



Chill Creative Portfolio

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Original Design



Our Solution

Redefining Brand DNA for a BioTech Expert

Rebranding a leading US-based genomic testing company to penetrate the Asian market.

Client

Advanced Genomic Solutions

Scope

- Brand logo design
- Brand identity and style guides
- Brand activation
- Interactive sales kits
- Brochure and leaflet design
- Packaging design



Redefining Brand DNA for a BioTech Expert

New Market, New Brand

AGS is already an established name in the American sphere of genetic testing. However, the company needed a different approach to solidify a place in the Asian market and target general consumers outside of the medical industry, especially because of the professional protocol that prevents clinics from directly promoting this service to patients.

Tangible packaging helps the consumer market connect with an intangible service. As part of our comprehensive rebranding, we simplified the logo and chose new colors to attract the attention of a wider audience.



1 Acquire AGS Collection Kit



2 Complete Simple Forms



3 Collect Cheek Swabs



4 Tested at ABS Laboratory



5 Report Delivered in Two Weeks



6 Schedule Your Consultation



Enquiry:
info@chillcreativeco.com / +852 3695 0642

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