



This transforming therapy for Gaucher disease, a congenital lysosomal storage disorder, is the first and only therapy available to treat this rare condition. However, in the future, competitors will enter the marketplace and attempt to take ownership of equities that Cerezyme engineered.

With the goal of ensuring Cerezyme remains the leading brand in the presence of competition, a customized process was employed to deliver a unique, differentiating and sustainable Cerezyme brand position. Additionally, we sought to increase awareness of the Cerezyme brand name and value-added global services, as well as those programs that aim to help identify, convert and retain undiagnosed Gaucher patients.



# CEREZYME

## Fortifying a global brand leader against impending competition

With the goal of ensuring Cerezyme remains the dominant brand no matter the competition, a customized process delivered the following:

- A unique, differentiating and sustainable Cerezyme brand position that captured the human side of Cerezyme;
- Increased awareness of the Cerezyme brand name globally, increased recognition of long-term efficacy and safety, and increased reliance on value-added services; and
- Identification, conversion and retention of undiagnosed Gaucher patients.

The core strategic insight was translated into a new brand vision and personality, new strategic map and positioning, updated logo and brand identity, key messages, creative concepts and globally consistent promotional materials.

Sophia, 21

- University student
- 10k runner
- World traveler
- Gaucher patient on Cerezyme
- Pain and symptoms free

*I am Sophia*

Nine out of 10 patients with undiagnosed Gaucher disease visit a haematologist. Without treatment, Gaucher disease shortens life span and imposes debilitating symptoms, which include acute and chronic bone pain, bone crises, abdominal pain and splenomegaly.

Cerezyme – the gold standard of care – reverses the symptoms and manifestations of Gaucher disease, dramatically improves quality of life and lets patients live the lives they've chosen... for themselves.

Cerezyme  
imiglucerase  
Be yourself

Gabriela, 10

- Likes to read
- Loves football
- Able to do years old soccer
- Gaucher patient
- Pain and symptoms free

*I am Roberto*

Cerezyme® – the gold standard of care – reverses the diverse symptoms and manifestations of Gaucher disease and has been proven to help restore pain growth, stabilize, decrease the frequency of fractures, bone crises, and rhegmatotic bone pain, reduce bone marrow infiltration by Gaucher cells and improve bone mineral density.

Cerezyme dramatically improves overall quality of life and lets patients and their families live the lives they've chosen... for themselves.

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imiglucerase  
Be yourself