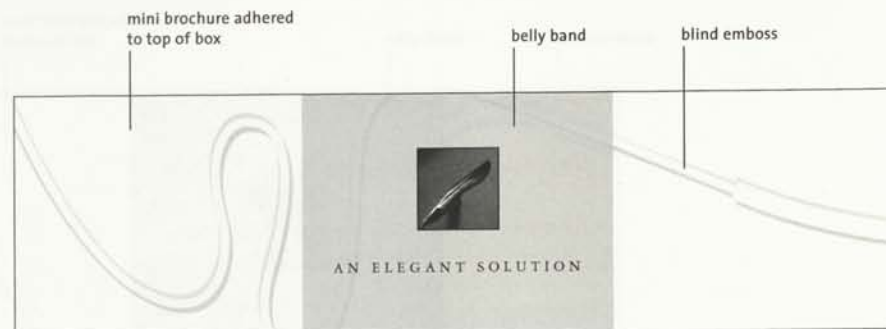
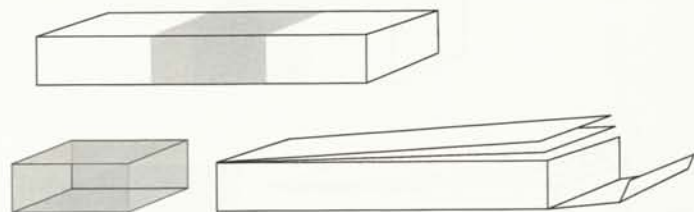


Boston  
Scientific  
**TARGET™**

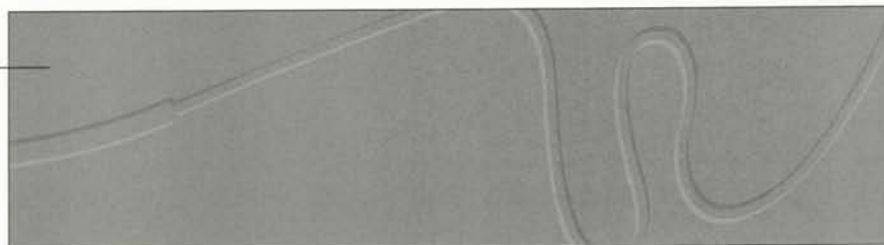
MATRIX PRODUCT LAUNCH

AN ELEGANT SOLUTION



Phase 1 & 2 package cover

silver

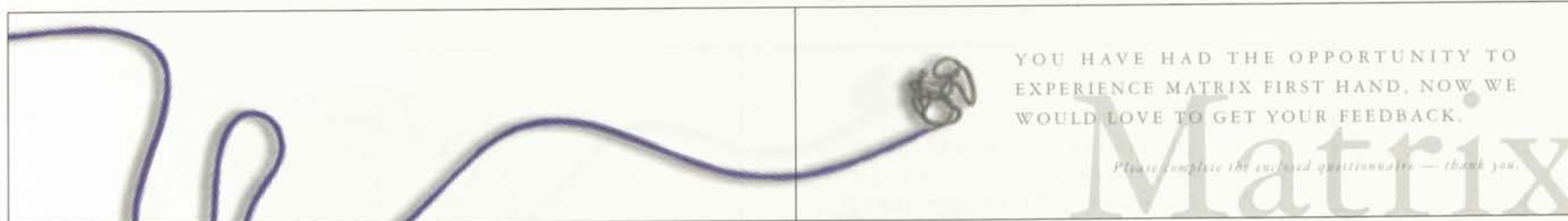


Mini brochure interior spread 1



photographic image of Mont Blanc pen (with its original packaging) contained in box, along with questionnaire

