

Vol. **3**

Hi.

We should be your brand strategy, design and marketing communications partner. Here's a quick look at some of our work. Please give us a shout when the time is right.

id29



Hi there!

In the pages of this book, you'll find a tantalizing cocktail of text and imagery that has been meticulously crafted to persuade you to choose id29 for all—or some—of your brand, marketing and web needs.

These images and words represent a set of activities ranging from rascally shenanigans to solemn attention to detail. Jump right in and you'll get a glimpse of the super timely Employer Brand Strategy work we're doing—and the value that our recently-unveiled partnership with Alaant Workforce Solutions is delivering. Subsequent pages reveal our brand identity, print design, package design and web prowess.

Now in our 16th year, id29's founding values remain steadfast: The quality of our work greatly benefits from our carefully-managed size. That design, creative, and brand work should serve our clients' needs and objectives; that personal relationships matter; that what we do requires equal amounts of creativity, dogged work, intelligence and humility.

If you're looking for a brand strategy, design and creative partner with a large portion of talent and experience, a heaping spoonful of integrity, and a pinch of attitude, id29 might be right for you.





Employer Brand Strategy: It's more important than ever and we can help.

Buzzwords and Confusion

Employee branding. Recruitment branding. Recruitment marketing. Recruitment advertising. We frequently hear these similar-but-not-quite-exactly-the-same terms being thrown around as if they are synonymous. They're not. They do, however, have one thing in common. They're tactics. Tactics without the disciplined focus and guidance of a solid, strategic foundation are a massive waste of time and money. Yet, countless organizations suddenly get convinced that they need Recruitment Branding or Recruitment Advertising and dive headlong into a superficial exercise in futility and waste with a veneer of marketing communications that don't reflect the reality of their brand and potential employees' perceptions.

What You Really Need

If you take away only one thing, we suggest that it's this: not only do you need to attract the best talent available, you need to engage and retain them over the long term as well. There's no quick fix here. To successfully make it happen, you can't solve only part of the puzzle. You must first develop an intelligent Employer Brand Strategy. Employer Brand Strategy applies the fundamental concepts of Corporate Brand Strategy and Customer Experience Design to attract, engage and retain top talent. Developing a solid Employer Brand Strategy requires asking tough questions and acknowledging the reality of employee and prospective employee perception. It's more than the fabrication of a shiny, happy story. It requires finding, forging and consistently cultivating a unique and compelling cultural identity. It requires creating a brilliant employee experience at every touchpoint, throughout every stage of the employee journey to drive shared values, purpose and performance. It requires backing up your promises with reality and establishing a valuable feedback loop with your employees and prospective employees.

Our Work & New Alliance

Our expertise with Employer Brand Strategy runs deep. From our foundational strategic and brand design work for multi-billion dollar internationals like PUMA (shown right) and SI Group, to our work for smaller organizations like Bestpass and Sterling Rope—we've helped many customers attract, engage and retain the employees (and customers) they need to succeed.

id29 helped us define who we are (and need to be) as a brand and employer; what makes us such a unique and vibrant place to develop a career. We leverage that work to make this a more attractive, and more engaging workplace.

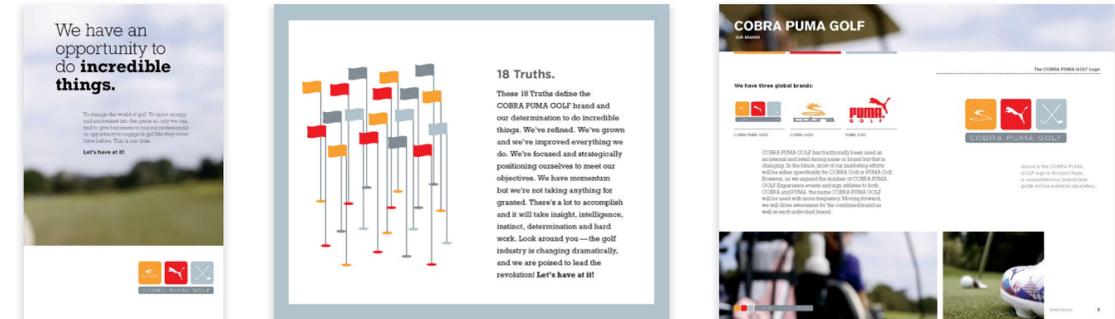
—Bob Philion, President, PUMA North America

Late last year, we announced our strategic partnership with **Alaant Workforce Solutions**. Together, we now have a more valuable and compelling Employer Brand Strategy practice than ever before.

