

Rebranding a premier life sciences technologies and services provider

Situation

One of the leading solutions providers for life sciences companies was separating from its former parent company and needed to introduce a new corporate identity. With a strong track record of delivering its customers strategic acumen, innovative SaaS platforms, and comprehensive technology services, the customer wanted to communicate its high-value offerings and white-glove service to the life sciences marketplace.

Lacking its own marketing function to lead the rebranding initiative, the customer turned to Rebound to provide the strategy and execution required to drive a successful rebrand.

Solution

To operate efficiently and cost-effectively, Rebound selected consultants with specific areas of expertise to lead different parts of the project, giving the customer fractional time from senior resources instead of an expensive full-time marketing staff. This included specialists in branding, communications, product marketing, as well as web design and development.

A customer success manager orchestrated the engagement from end-to-end and served as a primary point of contact for the client executives, while a project manager ensured milestones were met and identified creative synergies.

Using this highly efficient, fractional approach,

Rebound successfully:



Created a complete brand identity with a new logo, color palette and usage guidelines



Crafted messaging that highlighted the customer's broad range of services, differentiated capabilities, and dedicated focus on the life sciences industry



Built a website with exceptional brand integration and information architecture, including an interactive plug-in that categorizes service offerings by user persona



Published an announcement of the company's spinoff, communicating the client's newfound independence and plans for growth



Your whole team was amazing. Rebound came to the table, turned things around, kept us on track, and delivered a great product.

- Chief Commercial Officer