JUST GOT BETTER



Mini brochure interior spread 2

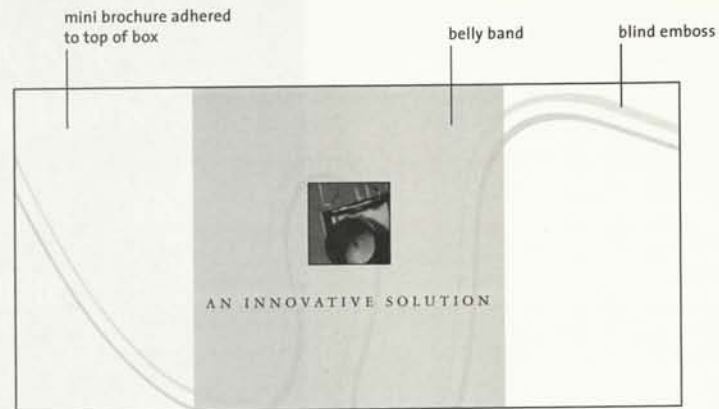
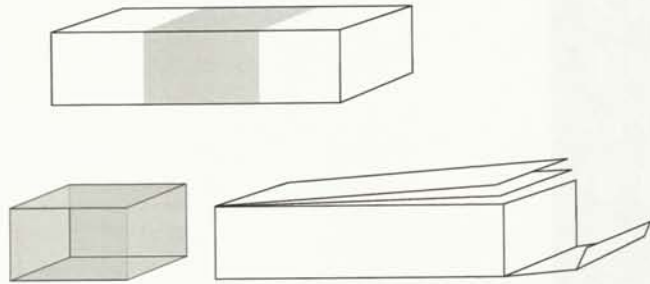
YOU HAVE HAD THE OPPORTUNITY TO EXPERIENCE MATRIX FIRST HAND. NOW WE WOULD LOVE TO GET YOUR FEEDBACK.

*Please complete the enclosed questionnaire — thank you.*

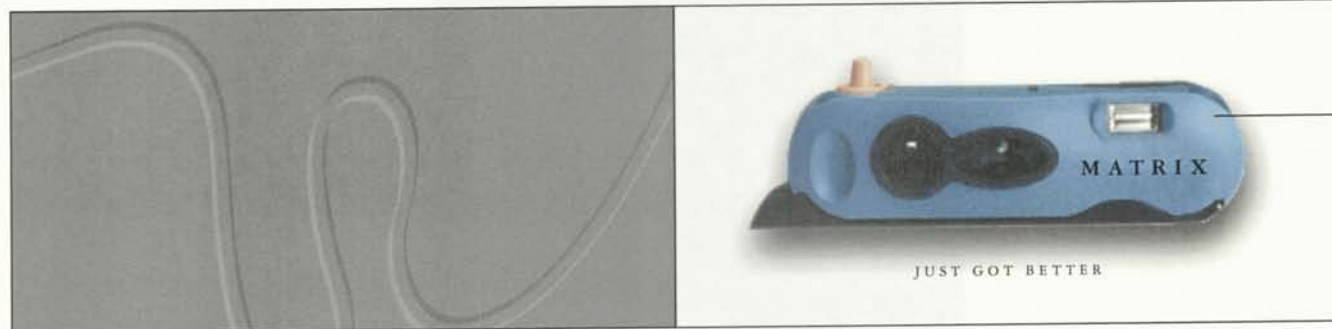
Matrix

**AN ELEGANT SOLUTION**

This concept focuses on the non-intrusive/innovative process of the Matrix system. It also reinforces that the original GDC line of products were the first of this "elegant" breed, and the Matrix is the next generation, new and improved.

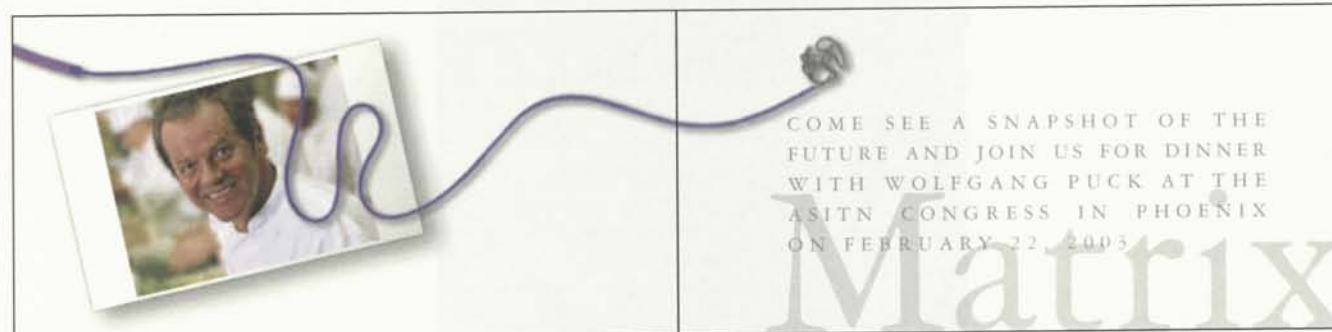


Phase 1, 2, & 3 package cover/invite



photographic image of mini polaroid camera contained in box, along with information about Matrix

Mini brochure interior spread 1



Mini brochure interior spread 2



AN  
ELEGANT  
SOLUTION  
JUST  
GOT  
BETTER



Boston  
Scientific  
TARGET™

AN ORIGINAL... JUST GOT BETTER



Invitation (folded size 6" x 6")



Phase 1 Launch Gift (box size 12" x 12")

**PHASE 1 LAUNCH:**

**An original... just got better.**

The campaign of the Phase 1 Launch is targeted to 20 Global Centers. It introduces timeless American icons, and Boston Scientific would be one of them. Clients will receive a formal wooden case with the 10th Annual Fellows Symposium logo (the Phoenix) debossed on the lid. Inside is an original baseball with an authentic famous autograph.