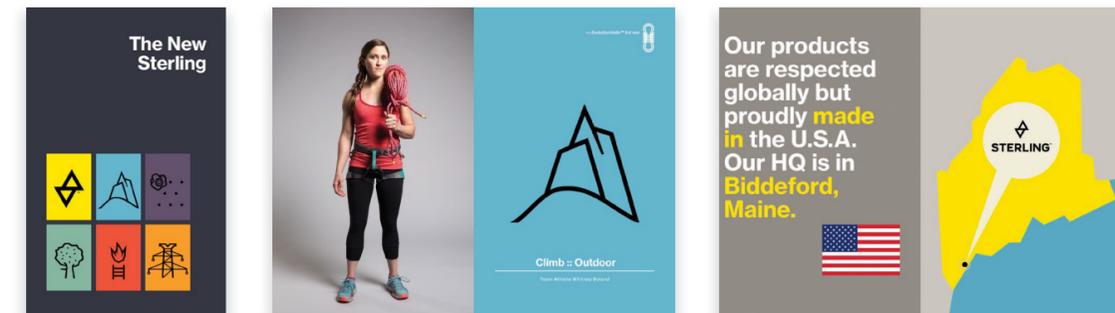
► **Learn more:**
www.alaant.com/for-employers/employer-brand-strategy

Employer Brand Development

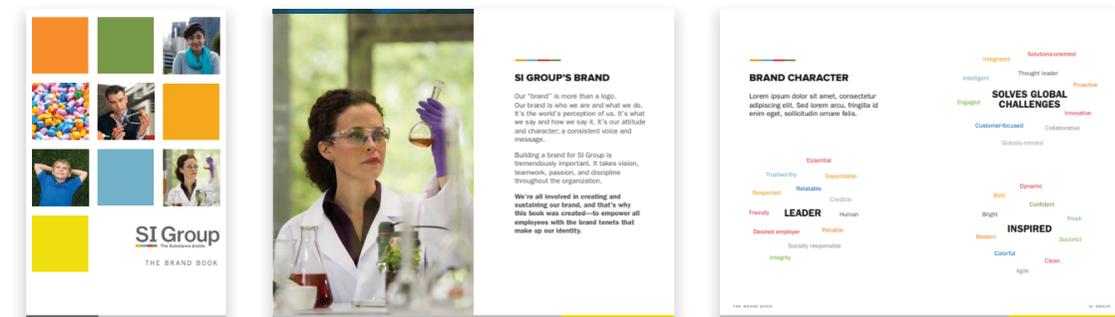
Cobra Puma Golf :: Carlsbad, CA



Sterling Rope :: Biddeford, ME



SI Group :: Niskayuna, NY



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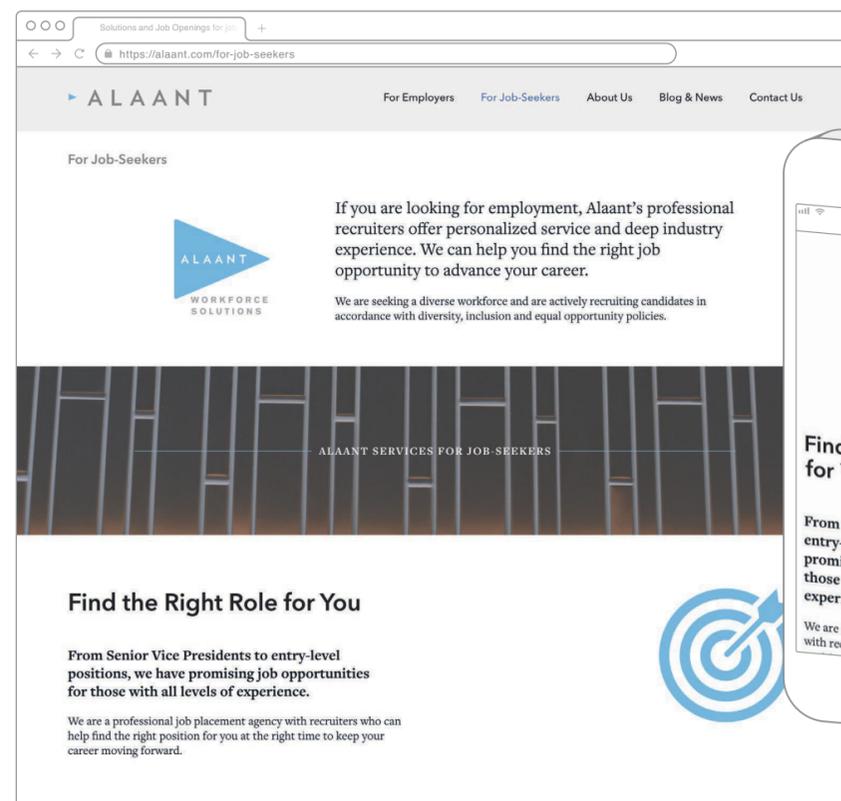
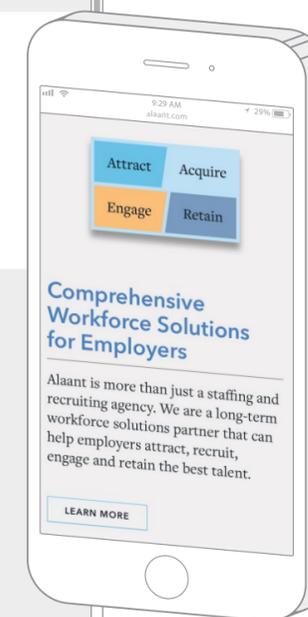
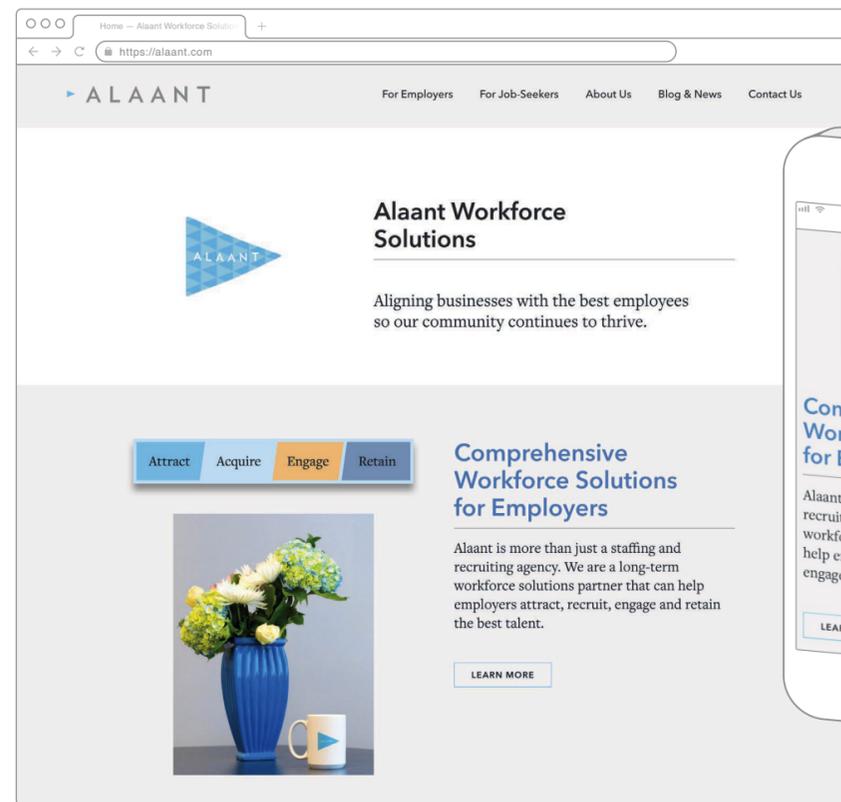
Alaant Workforce Solutions :: Albany, NY

