

CASE STUDY

# Pharm-Olam International

(now Allucent)

In 2014, Pharm-Olam International began a massive brand overhaul preceding a global expansion initiative. To break through, Business Development needed fresh ways to overcome common sales objections. The client also needed to dispense with an established “nickname,” which did little more than confuse the market.

**When an incumbent marketing agency failed to follow through with execution of the rebrand and website rebuild, Simpatico Studios was commissioned to take over the project.**



## Awards & Recognition

**Telly Award**  
**Best Pharmaceutical Video**

**Twenty CRO Leadership Awards,**  
**sponsored by Life Science Leader**  
**Magazine**

As Seen In 



## Simpatico’s Role

- Brand Management**
- Campaign Concepts & Management**
- Custom Website Development**
- Creative Strategy**
- Sales Support**

## Growth & Investments

During our tenure as Agency of Record, Pharm-Olam grew from a \$40MM company to a \$200MM company and, in 2017, closed a majority investment from Quad-C Management, leading to a merger with Cato SMS to form Allucent.

**SEE MORE  
OUTCOMES →**

## APPROACH & STRATEGY

Simpatico interviewed key opinion leaders, executives, customer contacts, and departmental leads, each of whom spoke to one key challenge: that the company's core service offerings were not well-differentiated from the broad industry of clinical trials, despite Pharm-Olam still, in their eyes, being the better choice.

After follow-up interviews and a thorough competitive analysis, Simpatico discovered Pharm-Olam's terms of service—performance-based contracts, flexible engagement structures, recruitment and enrollment milestones, fixed fees, and adjustable scopes—is what their existing customer base valued most.

Along with simple, benefits-driven messaging, we focused on creating and disseminating unique visuals to reposition their corporate image. Instead of relying on photography, Simpatico developed custom iconography—now common, but at the time novel—supporting sales collateral specific to each country they were entering or therapeutic area they were providing specialty services for.

**Over a 5-year engagement, Simpatico created and deployed communications across every major marketing channel—print, digital, web, out-of-home, trade shows, direct mail, social media, and public relations.**

Simpatico recommended encapsulating Pharm-Olam's unique terms of service as a pain-free promise to sponsors. And so a new messaging strategy emerged:

**Easy as I, II, III, IV™**



Trade Show Booth Design



**200+**

PROJECTS  
COMPLETED



**26**

GLOBAL OFFICES  
SUPPORTED



SUSTAINED A  
**10%+**

GROWTH RATE  
FOR SOCIAL MEDIA  
FOLLOWING FOR 5  
CONSECUTIVE YEARS



Explore more of our work at [SimpaticoStudios.com](https://www.SimpaticoStudios.com)