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## How VisionPoint Marketing helped reinvent a 30 year-old institution

**Client:**  
The Hamner Institutes for Health Sciences

**Integrated Campaign**

### 1 The Challenge

CIIT, a world-renowned research institute located in the Research Triangle Park, approached VisionPoint Marketing with the challenge of putting shape to their vision of a sixty-five acre collaborative campus that brings together local universities, federal agencies, and pharmaceutical companies to develop new and safe medicines. Having not been through anything like this before, they were unsure of how to proceed and what to do so they were looking for a trusted partner to help guide them.

### 2 What we did

CIIT engaged VisionPoint Marketing to lead all branding and marketing efforts after interviewing a number of firms for the right balance of experience, personality, and the ability to think strategically and to help guide them in the right direction. In this spirit of collaboration, VisionPoint then engaged the client's President & CEO, Dr. William Greenlee, along with key members of his executive team, to develop a comprehensive branding strategy.

After conducting extensive research including competitor analyses, stakeholder interviews, and group brainstorming sessions, it was decided that the only way to be true to Dr. Greenlee's vision was to completely reinvent the organization. Therefore, it was decided that CIIT become 'The Hamner Institutes for Health Sciences' (named after Charles E. Hamner, D.V.M., PhD; known for his pivotal role in advancing North Carolina and the Research Triangle Park to preeminence within the biosciences industry).

With Dr. Hamner on board, VisionPoint set to work by developing a comprehensive marketing plan that would culminate with a prestigious gala event marking the official launch of the new organization.

The branding process was the first major undertaking. VisionPoint's Strategy and Design teams worked closely with key client stakeholders and defined the organization's core attributes, the positioning statement, tag line (Where Great Minds & Medicine Meet), logo, stationery, and interior and exterior campus signage.

With a solid brand foundation in place, it was time to spread the word about 'The Hamner'. VisionPoint developed the core communication devices including a new web site and a printed capabilities and development book. Numerous additional support pieces were also developed and distributed including press kits, print ads, invitations to the gala event and other announcement pieces.

Prior to the gala, VisionPoint neatly tied up all loose ends by finalizing the brand guidelines for the institutes, coordinating all print and signage, and even designing wine labels for gala guests.

VisionPoint continues to work with The Hamner in an ongoing Consultant and Design roll to grow and develop the brand and to support other communication initiatives.

### 3 Results

Dr. William Greenlee, CEO of The Hamner Institute for Health Sciences, spoke to the relationship with VisionPoint Marketing, "The path to realizing a vision and transforming an organization is a long process which must begin with a solid foundation. VisionPoint Marketing's team has been core to our success in building that foundation. The re-branding process with VisionPoint not only helped us work through our changing identity but served as a consistent platform of The Hamner brand across our employees, alumni, donors, academia, federal agencies, media, and the public. In addition to developing thoughtful and creative deliverables, VisionPoint's strategic thinking and collaborative approach consistently brings significant value to our executive team."

“In addition to developing thoughtful and creative deliverables, VisionPoint’s strategic thinking and collaborative approach consistently brings significant value to our executive team.”

*Dr. William Greenlee, CEO  
The Hamner Institutes for Health Sciences*

**Project tasks and deliverables include:**

Strategy development & consulting services	Design of corporate logo and flexible brand system + collateral	Corporate capabilities and development book
Marketing plan	Web site development	Signage (interior and exterior)
Development of key messaging and positioning statement	Trade show graphics (motion graphics)	Print and sign coordination
Tag line	Presentation materials and invitations	



# INSTITUTES FOR HEALTH SCIENCES

WHERE GREAT MINDS & MEDICINE MEET

Logo & Tag Line



**Collaboration & Community:** Bridging the Gap through Community Partnerships and Shared Spaces

*Clearly, the type of millenary scientists is required to make visionary plans and look for Disruptive Professor and Other Devils*



**Champion:** How will philanthropic donations help accomplish this goal?

GIFTS TO THE SCIENCE that unravels the basis of human disease — groundbreaking biomedical and public health research, education and training at The Hamner — will fund the research that could potentially have therapeutic applications. The generosity of private contributions will make possible transformative benefits for the people of North Carolina and worldwide who are ill or will become ill.

- Please support is needed for:
- ⊗ Attracting distinguished and diverse scientists to North Carolina
  - ⊗ Creating a dynamic campus that unites the research universities with industry
  - ⊗ Importing critical resources such as laboratories and equipment
  - ⊗ Providing specialty training and expertise to post-doctoral, graduate, undergraduate and North Carolina high school students

**Involve & Engage:** How can progressive donors participate?

JOIN US as we seek to support world-class scientists to search for medicines that will shape the future of public health.

JOIN US in the creation of a state-of-the-art campus, a premier center for collaborative multidisciplinary education, translational research and gathering spaces... a central and independent partner to focus on the science — growing or dispersing through world-class research, facilitating and problem solving on behalf of the public.