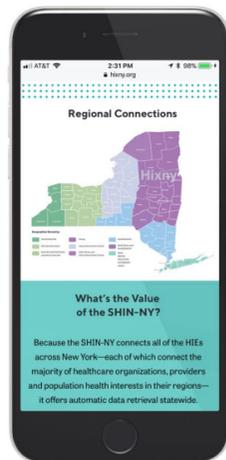
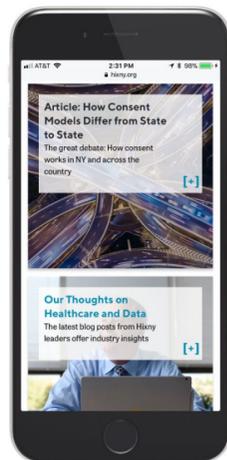
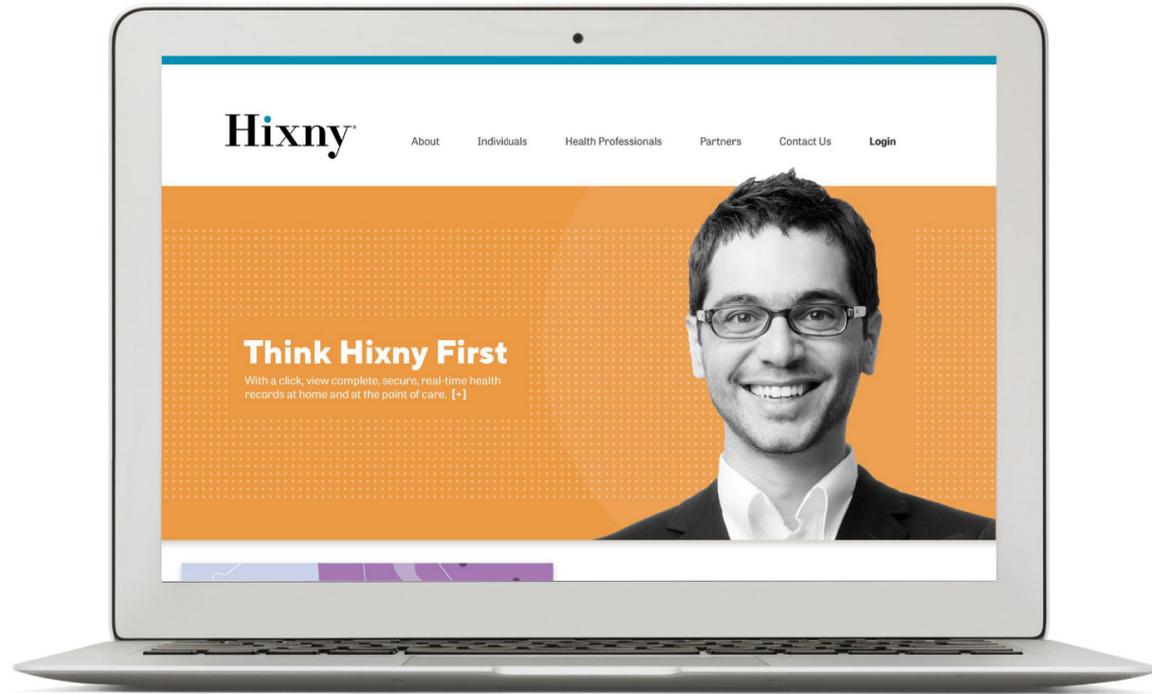
A parent-company merger had left Linium Recruiting with the need to quickly rename, rebrand and overhaul all of their marketing communications. For shifts and giggles, they also decided to reposition themselves, add a completely-new-but-very-relevant service offering (see Employer Brand Strategy section on the previous pages) and forge a strategic partnership with id29.

