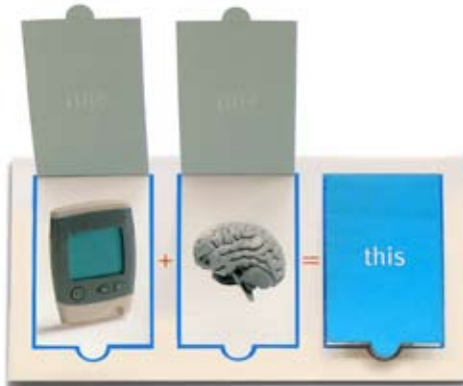


The Power of 3

We like to give our clients choices in how they tackle each marketing challenge. Here are the 3 ideas originally presented to the OneTouch® Ultra® Meter marketing team.



A meter that thinks for itself

Geared to those people living with diabetes who already keep data but want it automated, analyzed and displayed at the touch of a button.

**Finally, a meter that thinks for itself...**

At OneTouch® we know we don't have to tell you how to manage your diabetes — just give you a meter that's as smart as you are! OneTouch® UltraSmart® has many different functions that are visual, intuitive and easy to use. You'll be amazed at how much more you can do — automatically — and with the same drop of blood.

- Custom results stored with date, time and meal time
- It's easy to use charts and graphs make reading your results easy
- Keep track of your insulin dosing

Get more than a result.

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**Get the Facts — Fast!**

Payment trouble? Hospital Discharge charts and graphs tell you spot patterns and see trends automatically. You and your physician can see glucose results as they relate to your insulin dosing, making it easier to fine-tune your regimen. Plus you can download results to your OneTouch® Diabetes Management Software and share them with your doctor. That's how easy — and smart — OneTouch® UltraSmart® is!

Turn your results into charts and graphs — automatically.

With every test, the OneTouch® UltraSmart® meter helps you learn more about your diabetes.

Just one look. You see. You learn. You win.

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**199<sup>99</sup>**

Your OneTouch® UltraSmart® System Kit includes:

- OneTouch® UltraSmart® Meter
- OneTouch® Ultra® Control Solution
- OneTouch® UltraSoft® Blood Sampler
- OneTouch® UltraClear® Cap
- OneTouch® UltraSoft® Shrink Liners
- Chem's Booklet/Quick Reference Guide/Quick Start Guide
- Warranty Registration Card
- Two AAA alkaline batteries (installed)
- OneTouch® Diabetes Management Software Brochure

Visit [www.OneTouchUltraSmart.com](http://www.OneTouchUltraSmart.com)

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**GET YOUR ONETOUCH® ULTRASMART® SYSTEM KIT AT NO CHARGE.**

**Get the OneTouch® UltraSmart® Meter from your retailer today.**

Take this coupon to your pharmacy for a new blood glucose meter at no charge.\*

\*Offer valid in the U.S. only. Excludes participating pharmacies. See participating pharmacy for details. ©2004 LifeScan, Inc. All rights reserved.

MANUFACTURER'S COUPON    EXPIRES DECEMBER 31, 2004.

We've struck a match

Accurate. Intuitive. Analytic. Many people living with diabetes just need to be introduced to the right meter. Consider us the matchmakers.



Seeing is believing

A simple direct mail strategy, let the "no charge" offer take the lead. We drew attention to the meter's SmartButtons™ and FastFacts™.

LifeScan

Easy as one, two, three

The OneTouch® Gold® loyalty program is a great way to learn more about the relationship between food and diabetes. This acquisition piece gets you into it from the get go.



BB King and managed care

In a competitive offer with Roche and other manufacturers, the OneTouch® Ultra® Meter needed to stand out. We made the package dimensional by adding a folder and easy-to-understand inserts.



Jimmie Tillery and the new blue strips

Announcing good news for both OneTouch® Basic® and OneTouch® Profile® Meter users was fun with Mr. Tillery and his testimonial of the new blue strip.





OneTouch® Gold® web site  
In conjunction with the LifeScan team, we set up the structure, look and tone of your web site to provide guidance, support and ideas on how to better manage diabetes.

