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To: eholmes@theranos.com; sbalwani@theranos.com; Jeffrey Blickman; Anne-Marie Schaffer; Bette Kestin; cassie@grow-marketing.com; Chinch Evans; Jason Clement; John Moyers; Kristen Latto; Lorraine Ketch; Michael Yagi; Patrick O'Neill; Tami Anderson; Michael Takeshita; Jerome Austria
CC: Carisa Bianchi; Christian Holmes; Daniel Edlin; Stan Fiorito; Jenni Warsaw
Sent: 12/14/2012 10:31:06 PM
Subject: Theranos Marcomm Conference Report 12.12.12
Attachments: Theranos_Marcom_12.12.pdf

Team --

Please find a conference report from the T\C\D portion of our Wednesday Marcomm meeting.

Please let us know if you have any questions.

Thanks,
~Mike

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TBWA\CHIAT\DAY

Theranos Marcomm
December 12, 2012

Attendees:

TBWA\Chiat\Day (via video): Jerome Austria, Jason Clement, Chinchu Evans, Lorraine Ketch, Kristen Latto, Patrick O'Neill, Mike Yagi, Mike Peditto, Mike Takeshita

ShopperLab (via video): John Moyers

PHD: Bette Kestin, Anne-Marie Schaffer, Chris Unno

Grow: Cassie Hughes, Tami Anderson

Theranos: Elizabeth Holmes, Sunny Balwani, Jeff Blickman

AGENDA

- Deliverables calendar – Grow
- Medicare consumer – PHD
- Brand work – Chiat
- Walgreens activation – ShopperLab

DESIGN

Comments/notes

- Client loved the design system thinking and ubiquity of the dot – appreciated the exploration and illustration across entire brand executions
- Clients liked logo & wordmark combination, but felt the logo portion felt too close to Target
- Client & T\C\D discussed potential solutions that T\C\D will explore
 - Changing the size the o & dot different so it doesn't look like a bullseye
 - Adding the circle of life inside, potentially coming outside of "O"
 - Incorporating the concept of infinity not just in the circle, but depth as well
 - Exploring use of light source, like the current logo
- Client & T\C\D discussed color variance in wordmark, client confirmed we don't need to have separation between "thera" & "nos"

SELL DECKS

Comments/notes

- Client aligned with content descriptions with specific callouts, will review PDF to provide specific feedback & missing content
- Physician – it's more about reducing costs due to cheaper lab costs than increasing revenue
- Hospital – 4 ways/stages in which Hospitals can use Theranos
 1. Reference lab
 2. Send patients to retail locations
 3. Onsite in ER
 4. Onsite as lab
- Retail tech – Client wants to inspire retail techs to become brand evangelists

KEYNOTE

Comments/notes

- Client aligned with structure as outlined in meeting, will provide specific content for sections 1 & 8
- Section 2 – The Old Way
 - Client provided specific feedback on the graphic process as illustrated – in the old way, doctors need to treat and diagnose several times
- Section 3 – A Better Way
 - Client loved the green/blue wordmark on white Theranos System, however felt that the focus should be on nanotainer; National launch can be about the system.
 - Client & T\C\D discussed changing the clock to reflect 30 min process, however later on the meeting Sunny brought up the fact that initial turn around in Walgreens will be “under 24 hours”. T\C\D & Client aligned to use consistent verbiage to reflect unprecedented turn around time, with no specific time mention (i.e. rapid turn around, unprecedented speed)
 - Client asked to replace PSA test with Leukemia example – confirmed that the structure is the same, we can trend the progression of cancer in a standardized way
 - Client aligned with the other tests (Vitamin D, viral vs bacterial)
- Section 4 – Mind Blowing Stuff
 - Client to provide list of tests
- Section 6 – Patient Benefits
 - Change specific callout of Walgreens & Safeway to more generic “retail locations”

PRODUCT SHOOT

Comments/notes

- Client confirmed desire to shoot flat bottomed nanotainer

FOLLOW UP

- Client to provide details for Leukemia example to be included in keynote
- Client to provide feedback on keynote and individual sell decks