We created nearly fifty viable names—they chose Alaant Workforce Solutions.

We developed several new brand identity and brand design options; out of which they chose the one you see here. We designed and developed a new website and sales enablement tools while simultaneously beefing up their content and SEO strategies.

That's the just the beginning. Here's to Alaant and id29's alliance and our combined ability to help organizations attract, acquire, engage and retain top talent!





Hixny :: Albany, NY

The Health Information Exchange of New York (Hixny) is the largest regional Health Information Exchange in New York State. They manage electronic healthcare records and help physicians and other healthcare providers instantly access complete patient data. In the complex, confusing world of our modern healthcare system—one that has no small number of nefarious actors—Hixny is one of the good guys: their mission is to help improve patient care and reduce system-wide costs by providing caregivers with the best data possible.

Over the past few years, we've worked closely with Hixny as they have improved their services, brought more doctors and patients into their system, and expanded their territory. At the heart of this has been a communications platform that takes what is a complex data management product and concisely breaks it down into bite-sized information chunks. We've been proud to help Hixny with their brand strategy, videos, core messaging, collateral and a new website.





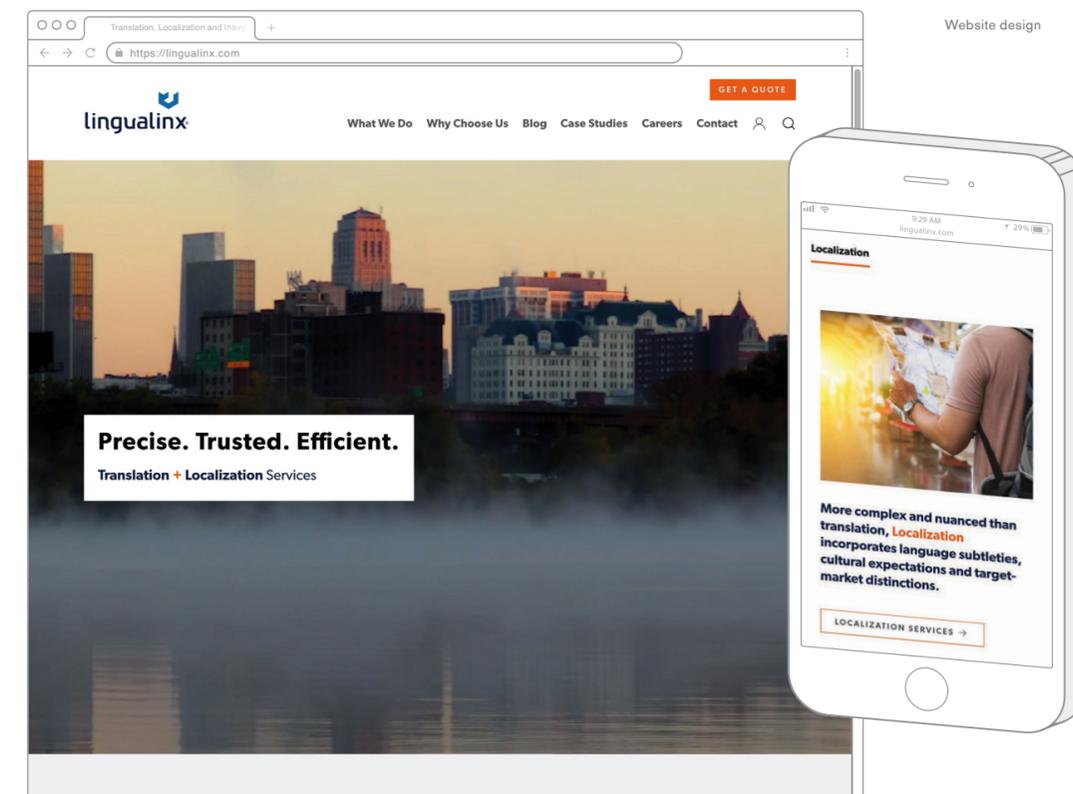
Brown's Brewing Company :: Troy, NY

If you've seen our previous id29 volumes, you know we've featured a healthy amount of work for Brown's Brewing Company. That's because we've been working with them for the better part of the last two decades and, like the craft beer market, our work is ever-evolving and changing with the times. Producing tasty, original beers is necessary—but not sufficient—

to stand out in the highly competitive craft beer market. Our recent packaging work for Brown's is designed to articulate the evolution of the Brown's brand, achieve maximum shelf presence and, ultimately, get someone to pick a Brown's beer. From there, it's up to the quality of the beer to keep bringing people back for more. Fortunately, Brown's has that well covered. Cheers.