Invitation (booklet cover)



Invitation (inside front cover)



Invitation (spread 1)



Invitation (spread 2)



Invitation (spread 3)



Invitation (inside back cover)

**PHASE 1 LAUNCH (CONT.):**

The invitation contains two parts. The first part is the survey reply of the Matrix product. The second part invites guests to participate in the 10th Annual Fellows Symposium in Phoenix.



Invitation

The Hula Hoop

Phase 2 Launch Gift  
(hula hoop size 24" x 24")

**PHASE 2 LAUNCH:**

**We're running circles around our competition.**

An actual hula hoop will be sent to 80 global centers as a symbol of timeless American icons. The size alone will create a stir when it arrives. The invitation contains two parts (same as phase 1). The first part is the survey reply of the Matrix product. The second part invites guests to participate in the 10th Annual Fellows Symposium in Phoenix.



Invitation (booklet cover)



Invitation (inside front cover)



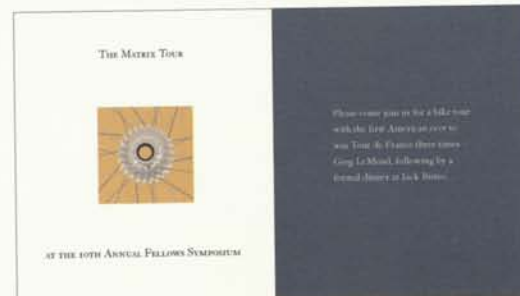
Invitation (spread 1)



Invitation (spread 2)



Invitation (spread 3)



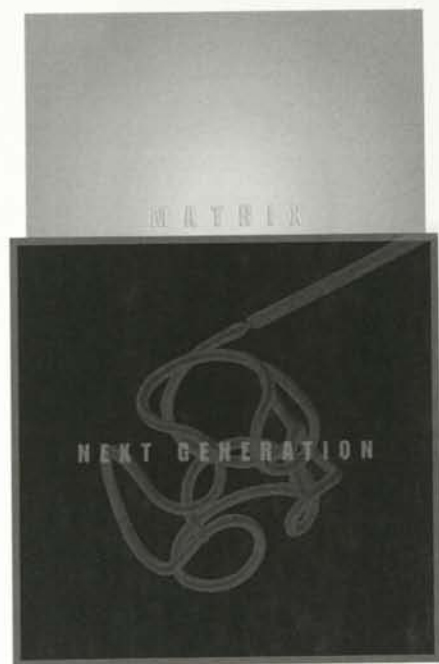
Invitation (inside back cover)

**PHASE 3 LAUNCH:**

**Save The Date.**

The invitation was sent out to 1200 centers. It contains two parts. The first part invites guests to participate in the 10th Annual Fellows Symposium in Phoenix. The second part is a bike tour with the famous cyclist Greg LeMond – the first American to win the Tour de France three times.

**NEXT GENERATION TECHNOLOGY**



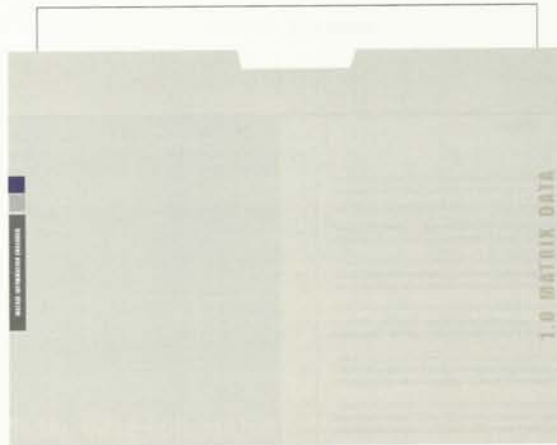
**"NEXT GENERATION TECHNOLOGY" FIRST 100 CENTERS**

**STEP 1:** The first 20 recipients and later the next 80 recipients, will be receiving the box shown above. The Matrix kit shown above gives a hi-tech, (if you will think of movies such as Mission Impossible) feel. It gives the content inside as well as the event to come the importance it deserves. The term "Next Generation Technology" is used throughout the pieces. Inside contains a portable CD player and a personalized CD for each to listen to. A folder is included with important documentation such as product information and any additional key messages. One important factor is personalization, and letting the recipient interact with the promotional piece and at the same time let them know that their work as well as this next generation technology, the Matrix, is of utmost importance.



