

CHEMBIO DIAGNOSTIC SYSTEMS, INC.

agency re:group inc. | client Chembio Diagnostic Systems, Inc. | industry health care

re:group was with us every step of the way. Their professional approach and patience with our scientific manufacturing and sales organization morphed a dismal Web presence into a truly world-class interactive display for our unique products. With product launch deadlines and little presentable material, re:group's creative staff delivered not only a superior web presence but sales and marketing collateral we use now worldwide.

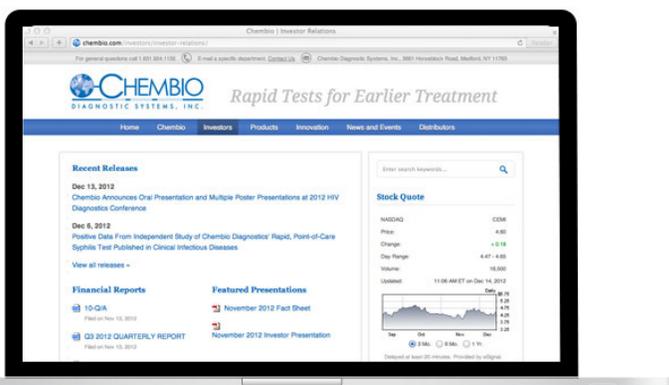
— Chip Stephens, Director of Sales, Marketing and Business Development, Chembio Diagnostic Systems, Inc.

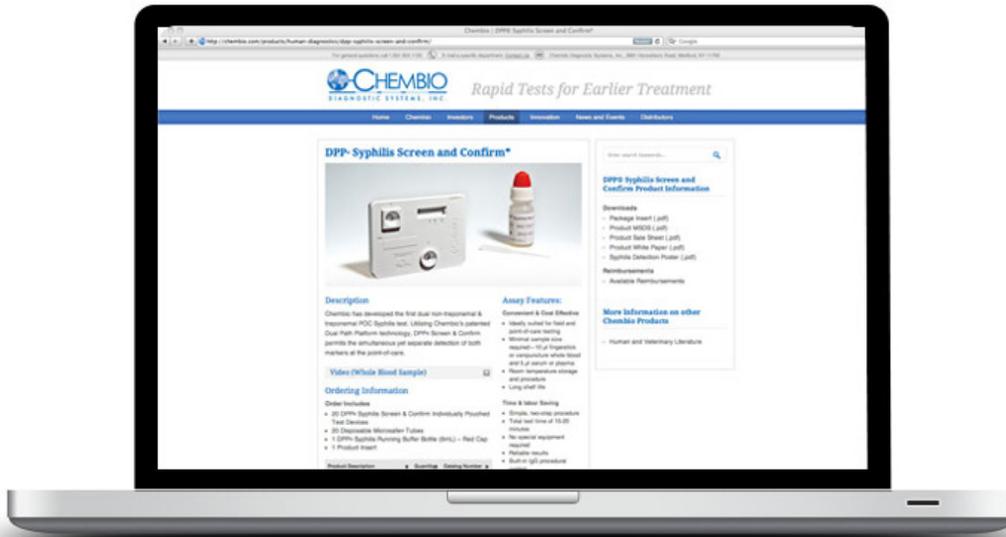


In business for over 25 years, Chembio has been developing point-of-care (POC) diagnostic tests and technology for the detection of infectious diseases. Recently, Chembio developed a new and exciting platform for POC diagnostic tests that could transform the POC testing market. The new Dual Path Platform (DPP) surpasses traditional Lateral Flow technology with significantly increased analytical and clinical sensitivity, ability to run multiple samples, and faster test-to-result time.

A NEW BEGINNING

At the same time that Chembio introduced DPP, they were in the process of transforming themselves from an OEM provider into a branded company that sells products directly. This came with its own set of challenges. Because they were an OEM provider for over 25 years, they had to change their image in the minds of their customers, and at the same time, they had low name recognition for new customers.





Generally, customers in this industry are wary of new companies entering the market, so Chembio still had to play up their over 25 years of experience. And to make it even more challenging, they were also up against other very large players in the market, with very robust websites and a modern image.

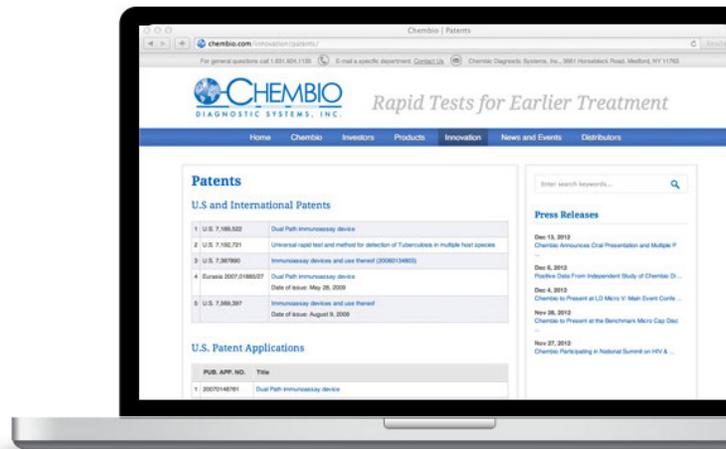
With the new DPP technology, and new business model, Chembio was in need of an image refresh. Chembio came to us to help define their brand essence and create a look and feel that reflected it. Our experience in the medical and biotechnology B2B categories made us a great fit for this project, and informed our decisions as we created an image and message that resonated well with their target audiences.

SIMPLIFYING AND REORGANIZING IMPORTANT CONTENT FOR EASE OF UNDERSTANDING

Not only was there a need to transform Chembio's look and feel, but we also identified the need to re-organize their information on their website and sales sheets. Chembio had a lot of great things to talk about, and wanted a new platform to communicate them clearly and engage their audiences. With dense, technical content, communicating and reorganizing the structure of information was an important process.

SUPERIOR QUALITY. RESPONSIVE CUSTOMER SERVICE. NO COMPROMISES.

To get the ball rolling, we started with key stakeholder and customer interviews to pull out, refine and define the brand essence that Chembio has been living all along, for the past 25 years: an innovative, customer-focused company that sold high-quality products that saves customers time, with no compromises, and provides them with peace of mind.



Following customer interviews and brand positioning, re:group developed a new look and feel for Chembio, consisting of trade show banners, sales collateral and a new website. The campaign creative focused on demonstrating how Chembio offers high-quality, innovative POC rapid test products around the world.

With an emphasis on Chembio's in-depth resources for research, development and discovery, the new site and sales materials showcase Chembio's patented Dual Path Platform (DPP) technology to help produce accurate results with a variety of specimen. Chembio's new, contemporary image now matches their innovation and global presence.



Founded as a branding and design firm over 30 years ago, we added advertising agency services to meet the diverse needs of our clients. Today, we are an integrated marketing agency that helps companies transform their brands and grow their businesses. We work collaboratively with each other and with our clients to provide strategic clarity, insightful creative and digital and traditional marketing programs that build brand engagement and business value.

Our years of experience working with franchise, health care and financial services companies has made us experts in helping complex organizations achieve success. We help them manage their distribution channels, align and motivate their internal teams and deliver a consistent brand experience at every customer touchpoint.

The growth and financial success of our clients is the ultimate measure of our work, and we let our results speak for themselves.