



MILLIPORE: LEADERSHIP

The future of life science

Millipore's ambition was focused and twofold: lead the life science industry and become a true magnet for talent. With a visionary new leader in place, strategic acquisitions, substantial R&D investment and continuous product innovation, Millipore was broadening its capabilities and was on the brink of a breakthrough. However, it needed a brand to bring it all together, gain credibility in the new areas of business and position itself as the future of life science.

Advancing together

Millipore creates deep, collaborative relationships with its customers, at workbenches and manufacturing plants at the forefront of the industry. Wolff Olins built the brand idea around this symbiotic working relationship, 'fueling the advancement of life science', from bioscientific discoveries through to global biopharmaceutical production. We created an identity system that symbolized connection and advancement and signalled Millipore's expanded capabilities to the world. We capitalized on Millipore's unique position with a tone of voice that would speak to scientists and engineers, peer-to-peer. We developed a radical print advertising campaign for Millipore's bioscience division. The campaign spoke to scientists about the 'moments of success' in seven of today's hottest areas of bioscience and promoted Millipore's expertise in those fields.

Revenue up 22%

Millipore's revenue increased by 22% in the year following the launch of the new brand. Continuous launches of innovative new products are driving awareness of Millipore's expanding breadth of expertise across the world. Since the launch it has continued to grow through acquisitions and the opening of new facilities. And today it has facilities in 32 countries. 2008 saw Millipore reaching its highest revenue to date, \$1.6 billion.

Wolff Olins

+44 20 7713 7733

+1 212 505 7337

+9 7144 01 9581

www.wolffolins.com

© 2009 Wolff Olins Limited. All rights reserved.