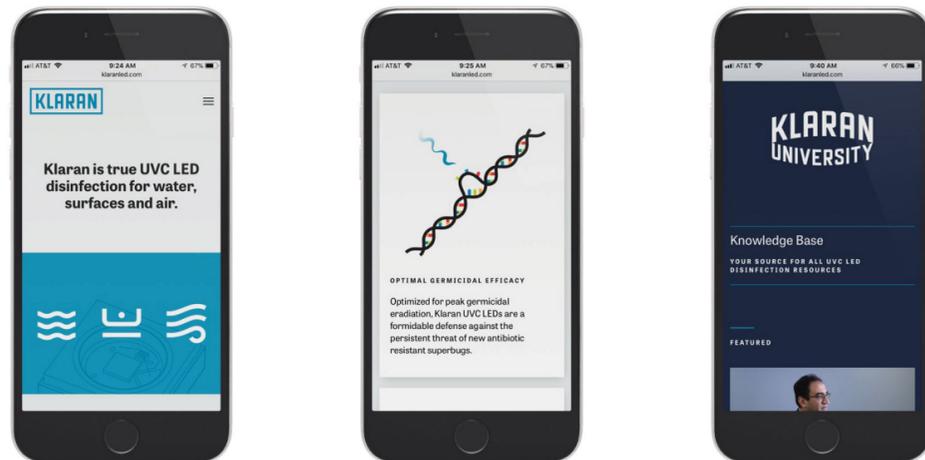
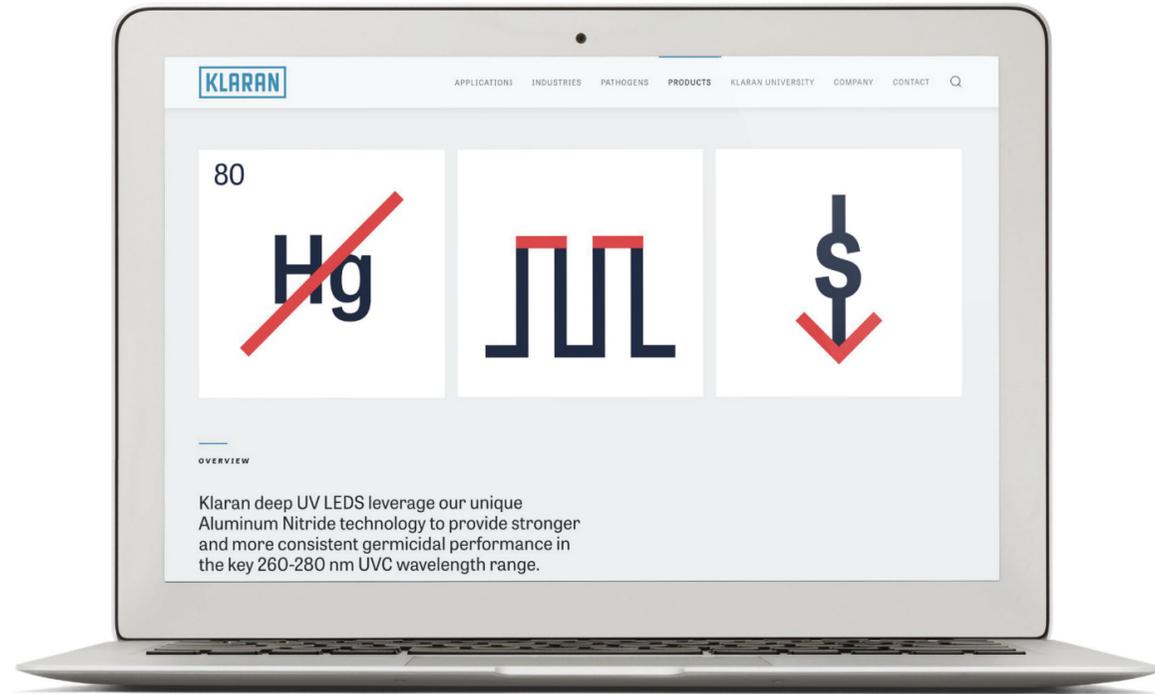
Corporate capabilities book



Lingualinx :: Troy, NY | Brand Design, Print Design and Web Design & Development

Lingualinx is a professional translation and interpretation company that translates communications materials into more than 150 (and counting) languages. Their clients range from single individuals to huge, multinational corporations. No matter the client, Lingualinx is known for the speed and accuracy of their translations and the responsiveness of their team. Several years ago, we worked with them to create a brand identity system that has been serving them as they've grown.

This past year, they returned to us in need of a brand refresh and some new marketing materials. We worked for several weeks to help polish and modernize their brand system. We then developed some new core assets for them, specifically a new corporate capabilities book and an entirely new website. The results utilize the modernized Lingualinx visual identity system for a presentation that's more engaging, contemporary, and human.



Klaran by Crystal IS :: Green Island, NY

Klaran makes LED lights that are specifically designed to disinfect water, air, and surfaces. This ingenious technology is just coming to the market but has enormous potential to revolutionize industries such as healthcare, food service, and medical device production.

