response/direct mail, banner ads

design logo design, stationery packages, brochures, mailers, point-of-purchase, posters, invitations

web/interactive website design, web development, web banners, email blasts, newsletters, SEO

marketing services branding, name generation, media planning, public relations, social media

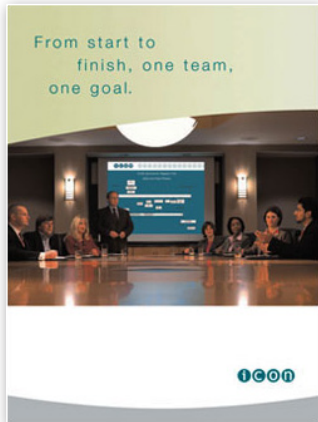
creative services photography, retouching, print, television and radio production

Who needs unnecessary layers? You won't find them here. At Blue Chip Creative you work directly with the partners. That said, we have an extensive talent pool. Over the past two decades we've been fortunate to have developed relationships with the most talented photographers, illustrators, producers and directors. We're experts at bringing the best minds together to create the most elegant and effective marketing solutions, no matter how large or small the budget.

identity



design



REGULATORY CONSULTING
From concept that appears in all key countries to full computer-assisted NDAs, ICON's regulatory advisors can help you navigate the complex regulatory process. Our advisors have extensive experience working with regulatory authorities in all major therapeutic areas. We'll help you prepare clean, accurate documents including case report forms, datasets and trial reports.

CENTRAL LABORATORIES
ICON's Central Laboratories maintains dedicated state-of-the-art, CAP-certified and ISO 17025-accredited central laboratories in New York and Dublin. We provide prompt, reliable lab data and exceptional project management for clinical trials. Our clients can depend on ICON's scientific, clinical and logistics management for even the most challenging clinical trial.

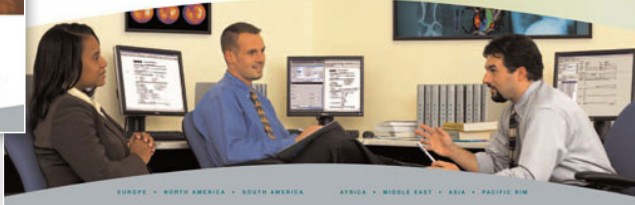
MEDICAL IMAGING
ICON provides medical imaging-based Product Development Services to the pharmaceutical, biotechnology and medical device industries. To date, we've conducted hundreds of trials utilizing imaging endpoints in oncology, CNS and cardiovascular indications.

Our innovative technology platform provides an efficient means of collecting, monitoring and analyzing medical image data in clinical research trials, including CT, MRI, PET, SPECT and Ultrasound.

CONTRACT STAFFING
Our approach is unique in that we include in-depth prior reviews to help pre-select candidates. Thus, you can be confident that the team we assemble to work with you is right for the job.

ICON personnel can work independently or together with your team, and all staff work under ICON SOP guidelines.

ANIMAL HEALTH
With global coverage for animal health product development, ICON's Animal Health Division adds a breadth of experience unmatched in the CRO industry. Our services can be coordinated to encompass a full development program, or individually to fill a gap in your existing resources. No project is too large or too small.



EUROPE • NORTH AMERICA • SOUTH AMERICA • AFRICA • MIDDLE EAST • ASIA • PACIFIC OCEAN




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print
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PHOTO: JEFFREY M. HARRIS

THINK AND OUTSOURCING SERVICES

We have more hidden talents than you could possibly know.

Hidden talent. Take a close look at today's leading companies. It's likely you'll find talent from Yoh. Developing new products. Driving R&D projects. Building initiatives here.

Creating new technologies. Or implementing a new treatment, engineering or web-based managed staffing programs that expand your reach. For seven decades, Yoh contractors have combined our experience, personnel and market intelligence. As well as our delivery of talent that is 24.7% better than the competition! Learn more at hiddentalent.com.

Yoh
New Greater Talent

3% APY	3.5% APY	4% APY
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(yardley: start your own economic recovery.)

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The only problem is you kept waking up.*

Stop dreaming and start packing.

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She's vulnerable, cold and would rather be
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When a patient bares her body and her being, we take special care with her. The nurses at Monmouth Medical Center know what it is to be a patient. They're people too.

This past spring, we began a special program, looking at every aspect of patient care. Our 300 nurses spent three months formulating new ways to treat patients, keeping both body and soul in mind.



The nurses at Monmouth Medical Center just one more reason to make us your hospital of choice.

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It's about attracting, retaining and developing top talent. And rethinking how your leaders communicate. It's about getting all aligned with corporate strategy. And empowering decision makers so they can achieve desired results.

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Or did you lead?

When the dust finally settles,
the question will be:
Were you caught in the herd?

It's tough to imagine more uncertain times. With pressure for positive results growing quarterly, your best people are grappling with unprecedented challenges. They can do it, but they can't do it alone.

Our company offers top consultants who excel at optimizing organizational performance, leadership development, and talent management. To learn more, call the world's leading career transition and organizational consulting firm at 1-800-237-4466.



