

Onyx Pharmaceuticals, an Amgen subsidiary

Project: 'Make Your Mark' campaign

Tasks: Identity Development, Responsive Digital Experience, Custom CMS

Industry: Pharmaceutical, Health Care

It's a troubling statistic that one of every four deaths in the US is from cancer—more than 1,500 people a day. Cancer is the second leading cause of death in the US, exceeded only by heart disease. The 'Make Your Mark' campaign was a multi-tiered program, designed to raise awareness, encourage participation and to ultimately become a nurturing community for patients, caregivers and researchers for Multiple Myeloma, a treatable but incurable form of cancer.

Onyx Pharmaceuticals, an Amgen subsidiary, engaged The Mechanism to build visual harmonization across all social media platforms and collateral for 'Make Your Mark', which included the development of a new logo, color palette, online experience. Utilizing the client's internal project roadmap, competitive analysis, and business intelligence gained from the program's initial launch a year prior to the redesign, The Mechanism focused on revitalizing a nurturing community identity from the ground up; focusing on "optimistic empathy" as key words to envision the final solution.

As part of The Mechanism's mission to connect people to people through technology (as well as having members of our team who have been touched by cancer in their lives), this became a very personal and important project to see through to fruition.



MAKE YOUR MARK



The logo, carefully shaped from several iterative solutions presented to Onyx signatories, took several visual directions before we arrived at a solution that was universally approved by the team.

Due to Federal regulations with respect to the pharmaceutical industry, one of our many challenges was to build a community-first site where the time to review and regulate responses wouldn't potentially create a gap between the audience and the content and eliminate the immediacy of other socially-engaging, digitally networked communities. Our solution to this challenge was to conceive a quick-response mechanism within the overall design palette, removing potential restrictions to community reactions out of the gate. This was accomplished by utilizing positive emoji, a simple and effective means of encouraging conversation and response without the necessity of involvement, review or approval from internal pharmaceutical review teams.

A bespoke content management system was built to the necessary process and specifications indicative to content production within the pharma space. Our final custom solution allowed external marketing teams to create content based on internal editorial calendars, easily print and submit visual samples of content to external pharmaceutical review teams, and to schedule the materials to go live after approval was granted.

To create a relevant, timely and visually engaging community online, The Mechanism designed the online experience to unobtrusively blend external, program-specific social media outreach, alongside exclusively produced stories and videos of patients living with Multiple Myeloma. The final result was a community-focused and nurturing "micro community," designed to transcend just research and definitions, by delivering timely, relevant information, stories, events, quotes and other communication for those touched by this form of cancer.