For several months, we worked with Crystal IS on all elements of this new brand, beginning with the foundational brand

strategy all the way through the launch of crucial supporting components such as the website and sales support collateral. Creating the Klaran brand involved far more than designing visual elements. We developed a comprehensive brand system; communicating the value of the technology both in easy-to-understand terms for general consumers and deeply technical content for Klaran's core customer base.



EST. 1881
Albany College of Pharmacy
AND HEALTH SCIENCES



Alumni News
Research has produced amazingly effective treatments for HIV, but there's more work to be done.

Winter 2017

Albany College of Pharmacy and Health Sciences



FROM THE PRESIDENT

The typical lifespan of an academic strategic plan is about five years. That means our current plan, written in 2012, is due for an update, and we will soon be initiating a community dialogue on the development of the next strategic plan.

At this juncture, it is instructive to review the previous plan to assess the success of the various initiatives and to determine whether that plan's strategic objectives continue to be relevant to our current situation.

In looking back at the 2012-17 Strategic Plan, one goal in particular stands out to me as especially important. It reads:

GOAL #5: Albany College of Pharmacy and Health Sciences will enroll students to meet modern day market and societal demand. To better balance our enrollment (60% PharmD-40% other academic programs) and 60% local 40% national/international while maintaining our overall student enrollment level between 1,800-2,000 students.

Currently, 82% of our students are in the Pharm.D. program with the remaining 18% enrolled in our bachelor's and master's programs. We are closer to the regional diversification goal with 71% of students local and 29% from outside New York State. With a current enrollment of 1,400, our goal of 1,800-2,000 students remains a ways off. We still have work to do in order to reach the original goal.

We still have work to do in order to reach the original goal. I would argue that it is still as critical today as it was in 2012.

We need to continue to grow a broader health sciences college with coursework and degree programs that complement our pharmacy program. We live in an interdisciplinary world where inter-professional teams are required to attack complex problems. Actions and advances take place at the interfaces of disciplines and professions. So a balance in academic programs benefits everyone.

Additionally, we have great opportunities to build a recruiting base beyond our region. Not only does a broader base create greater stability in our enrollment, it extends our influence and network. Bringing in a wider range of students with different backgrounds and experiences also enriches our student life.

This past year we have put together five initiatives to grow the institution over the next five years. These initiatives—which we refer to internally as the “building blocks”—fall into consideration national trends impacting higher education, especially the changing demographics of traditional students.

“BRINGING IN A WIDER RANGE OF STUDENTS WITH DIFFERENT BACKGROUNDS AND EXPERIENCES ALSO ENRICHES OUR STUDENT LIFE.”

The five building blocks described below will help us achieve these goals of 2012, but more importantly, will make us an academically stronger and financially more secure college:

- 1. Launch an Accelerated Pharm.D. Program in Vermont**
By developing a curriculum that allows students to complete the professional pharmacy program in a three-year, 12-month timeframe, we will build a distinctive niche for our Colchester, VT Campus (there are only 15 accelerated Pharm.D. programs in the country).
- 2. Increase Our Transfer Enrollment**
According to the latest data, 75% of students today attend two or more colleges. By simplifying our transfer policies and developing or expanding relationships with partner schools, we can more easily appeal to students seeking a different college experience and/or who are attracted by our strong outcomes.
- 3. Grow our B.S. in Public Health Program**
Just 11% of those working in public health today have a dedicated degree in public health. Our newest undergraduate offering, the Bachelor of Science in Public Health, will help give students the competitive advantage they need to excel in this rapidly expanding field.
- 4. Promote Our Pre-Professional Capabilities**
By leveraging our collective strengths in the basic sciences, clinical sciences, and population health sciences, we can become a top choice for students looking for programs that will best prepare them for medical, dental, physician assistant, and other professional schools.
- 5. Offer Non-Credit Professional Development & Certificate Programs**
As the College looks to move into new markets, one of the areas that has excellent long term potential is professional development programming. An initial area of emphasis will be courses/training programs geared towards professionals in the biomedical and pharmaceutical industries.

As we look to the next five years and a new strategic plan, we are positioned to build on the previous plan and continue our progress to date. Implementing the plan will take all of our ingenuity, creativity, and energy, but if we work together as a community, I am confident we will succeed.

The rewards awaiting us—a financial security, a more diverse student body, and a secure platform for future growth—will more than justify the effort.

Albany College of Pharmacy and Health Sciences :: NY

It's no secret that higher education is a fiercely competitive and ever-evolving market. Schools need to continually offer new areas of study, better amenities, and advanced facilities to retain or improve their all-important rankings. Albany College of Pharmacy and Health Sciences (ACPHS) started as a rather standard pharmacy school but has been aggressively building themselves into a leading name in all things health sciences.

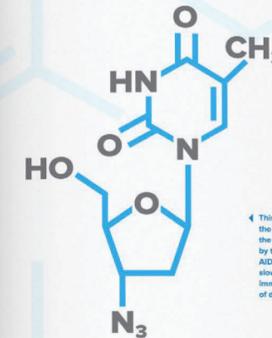
To help drive this mission, improve alumni engagement and foster active recruitment, ACPHS regularly produces content and publications. For several years, we've worked alongside their communications department and several of their other vendor partners to create their semi-annual *Alumni News* magazine. id29 helped ACPHS boost the size and scope of this book and reimagine it as a vibrant editorial publication.

