



Period: 2006 – Present

Responsibility: Extension of in-house marketing department resources
Digital Agency of Record

Highlighted Service: Strategic Planning and Account Management

Overview:

BioExx is an up and coming green technology jewel in Canada's corporate crown. The company executives are under pressure from an esteemed and demanding board; the brand is lagging in its representation of a business that is rapidly growing and garnering international attention.

BioExx required independent strategic marketing counsel to help define its growing and future value proposition for employees, partners, sales prospects, investors, media and new recruits.

XT+M Deliverable: Extract the sweet spot in the BioExx raison d'être.

XT+M facilitated a half day session with the objective of aggregating the knowledge of key executives and stakeholders. In turn, the knowledge along with the results of a competitive scan was analyzed and reviewed. Findings were channeled into the following BioExx brand refresh:

- Tagline
- Key Message Development
- Website
- Flash presentations
- Web content
- Executive PPT presentations
- Speech preparation

→ www.bioexx.com