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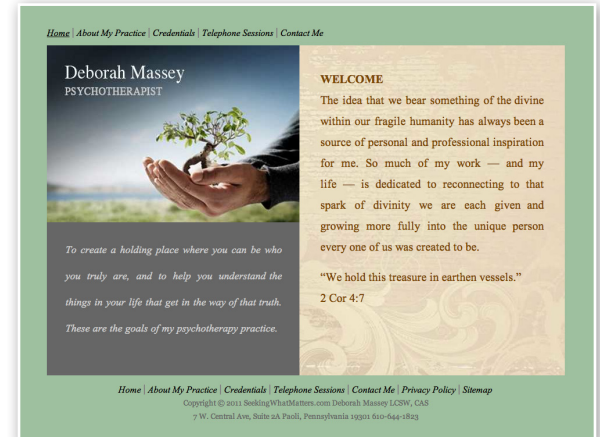
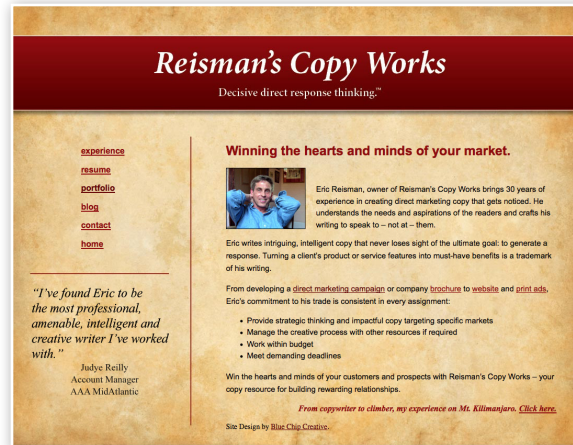
CAREER TRANSITION | LEADERSHIP DEVELOPMENT

ORGANIZATIONAL PERFORMANCE | TALENT MANAGEMENT

**WHEN WAS THE LAST TIME
YOU FELT THE WAY HE LOOKS?**

ARMY. BE ALL YOU CAN BE.



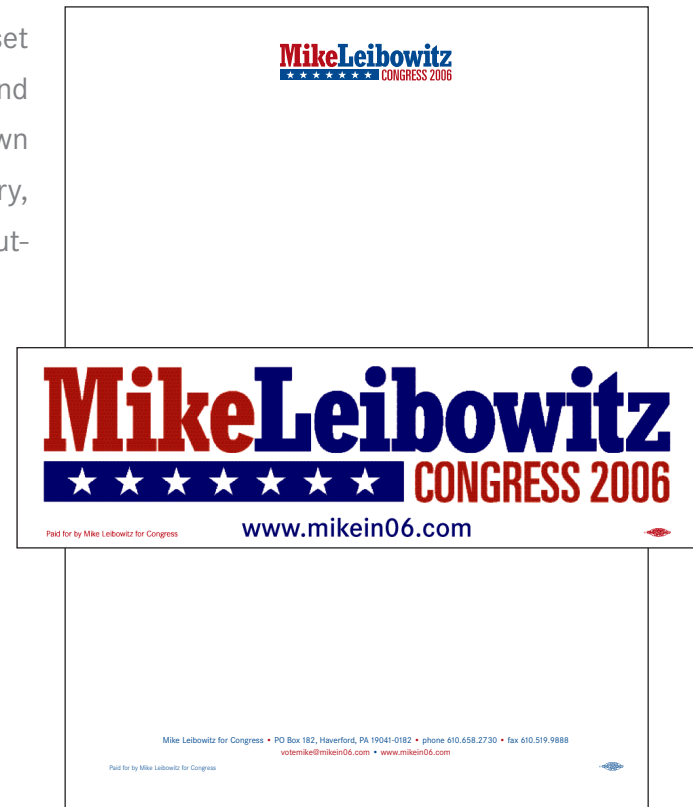
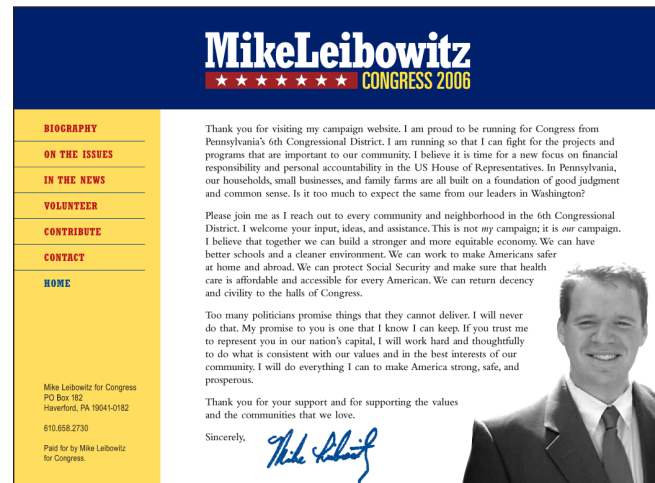
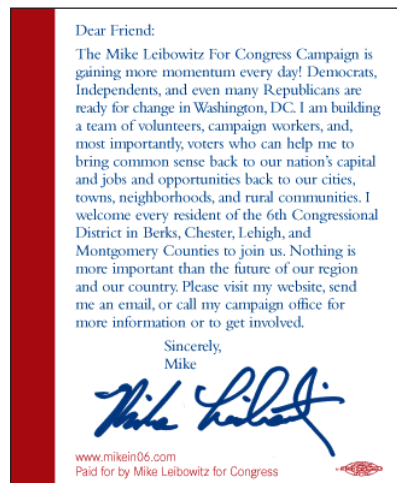