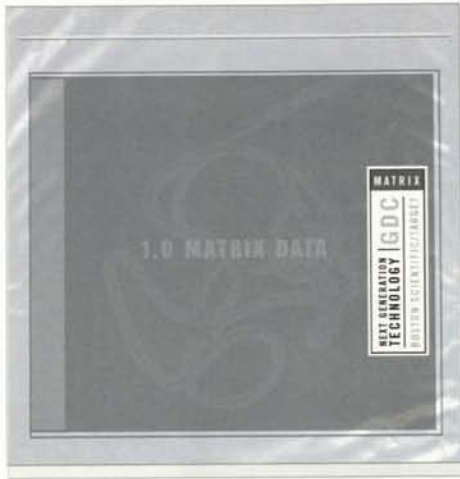


CD comes in clear bag, with the "Next Generation Technology" label placed on it.

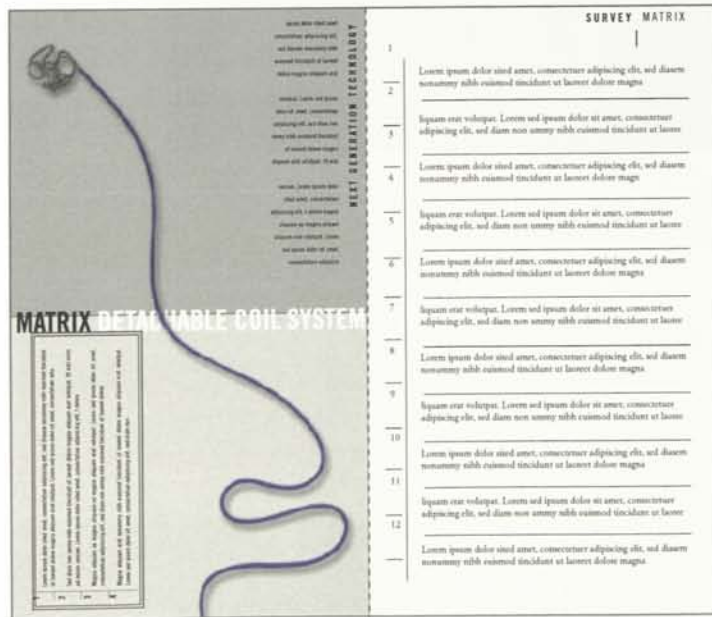


**"NEXT GENERATION TECHNOLOGY" FIRST 100 CENTERS**  
STEP 2: These are all the pieces that are included in the Matrix Kit. The documentation folder, CD player, and personalized CD.

