

# Project: Unscramble

**The Marketing Manager of Project Trap referred her colleague, a Junior Product Manager, to us for help. We were flattered. However, Project Unscramble was the launch of a new product in the cluttered mental health segment of the market. Once again a smaller pharma business wanting to compete in an ocean filled with sharks and lots of indifferent fish. We discovered that the target audience had a good sense of humour. We developed a concept reflecting the outcome of a better, complete state of mind and linked it to everyday situations. The concept and communications carried the message of efficacy and safety in a totally different manner. The communications stood out clearly in a category of clutter and jargon. The audience got the message. The company got the sales. The Junior Product manager got the promotion. We were better together.**

