**PURPOSE**

To deliver intelligence-inspired concepts and marketing solutions through knowledge, creativity, and experienced-based insights.

To deliver your **VALUE PROPOSITION** to the right audience in a way that is memorable and compelling.

**FUNCTION**

Connecting sales, marketing and service at each intersection of contact for prospects, customers, and all important constituents.

We are committed to driving the **vital** thread, your unique selling proposition, to all the important constituents: decision makers, influencers, and the community that surrounds your business.

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**CLIENT EXPERIENCE**

**Financial Services**
- CITIZENS BANK
- NORTHSTAR
- DREYFUS/MELLON
- HNW.COM
- SUNGARD

**Science**
- BIOPROCESSORS
- GL ENGINEERING
- INVITROGEN
- GIBCO
- PHARMETRICS
- ISOGEN

**Technology**
- EMC
- FINEPOINT TECHNOLOGIES
- MOBITURE
- HOTWIRE
- VEROXITY
- VERIZION
- IBM
- VARDEN TECHNOLOGIES
- INNERMOTION
- CHROMAZONE
- SAKI MOBILE
- MAGIC EYE

**Services & Others**
- CALDWELL BANKER
- MINDCIRCUIT
- LDI
- BEARING POINT
- TRULY JORGE
- MEDICAL LEARNING CO.
- BOSTON MUSEUM OF SCIENCE
- MARGULIES
- TOSHIBA
- ARES SPORTSWEAR
- HEWLITT PACKARD
- PHILLIP JOHNSON GLASS HOUSE
RedThread Capabilities

Strategic Planning
Marketing & Communications
Branding & Identity
Web & Interactive Development
Creative Services
Public Relations
Custom Applications

The RedThread Model

RedThread only offers deeply experienced and professionally accomplished individuals to work on your account.

The RedThread teams are selected from the RT network of proven talent and calibrated for your specific needs and objectives.
CAPABILITIES

branding & identity

RedThread provides strategy based identity development and strategic branding for start-up to Fortune 500 companies.

- Strategic brand development
- Focus groups
- Identity and graphic development
- Positioning & branded content development
- Identity and brand integration
CAPABILITIES

web & interactive

RedThread provides an entire set of internet-based tools & solutions as well as interactive and web services.

- Web Development
- Knowledge Source & Workrooms
- E-communications
- Polling and surveys
- Interactive CD-roms
- Intranet & extranets
- E-mail platform
- Hosting and site management
RedThread offers full web and interactive services including custom application development, 3-D animation for products and services, extra & intranets, systems integration, CRM and full content management systems.

RedThread although offers platforms such as RT’s Knowledge Source and learning systems.
CAPABILITIES

collateral, sales & print

RedThread develops communications strategies and tools for marketing, sales and branded education.

- Brochures & Mailers
- Sales Presentation
- Strategic Content & Copy
- Event Booths and Materials
- Videos and CD-roms
- Promotional Materials
RedThread offers deep experience in strategic planning, marketing and product offering/development.

- Market Assessment
- Competitive Analysis
- Communications Assessment
- Sales and Marketing Plans
- Business Plans
- Positioning & Product Alignment
- Document development
- Sales Presentation
- Strategic Content & Copy
Isogen is an advanced sterile processing company challenged with the dual objectives of presenting vision and ensuring confidence to a growing prospect and client base, as well as the GMP Clinical Filling arena and investor community.

RedThread worked with ISOGEN to capture a vision and a promise embodied in the positioning line:

**GMP Clinical Filling. The way it should be.**

RedThread delivered a fully branded and operational website with a log-in library, content management system, flash video and a multi-tiered, intuitive navigation system.
RedThread developed a full brand strategy, positioning and approach for ISOGEN. Work included:

• Branding
• Identity
• Content Development
• Website
• Collateral and Brochures
• Posters
• Video

RedThread worked directly with senior management to ensure the brand promise and strategic positioning delivered a compelling and consistent message to their prospects, partners, clients and constituents.
RedThread has provided Invitrogen with both strategic counsel and creative services for more than six years.

RedThread has developed and delivered work including:

- **Strategic Planning**
- **Presentation Development**
- **Iconography and Visualization Diagrams**
- **Print Exploration and Development**
- **Brochures and Collateral**
- **Promotional Materials & DVDs**

RedThread has worked with various groups at Invitrogen for internal support and external needs. All our work is referral based.
While core activities (e.g., internal resources; strong IP; optimized infrastructure investments; product lifecycle management) are still vital, there are new competencies which improve Industrial Cell Culture operations in today’s challenging environment:

**Dynamic scalability**
Ability to scale people, resources, infrastructure, and technology quickly, with agility, and cost effectiveness.