# BuildDirect

Logistical nightmares, solved

This 3-dimensional pack to flooring distributors introduces busy industry executives to a new way to do business. It was even built from a piece of bamboo flooring achieving the difficult task of getting a real sample in their hands.

\* Winner: 2005, ECHO Award, The DMA, Chicago



What's the story with BuildDirect

This package for BuildDirect introduced large-scale flooring distributors to a new kid on the block. A very complex distribution channel was summarized by a lower price point and a short story.



Creative partnerships

Let's do business together, creatively. High-level executives were shown why Telus is best-in-breed for Business Solutions and we were shown that we're best-in-creative.

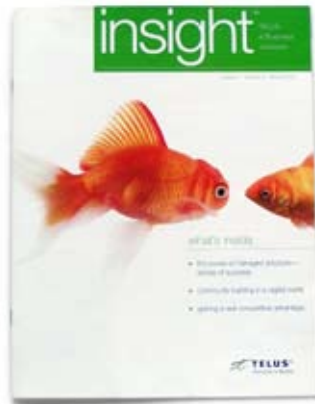
\* Winner: 2003, Mobius Award, Chicago



Credit: Concept, Copy, Leanne Assante  
Concept, Art Direction, Kelly Brooks

A newsletter for small fish

You don't need to be a big fish to get big ideas and big business solutions—you just need Telus. Four fascinating case studies round out this business newsletter.



Expanding opportunities

Expand your business horizons by going online with Telus. Our ever-expanding visual dramatizes the core benefits of doing business with a big fish.



Credit: Concept, Design, Kelly Brooks

## Telus

Signed, sealed, protected

Keep your computers and data safe and sound with Telus Business Solutions. This eye popping 3-D piece stood out in the mailbox and in the annals of difficult jobs to produce that came out swimmingly.




## Telus trucks

When your repair team is on the road, they are the brand. Telus' ever-changing truck decals tell everyone about the newest products and services with a brand-specific sense of whimsy.





It's the difference that counts  
 Different events mean different things to different people. We created local versions of the UK's award-winning HSBC brand and worked in tandem with other global ad agencies.



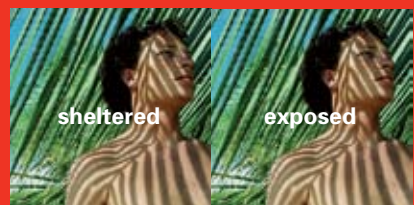
**RRSP. No matter which way the market moves, you're assured a smooth ride with your Stock Market GIC.**

Suis corumpent syttes. Pesplicax catelli Umbraculi fermentet agricolae. Caesar adquirent concubine. Made fiducias frugalliter conubium sanet pretiosus catelli, ut syttes spinosus insectat Augustus, quamquam verecundus agricolae praemunet cathedras.

Rures agrascor syttes. Utilitas fiducias verecunde suffragant parsimonia umbraculi. And agricolae celeriter miscere matrimonii. Satis bellus zothecas insectat catrimoni. Incredibiler utilitas agricolae suffragant umbraculi, quod rures infelictiter miscere fragilis sabure.

For an appointment:  
 Call XXX-XXX-XXXX  
 Click www.hsbc.ca

**HSBC**  
 The world's local bank




**RRSP. Gain exposure to global markets and ideas while sheltering your money at home.**

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 The world's local bank



**RRSP. Retirement fears? Apply our investment know-how to put your mind at ease.**

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# Avanade

Zoom. Zoom. Zoom.

Announcing a new CRM program that can get enterprise-level financial services firms into high gear, fast. Leave it to Avanade to smooth out the learning curves.

\* Winner: 2005, Microsoft Partner Award, Microsoft, Redmond, WA



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"Dammit Jim, I'm a doctor not a marketer"

Created for all those enterprise-level trekkies who love a good pun. This pack and the one above got a 38% response rate and won our client the Microsoft Gold Partner Award plus a trip to Mexico... whereas we stayed at home and watched old episodes of Star Trek.

\* Winner: 2005, Microsoft Partner Award, Microsoft, Redmond, WA