The Ambivalent Landscape

HOW FAR SCIENCE HAS COME WITH HIV, HOW FAR IT HAS TO GO, AND WHERE IT MIGHT GO NEXT

AMID THE TECHNICAL TERMS IN AN OBSCURE CDC NEWS BRIEF from 1981, one phrase haunts the mind; previously healthy. It repeats like a drumbeat through the accounts of five young gay men who succumbed with pneumonia to Los Angeles hospitals the nine months before. All five were “previously healthy.” All five died within the year. It was our first glimpse of the disease that came to be called AIDS.

Since that time, the disease's history has included a jumble of competing theories, patient trials, religious pronouncements—and scientific breakthroughs that have given hope to many of the 78 million worldwide who have suffered from the disease over the years. Today, it is a far happier but still ambivalent landscape of steps forward and elusive panaceas. ACPHS is playing its part.



This molecular diagram represents the structure of Zidovudine (AZT), the first antiretroviral drug approved by the FDA for the treatment of AIDS. Anti-HIV drugs such as AZT slow down or prevent damage to the immune system, and reduce the risk of developing AIDS-related illnesses.

HOW FAR WE'VE COME

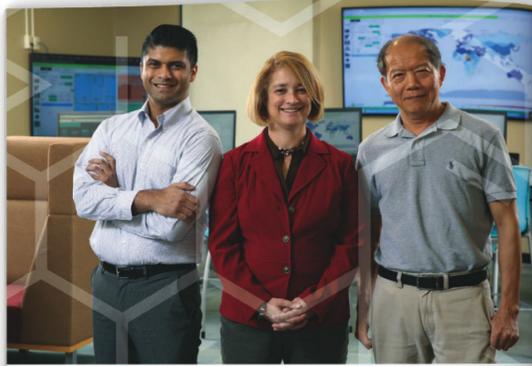
IT FOUND ITS WAY INTO THE HUMAN BODY DURING THE first half of the 20th century, jumping from a species of African monkeys. The virus's progress through the human body is typical of a retrovirus: It uses the enzyme reverse transcriptase to convert its own RNA template into complementary DNA (cDNA), which then integrates itself into the host's genome. Once “at home,” the virus self-replicates.

An even bigger advance came in 1995, when the FDA approved the first protease inhibitor, zalcitabine, in the class of “highly active antiretroviral treatment” (HAART). According to the National Institutes of Health, HAART consists of “a customized combination of different classes of medications that a physician prescribes based on such factors as the patient's viral load... the particular strain of the virus, the CD4+ cell count, and other considerations.” According to Avert, an U.S. organization dedicated to HIV education, HAART promptly decreased AIDS-related death and hospitalization rates by 60-80 percent. It turned HIV from a certain death sentence into a chronic, but largely manageable, infection.

inhibited the action of reverse transcriptase and therefore slowed HIV's ability to replicate itself. Early results were fraught: Improvements in CD4 counts were marginal, and the drug itself could be toxic in high enough doses. Moreover, like any drug, AZT could spawn resistant mutations in the fast-replicating virus. In those days of despair, however, even this was a major advance.

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Alumni magazine



“This research will help us understand the basic mechanism that causes immune cell death in AIDS disease progression,” Dr. Shi said. “I think that important information could help to guide treatment and management in the future.”

TREATMENT MADE SIMPLER

THE RESEARCH OF ASSOCIATE PROFESSOR NEMISH PATEL, Pharm.D., Ph.D., AAHIVP, focuses on a vital area of HIV pharmacology: making treatment—and therefore adherence—easier.

“There has long been a concerted effort within the HIV community to simplify antiretroviral therapy,” said Dr. Patel. “For about 10 years we have had single-tablet regimens, taken once a day. Now researchers are working on injections given monthly or quarterly. There is also considerable interest in pre-exposure prophylaxis, or PrEP, just as individuals can take a contraceptive pill to prevent pregnancy, high-risk patients could (in this scenario) take a pill prophylactically to reduce their HIV risk.”

Simplifying HIV treatment in these ways makes adherence dramatically easier for everyone involved. Improved adherence raises the likelihood of better health and lower rates of new infection. But many obstacles lie ahead, not least the potential drug-drug interactions involved.

This is where Dr. Patel comes in. As part of his overall HIV focus—understanding the outcomes of antiretroviral medications and identifying adherence thresholds for virologic control—he examines the effect of simplified regimens on adherence, drug-drug interactions, and the ability to manage co-morbid health conditions. His work encompasses HIV as well as hepatitis C.

“Regimen simplification is a moving target,” he said. “While single-tablet regimens have simplified HIV medications dramatically from what was available 20 years ago, there are opportunities to do better. Even with long-acting injectable HIV medications, we will still find ways to enhance our understanding of how to treat this virus more efficiently.”