**Holistic governance & orchestration**
Ability to view and manage the supply chain in its completeness, from raw chemical to finished drug product.

**Innovate and invest in upcoming trends**
Ability to smartly innovate making astute investments in new technologies and techniques.

An optimized process is the key to goal achievement: Each step in the process provides opportunities for advancement and improvement.

To Overcome Challenges, We Believe That Industrial Cell Culture Leaders Need To Optimize Certain Operational Competencies

Invitrogen. Cell Culture Presentation.

Positioning
Brand Integration
Strategic Planning
Content, Messaging, Visuals
Presentation Development

RedThread delivers the core components that help make any end product unique, compelling and functional:

**BRAND.** Your vision presented in a strategic but visually memorial & consistent fashion.

**POINT OF VIEW.** Articulating your unique point of view for clients, prospects and community at large.

**STRUCTURE.** Providing an easily accessible format that organizes sales and thought processes as well as a users ‘functional’ experience.

**VISUALIZATION.** Developing graphic representations of often complex stories, offerings and processes. Telegraphic, yet detailed and accurate.
RedThread partnered with Invitrogen to develop conceptual approaches to complex messages.

We offer Invitrogen business groups multiple options for developing sales, marketing, presentation and communication materials as well as leveraging their considerable scientific and intellectual capital.
RedThread developed and delivered a new website and online platform for BioProcessors. Work included:

**Brand Development** - **Content** - **Interactive Science Walk-Thru** - **Knowledge Library** - **Identity Development** - **Print, Collateral and Original Photography & Video.**

RedThread developed a strategic brand positioning of:

**Better Business. Smart Science.**

Positioning addressed both the scientific and the business decision-makers and influencers.

RedThread provided full technology development for a secure knowledge source and password protected online work-room.
SCIENCE
(A PSEUDONYM)

RedThread was engaged by a large pharmaceutical company to explore brand and ‘humanizing’ their image. RedThread delivered creative concepts, a strategic framework, and brand ‘benefit’ assessment.

RedThread also provided a top-level look at brand and the company’s market value.

(edited work under separate cover)
RedThread Team

Steve Cousineau
Strategist & Executive Creative Director

Steve is the founder of three successful marketing and advertising agencies and served as Chief Marketing Officer of HNW.com. Steve offers deep experience in branding, program development and integrated marketing & sales strategies and has worked for start-ups, fortune 100 companies and both national and international firms. Steve’s career has focused on technology, telephony and science companies and offers a unique blend of strategic vision and creative implementation skills.

Jeff Till
Head of Strategic Development and Content

Jeff has over 15 years experience developing strategic plans, intellectual capital, content and powerful presentations for firms including EMC, IBM, Invitrogen, A.T.Kearney, PricewaterhouseCooper’s and others. Jeff’s unique ability to embed process, integrated thinking and a systematic approach to client’s needs requirement has made him a leading strategist among both established corporations and top-flight start-ups. Jeff is highly skilled at developing value propositions, content and diagramming systems, value chains, and processes.

Dan Gilman
Technology & Creative Director / Project Manager / Executive Producer

Dan began his career specializing in design and technology, creating a diverse portfolio in each of these areas. Dan offers over 12 years of extensive experience in building powerful and effective corporate identity and branding strategies, as well as robust Internet and Intranet solutions. Some of Dan’s client experience has included Mitsubishi Electric, NorthStar Global Partners, Sungard Brokerage, the Medical Learning Company, Charter Communications, Massachusetts Bay Transportation Authority, Veroxity Technology Partners, and Monitor Group.

Dave Reed
Senior Designer

Dave is a leader in print, identity and visual information design. His career spans more than 18 years and includes work for Fidelity, Genzyme, Arthur D Little, Invitrogen and others. David’s award winning design capabilities has recently translated into web work including Fidelity Charitable Gift Fund site and BodiMojo—a national teen health site.

Andrew Paulson
Senior Developer.

Andrew has over 11 years of experience designing, developing and implementing web and database applications for a variety of Fortune 1000 and not for profit organizations.

In 1995, Andrew founded NewVantage, Inc., an "on-time, on-budget, on-target" web-solutions consulting company in Cambridge, MA. Under his leadership as President/CTO, NewVantage was responsible for developing web application projects with such companies as Staples, Sapient, Boston.com, Dunkin Donuts, Harvard University, and GE Capital.

John Rossi
Senior Level Developer & Programmer. He brings over 20 years of programming in Cold Fusion, PHP, ASP.NET, Database Development and background in programming C++ - along with developing mobile apps.
Website and Interactive

www.isogenllc.com
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We understand that your needs, goals and objectives are unique.

We also understand that a vital red thread can be the differences between good and great results.

Because of this we offer customized solutions, specifically fitted to meet your mission.

C O N T A C T

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