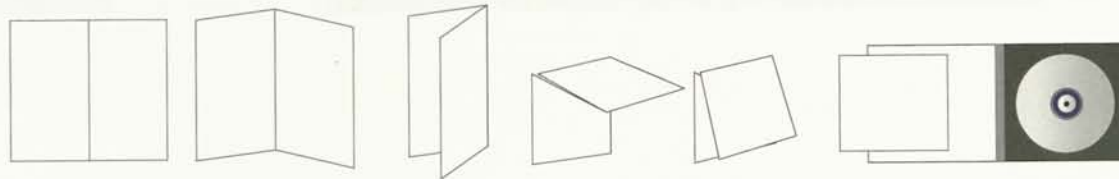




Perforated Edge, To Tear Off Survey

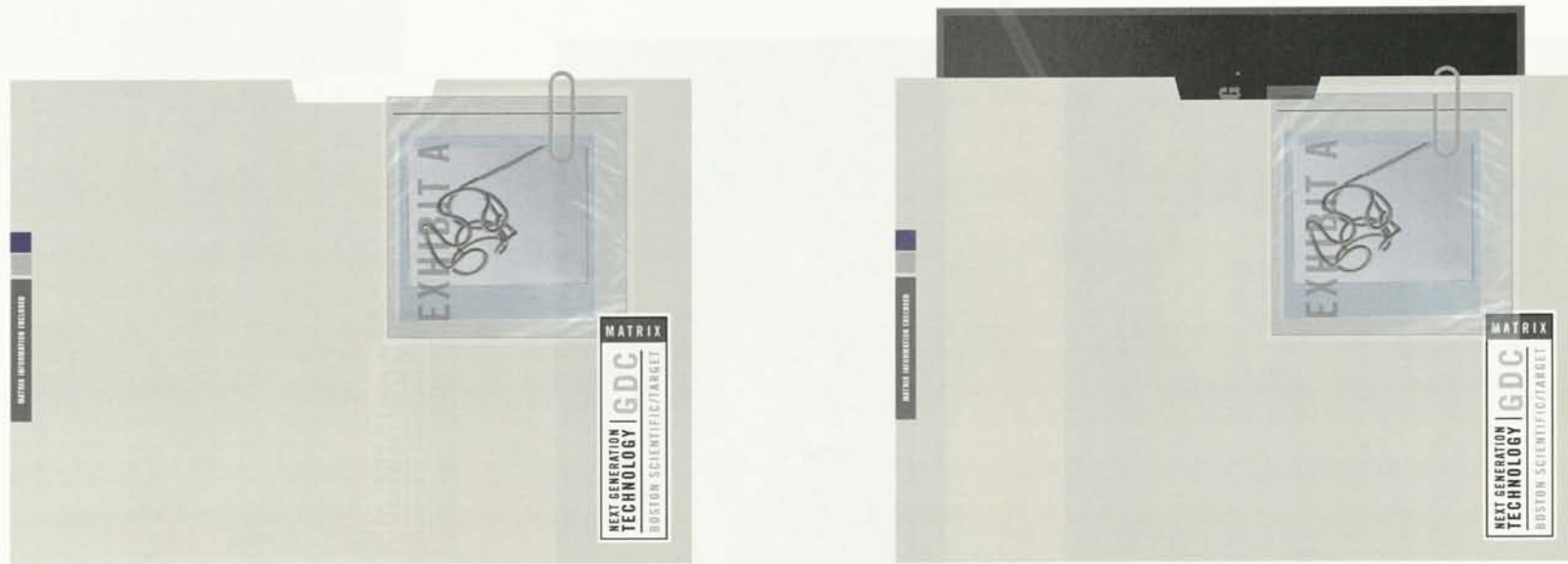


Information and survey, fold and fit inside CD cover.



**"NEXT GENERATION TECHNOLOGY" FIRST 100 CENTERS**

**STEP 3:** The CD enclosed will be played on the CD player provided, it will be a personalized message welcoming the Dr. by name, and then relaying the key messages as well as explaining that the inside sleeve of the CD contains the survey to be filled out. It give the receiver a feeling of personal attention as well as a more innovative way to get a message across without your typical reading through a letter or brochure.



**“NEXT GENERATION TECHNOLOGY” 1200 CENTERS**

**STEP 1:** The next 1200 recipients will receive a folder, once again utilizing the detective movie themes. It will reinforce “Next Generation Technology” as shown on the labels. Also attached will be a bag with polaroids of the product placed inside. This is a unique way of presenting the product without just viewing the product in a typical brochure. The bag says “Exhibit A” and relays the message that this product is proof, or evidence of a new better technology. Next Generation. Inside the folder will be key documentation to inform recipients of the upcoming event and product information.



INVITE COVER  
 Bold wording "It's Coming" to lead the audience to the realization that something great is on its way. The Next Generation Technology.