case study

Mike Liebowitz was a 27-year-old businessman who wanted to make a difference. As a builder and developer, he specialized in rehabbing old, forgotten buildings. In his own 6th Congressional District, Mike found many parallels to his business. A severely gerrymandered district left many neighborhoods vulnerable to time and inattention. It was Mike's goal to change that.

Our strategic approach: Stretching Mike's admittedly limited budget to its outer limits was our goal. We created a unified and recognizable campaign by designing Mike's logo, stationery, web site and signage in a consistent manner. Mike's business card performed double-duty and stated his mission on the reverse side. Politicians tend to use union printers, so we researched printers throughout the country and found the best. (Ours even beat the price of some nonunion shops.)

Tangible results: By crisscrossing the district to set up signs and speak at every town hall around, Mike and his staff of volunteers made him nearly as well known as his competition. While he didn't win the primary, Mike still garnered 27% of the vote while being outspent by an estimated ratio of 23 to one.



case study

Bailys Dairy at Pocopson Meadow Farm has been a working farm for four generations and is the only farm in West Chester that produces hormone-free, 100% natural dairy products right on the premises. Bailys wanted to open the farm to the public with a retail store featuring their dairy products and local produce. Visitors could come and view the historic, 122 acre farm and experience the process of producing milk and ice cream, going from grass-fed cattle to carton right before their eyes.

Our strategic approach: BCC designed a logo with an old-fashioned, 'we were here before you were born' feel. It stars the lineback cow that Bailys has bred over the decades. This new branding was then carried forward in the web site, signage and stationery. The web site has an informational, friendly feel that gives consumers confidence that they are in for an authentic experience.

Tangible results: Bailys has quickly become an institution in Pocopson. Thousands of families and school groups have visited to watch and learn as well as to eat, drink and lick the delicious dairy products at Bailys.



case study

Yoh's Talent and Outsourcing Services Division wanted to showcase their success at providing clients with their most prized asset—the right people for the job. For seven decades, customers counted on Yoh's experience, processes and market intelligence. What's more, Yoh's delivery of talent was measured at 24.7% better than the competition.

Our strategic approach: With everything positive Yoh had to say about their coveted candidates, we did the most fitting thing: we hid them. Our B2B campaign called attention to the best talent Yoh had to offer by showing them behind plants. Around corners. And from the back. You see, when you have the talent Yoh has, you don't want to reveal them to every competitor out there.

Tangible results: The campaign ran in several industry pubs and generated substantial exposure and new contacts for Yoh, from both prospects and candidates. There's just no hiding success.



SALENT AND OUTSOURCING SERVICES

We have more hidden talents than you could possibly know.

Hidden talent. Take a close look at today's leading companies. It's likely you'll find talent from Yoh. Developing new products. Driving R&D projects. Building infrastructure. Creating new technologies. Or implementing recruitment outsourcing or web-based managed staffing programs that expand your reach. For seven decades, Yoh customers have counted on our experience, processes and market intelligence. As well as our delivery of talent that is 24.7% better than the competition. Learn more at hiddentalent.com.

Yoh
Know greater talent.



SALENT AND OUTSOURCING SERVICES

Many of our talents are hidden. But not for long.

Hidden talent. Take a close look at today's leading companies. It's likely you'll find talent from Yoh. Developing new products. Driving R&D projects. Building infrastructure. Creating new technologies. Or implementing recruitment outsourcing or web-based managed staffing programs that expand your reach. For seven decades, Yoh customers have counted on our experience, processes and market intelligence. As well as our delivery of talent that is 24.7% better than the competition. Learn more at hiddentalent.com.

Yoh
Know greater talent.



SALENT AND OUTSOURCING SERVICES

We could show you our talent. But the competition hates that.

Hidden talent. Take a close look at today's leading companies. It's likely you'll find talent from Yoh. Developing new products. Driving R&D projects. Building infrastructure. Creating new technologies. Or implementing recruitment outsourcing or web-based managed staffing programs that expand your reach. For seven decades, Yoh customers have counted on our experience, processes and market intelligence. As well as our delivery of talent that is 24.7% better than the competition. Learn more at hiddentalent.com.

Yoh
Know greater talent.

It's your turn to talk.

We at Blue Chip Creative hope that you like what we've shown you in this capabilities brochure.

At least enough to call Kevin Reilly at 215.527.0372 to discuss your marketing needs.