

Creating a New Day

October 2, 2007, marked a historic moment for generic pharmaceutical leader Mylan, Inc. On that day, the company acquired Merck KGaA's generics business and became the third largest generic drug company in the world. To mark the occasion, Mylan teamed with Brady Communications to create a complete

communications solution for employees, investors and the public at large.

To build confidence in the new company, its market position and the bright future ahead, Brady Communications designed a full-scale, global campaign around the message, "a new day, a new Mylan." The campaign spanned print advertising, e-mail blasts, multimedia presentations focused at different key

audiences, employee kits, welcome banners for more than 40 facilities across the world, webcasts, DVDs and various print collateral. The project demanded seamless communications between dozens of business partners and vendors across the world.



Building Morale

On the first day of the new company, Mylan's 12,000 employees arrived at work in more than 40 facilities around the world and were greeted by six-foot banners; an employee gift that included a keychain and a book about the company's history and future growth path; and a video welcome message from the CEO.



Around the World

To provide employees with a sense of Mylan's new global scale, Brady Communications leveraged Google Earth technology to create a custom virtual tour of the company's locations worldwide.



Due Diligence

To keep the extensive project on track, Brady Communications designed an all-inclusive schedule of resources, ensuring that all end products delivered on schedule across the globe.



Getting the Word Out

To help Mylan leverage its new global presence, Brady Communications designed and placed full-page ads in the European and Asian versions of the Wall Street Journal and Financial Times.

Bringing a New Company to Life

An energetic, four-minute multimedia presentation provided employees with an engaging overview of the expanded company, its market position and its bright future. A second version included slightly more formal messaging targeted to investors.