**JOIN US in making the impossible, possible. The Hamner Institutes for Health Sciences.**



For more information on the giving and naming opportunities available at The Hamner Institutes for Health Sciences, please contact Dr. William Greenlee at 919.558.1204 or e-mail [WGreenlee@TheHamner.org](mailto:WGreenlee@TheHamner.org)

spreads from Development Book

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# THE HAMNER INSTITUTES FOR HEALTH SCIENCES

WHERE GREAT MINDS & MEDICINE MEET

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**About The Hamner**

- President's Message
- Leadership
- History & Vision
- Support The Hamner
- Funding

**Scientists & Research**

- Scientists
- Centers & Programs
- Externally Funded Research
- Research Publications
- Research Software

**Institutes**

- CIT
- Institute for Translational Biomedical Sciences
- The Accelerator

**Campus Services**

- Facilities & Labs
- IT Resources
- Goldberg Library

**Education & Outreach**

- Post Doctoral Program
- Pre Doctoral Program
- Undergraduate Program
- K-12 Students & Teachers
- Project SUC-Seed

**News & Events**

**Careers**

*Based in Research Triangle Park, North Carolina, The Hamner Institutes for Health Sciences is an independent, nonprofit organization that unites academia, the private sector, and government to conduct translational research for improved human risk assessments and the development of new and safer medicines.*



**THE HAMNER INSTITUTE'S Dr. Richard Geero Initiates the first round of testing for this specific research project. Click here to read more.**

**RECENT NEWS**

June 7, 2007  
**Center for Human Health Assessment to offer course on PBPK and Modeling in Pharmaceutical Development**  
 Brief introduction and description about this particular news blurb. Something that will make them want to click here for [more >](#)

April 21, 2007  
**CIT Centers for Health Research Receives Superfund Grant**  
 Brief introduction and description about this particular news blurb. Something that will make them want to click here for [more >](#)

March 13, 2007  
**CIT-CHR Completes External Review of Research Programs**  
 Brief introduction and description about this particular news blurb. Something to entice the reader into reading a bit more about this news item or event. Something that will make them want to click here for [more >](#)

December 19, 2006  
**CIT-CHR Welcomes New Controller**  
 Brief introduction and description about this particular news blurb. Something that will make them want to click here for [more >](#)

October 12, 2006  
**Burroughs Wellcome Fund to Support Project SUC-SEED at CIT Centers for Health Research**  
 Brief introduction and description about this particular news blurb. Something that will make them want to click here for [more >](#)

**QUICK LINKS**

- Support The Hamner
- Centers & Programs
- Facilities & Labs
- Events & Seminars
- CIT at The Hamner
- Institute for Translational Biomedical Sciences
- The Accelerator

**SUPPORT THE HAMNER**



The Hamner Institutes for Health Sciences is leading the way to a brighter future for all mankind. Find out how you can contribute.

Monument Sign at campus entrance

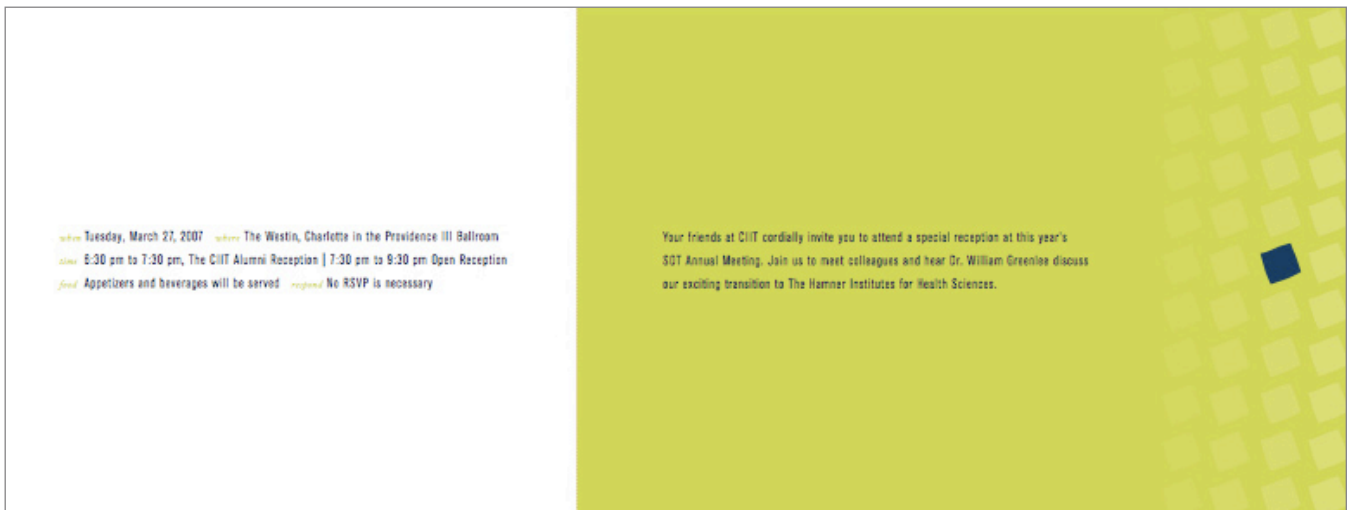
Web site home page





Special event invitation

Attribute Signs at interior main entrance



**Client Profile**

The Hamner Institutes for Health Sciences (formerly 'CIIT') is an independent, nonprofit organization that unites academia, the private sector, and government to conduct translational research for improved human health assessments and the development of new and safe medicines.  
 Web site url: [www.thehamner.org](http://www.thehamner.org)