A MATTER OF ADHERENCE

ANTI-RETROVIRALS, OF COURSE, ARE ONLY EFFECTIVE IF patients take them. Promoting adherence is where population health—and Colleen McLaughlin, Ph.D.—come in.

Dr. McLaughlin was named the chair of ACPHS's Department of Population Health Sciences early in 2017. Fresh off her tenure at the New York State Department of Public Health, while there, she ran efforts to measure the burden of STDs in the population, ensure appropriate treatment, and

monitor activities to control the disease, including HIV. She also encountered some disconcerting trends that schooled her commitment to adherence.

“The current rise in STDs seems to indicate a decrease in condom use and an increase in other risky behaviors,” she said. “People think they are safe because of PrEP, or because they'd been on HAART and showed no viral load. Chlamydia and gonorrhea are considered “silent” STDs because they can be treated with antibiotics. Unfortunately, PrEP does not prevent other STDs, and infection with bacterial STDs can facilitate transmission of HIV. It makes adherence all that much more important.”

Current research at ACPHS focuses on medication therapy management (MTM), and pharmacist's role in promoting it, as a method of increasing adherence. “MTM for people living with HIV/AIDS and for people on PrEP is one of the strategies for New York's End the Epidemic initiative,” Dr. McLaughlin noted.

“If you can get more pharmacists involved, it's another touchpoint to keep people on track.” Getting patients to embrace MTM requires better patient-provider communication—which is why Dr. McLaughlin has teamed with Paul Dornik, Ph.D., ACPHS associate professor of communications, to develop scripts for these conversations. Dr. McLaughlin is also exploring research on the use of electronic health records to better track adherence.

While hopeful, she sees the uphill climb faced by all HIV research and prevention efforts.

“When I started graduate school for public health in 1988, it seemed plausible to me that there would be a cure for AIDS, a vaccine, and a true end to the epidemic,” she recalled. “But 2016 was the third year in a row in which STD rates increased in the U.S. So we have had to redefine what we mean when we say ‘ending the epidemic.’ The goal now is to stop the increase in the number of people infected with HIV. We have more work ahead of us than previously thought.”

That summarizes the current state of HIV research: we have come very far, and we still have far to go. According to UNAIDS, more than half of people living with HIV are unaware of their status—and that includes 64 percent of infected adults in East and Southern Africa, the region hardest hit by AIDS. New infections worldwide have declined 46 percent each year since 2010. On the other hand, 2016 still brought 1.8 million new infections. Perhaps the light against HIV will only be won upon the discovery of a cure, a vaccine, or both. Until then, researchers like Dr. Shi, Patel, and McLaughlin will continue their efforts to make the scourge of AIDS a thing of the past. ■

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Bestpass :: Albany, NY | Work it Like a Toll Boss Campaign

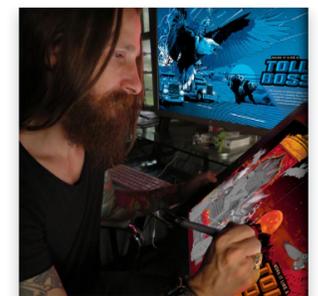
Bestpass first called us in 2014. Apparently, they found us in the yellow pages (but that's another story). Hoping to find a brand strategy and creative agency that would truly become a partner—not just a vendor—we quickly and comfortably assumed that role.

After developing and executing media plans and integrated campaigns in 2015, 2016 and 2017, we had set the bar relatively high. Sales were way up. All KPIs were extremely positive and we had dramatically increased Bestpass' brand

awareness. So, when we were once again tasked with developing the annual campaign, we had our work cut out for us. *Toll Boss* was born out of the concept that Bestpass enables commercial fleets to take control over toll management and Bestpass' unique character and rogue irreverence. The national campaign deftly utilized trade print, digital display, social media video, event marketing, collateral and broadcast radio elements—raising the high bar even further across every KPI.

id29 crafted a creative platform and digital media plan that's performing four to five times better than anything the media company has ever seen across the most important KPIs.

— Alison Knowlton, Vice President of Operations



New Orleans-based Vance Kelly working on the final digital illustration



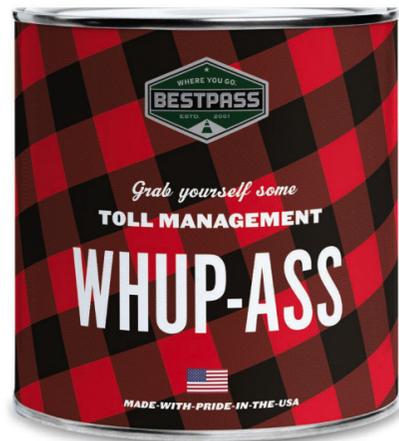
WORK IT LIKE A

TOLL BOSS

Tolls are costly and difficult to manage. Why do it yourself? Turn to Bestpass—the commercial toll management experts. Save time. Save money. Take command today and become a legend! Learn more at getbestpass.com or call 888.410.9696 and toll like a boss!



LEARN MORE AT
GETBESTPASS.COM



Give us a shout.

We'd love to buy you a pint, cup of coffee or a bite to eat and discuss how we might be able to help you meet your brand, design, and marketing communications needs.

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