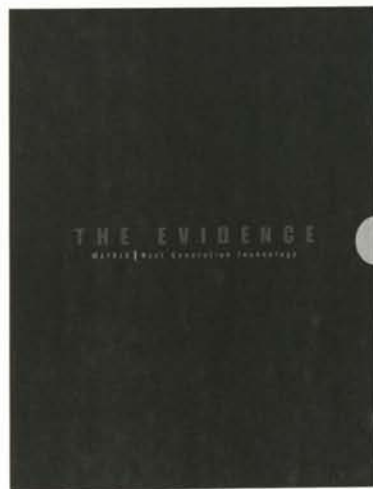
Round Die Cuts Hold CD in Place



INSIDE SPREAD

**"NEXT GENERATION TECHNOLOGY" 1200 CENTERS**

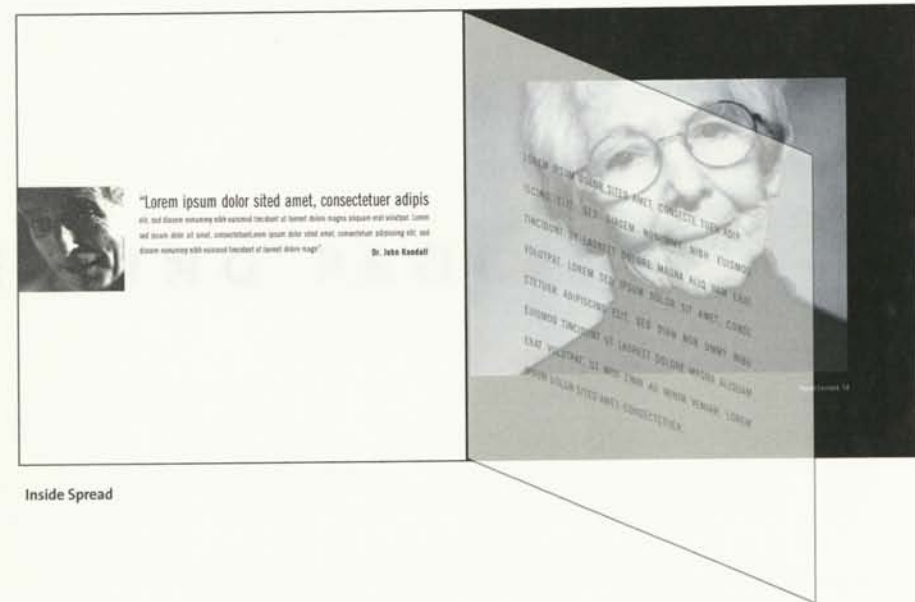
**STEP 2:** Bold wording "It's Coming" to lead the audience to the realization that something great is on its way... The Next Generation Technology, so save this date. There will also be a CD (which referring to cost are affordable) that will have the invite on it. But the information will also be in print format on the brochure itself.



Cover of statistics book to be handed out at event



Cover of book containing portraits of doctors and patients, to be handed out in the future after the event



Inside Spread

#### PROMOTIONAL PIECES FOR EVENT

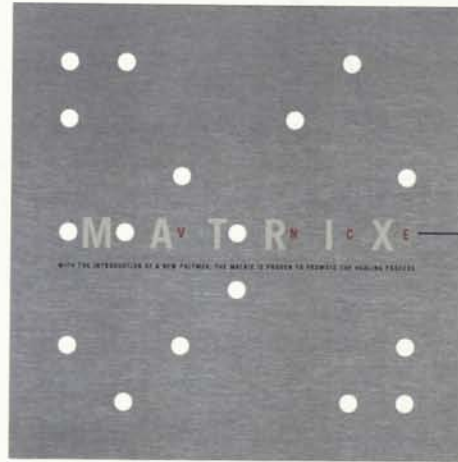
**STEP 1:** The book on the right can be handed out at the actual conference, it will be an elegant book, filled with interesting and informative statistics. During the event, a hired photographer will go around and take portraits of individual doctors, which will later be placed in a beautifully bound book, that includes patients and doctors, their stories and comments. It will be sent out after the event and is a way to thank the participants, remember the event and absorb the information regarding the Matrix.

IMPROVING THE HEALING PROCESS





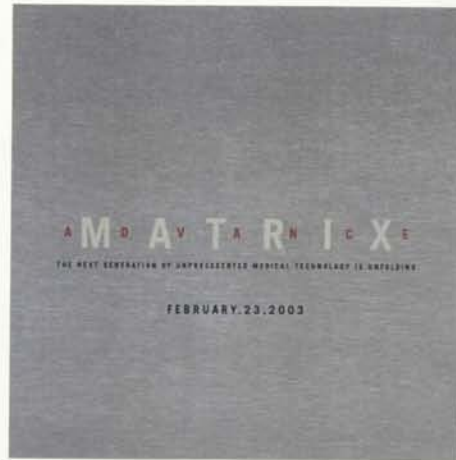
1st coaster (36 diecut holes)



2nd coaster (17 diecut holes)



3rd coaster (1 diecut hole)



4th coaster



outlined circles  
are diecuts

a view from above (looking down on stack of coasters)

**GROUP OF 20**

Brushed Aluminum Coasters (diecut, etched and printed on)

