

REBRAND.

# CAMAG

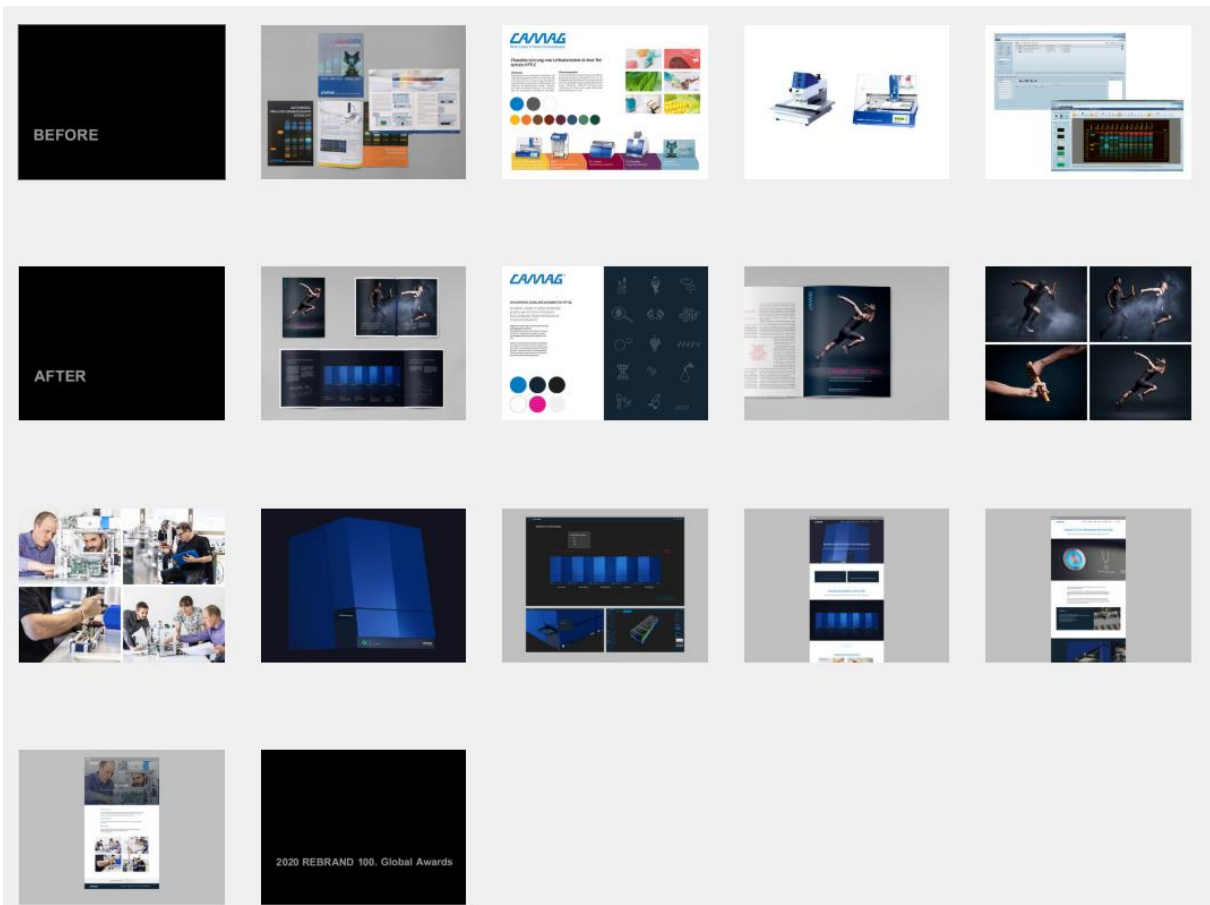
2020 REBRAND 100: merit

**Enterprise Rebrand**

**Country Base:** Switzerland

**Industry/Sector/Keywords:** Healthcare, Manufacturing, Thin-Layer Instruments, Planar Chromatography, Images, Digital Innovation, Product Design, Computer Hardware, Software, SaaS, Science, Laboratory, Technology

**Below:** Before and After Images in Slide Show, Video, Summary, Credits





## Summary

### Industry Setting

CAMAG is the world's leading manufacturer of instruments for thin-layer chromatography. Based in the Swiss town of Muttenz, the company is established in over 120 countries, supplying laboratories, universities, organizations and other customers from various industries through a large number of distribution partners.

### Challenge

Thin-layer chromatography is considered to be a relatively complex analytical method. With the introduction of a new, fully automated product line, CAMAG presents a significant technological innovation. The extensive rebranding aimed at positively influencing the perception of thin-layer chromatography and strengthening CAMAG's position as the global leader with a fresh, contemporary brand.

### Strategy

Taking the complexity of the topic into consideration, a strong user-centered approach was pursued, focusing on a simplified communication.

The focus was on effective storytelling with film, image and text elements. In addition, an image film was produced for the launch of the new product line, focusing strongly on emotions and communicating the technological innovation on a human level.

The high degree of automation of the devices and a simplified, user-friendly application are reflected in the general product presentation and the concept of the new digital platform. The focus was particularly on an attractive user experience for customers and distribution partners.

In order to safeguard the existing recognition value of the renowned brand, the striking logo and the previous blue tone were retained during rebranding. The wider color palette was refreshed and given an unmistakable range.

## **Result**

The brand received a fresh, contemporary appearance in its printed and digital form. Strategically coordinated with the launch of the new product line, the rebranding results in a positive change of perception regarding thin-layer chromatography. This will enable CAMAG to strengthen and expand its role as an innovative market leader.

## **Credits**

**Client:** CAMAG – [www.camag.com](http://www.camag.com)

**CEO:** Markus Wyss

**Marketing Manager:** Aydin Mohadjer

**Head of Research & Development:** Nicolas Richerdt

**Scientific Business Development Manager:** Melanie Broszat

**Brand Strategists/Designers:** gyselroth™ – [www.gyselroth.com](http://www.gyselroth.com)

**Creative Director / Strategist:** Andreas Roth

**Art Director / Senior Designer:** Linda Baer

**Art Director / Senior Designer:** Simona Cellar

**Art Director / Senior Designer:** Åsa Frölander

**UX Designer:** Christina Joller

**UX Designer:** Teresa Brand

**UX Designer:** Christoph Schneider

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**Project Manager:** Mathias Nöthiger

**Photography:** Christian Amman – [www.photographer.ch](http://www.photographer.ch)

**Photography:** Stefan Kubli – [www.stefankubli.ch](http://www.stefankubli.ch)

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**Product Design Agency:** tale – [www.tale.ch](http://www.tale.ch)