



# Allotrope Foundation's Branding and Marketing Refresh Project



# Objectives

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## Adoption

Driving adoption of the Allotrope Framework and standards



## Transformation

Transforming the pharmaceutical industry through digital transformation



## Development

Developing effective marketing assets such as fact sheets and videos



# Elements of Our Marketing Plan

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- **Brand strategy** – brand architecture and brand positioning
- **Messaging framework** – value proposition, key benefits, and differentiators
- **Brand identity evaluation** – logo, illustrations, typography, etc.
- **Style guide** evaluation and/or update – proper use of logos, colors, brand pillars, taglines, etc.
- **Brand execution** – implement branding onto current site and develop content and collateral including (but not limited to) tagline, fact sheets, PowerPoint templates for presentations, signage (for trade shows)
- **Membership Campaign** - targeted outreach to potential members, highlighting the benefits of membership, opportunities for collaboration and networking