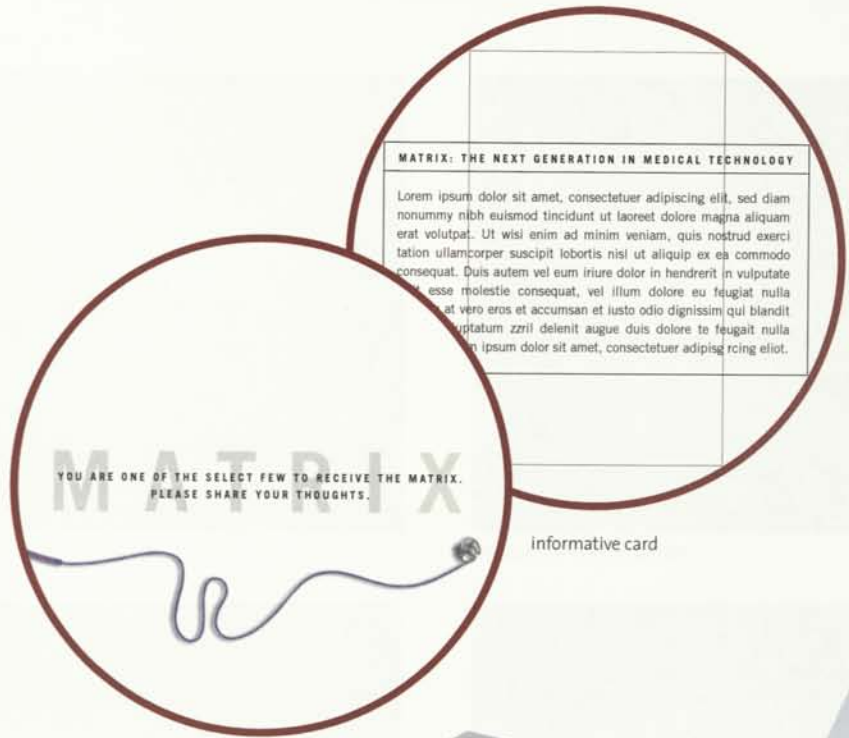
\*When the 4 coasters are stacked, which is how they would be received, the word "advanced" would appear through the holes.

**CONCEPT: MATRIX: IMPROVING THE HEALING PROCESS**

The invitation represents the healing and recovery process of the Matrix device. The 2 sets of coasters and the invitation card uses diecut circles to communicate this process. The diecut circles decrease in number and virtually vanish by the time one gets to either the last panel in the invite or the last coaster in the box.

Three key words (advance, promote, improve) are attributes of the Matrix technology and are tailored to each of the three key audiences.





informative card

MATRIX  
YOU ARE ONE OF THE SELECT FEW TO RECEIVE THE MATRIX.  
PLEASE SHARE YOUR THOUGHTS.



coasters would sit in an aluminum box



GROUP OF 20



1st coaster (36 indentations)



2nd coaster (17 indentations)

copy is printed



3rd coaster (1 indentation)



4th coaster

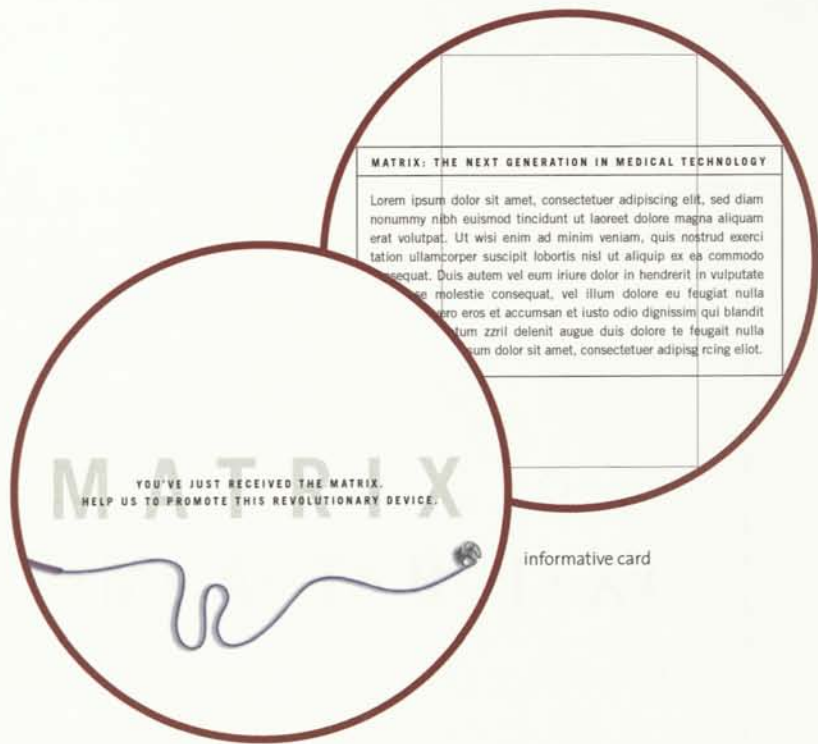


a view from above (looking down on stack of coasters)

**GROUP OF 80**

Frosted Glass Coasters (circles are not frosted, but are clear glass indentations; type is printed)

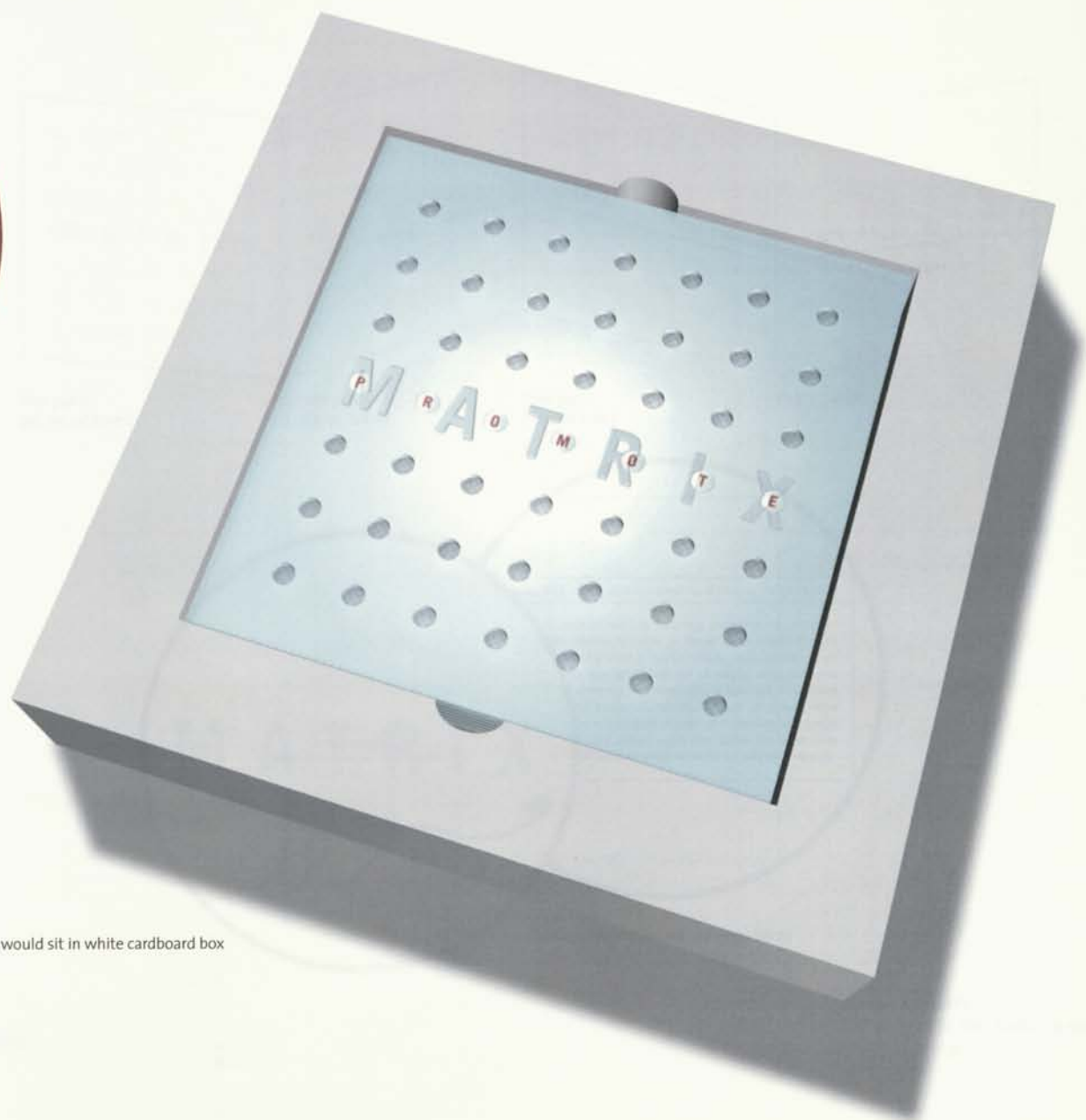
\*When the 4 coasters are stacked, which is how they would be received, the word "promote" is visible at all times.



informative card



coasters would sit in white cardboard box



GROUP OF 80





first panel  
(36 diecut holes)

second panel  
(17 diecut holes)

third panel  
(1 diecut hole)

fourth panel



insert card  
(more information would be on back)

GROUP OF 1200

An invitation is an accordion fold with a diecut cover.

As the viewer opens up the invitation, the diecut holes will decrease in number and eventually vanish.

#### PROPOSED CONVENTION ACTIVITY

A masseuse could be present at the booth to support the concept of health and healing.



eleven**eighty**five**design**