

A better way to market:

Next-gen solutions for health marketing

Quad 

Get tomorrow's solutions for today's challenges

Health marketing today faces challenges that even the best marketers sometimes struggle to address. Changes in the landscape and its players, as well as new ways of doing business, can make traditional approaches to health marketing feel inadequate — less simple and effective than marketers would like.

What's needed are next-generation strategies to meet the challenges — nimble, data-driven solutions that deliver better results cost-effectively. That's what you'll get from Quad: offerings that help you navigate the marketing maze while optimizing and accelerating your ability to connect with consumers. Think faster speed to market with improved reach and better results.



Move direct marketing testing into the future

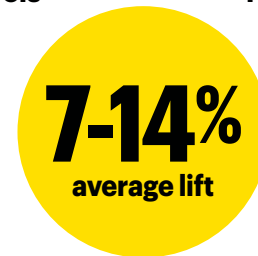
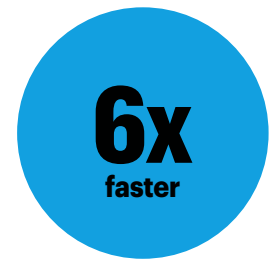
In today's fast-paced media environment, testing of digital and direct mail communications shouldn't take years to execute and implement. That's why Quad has simplified the testing process using a proprietary methodology to help you better understand the right messaging and creative elements that will resonate with your target audience.

A better way: Get optimized learnings in weeks rather than years

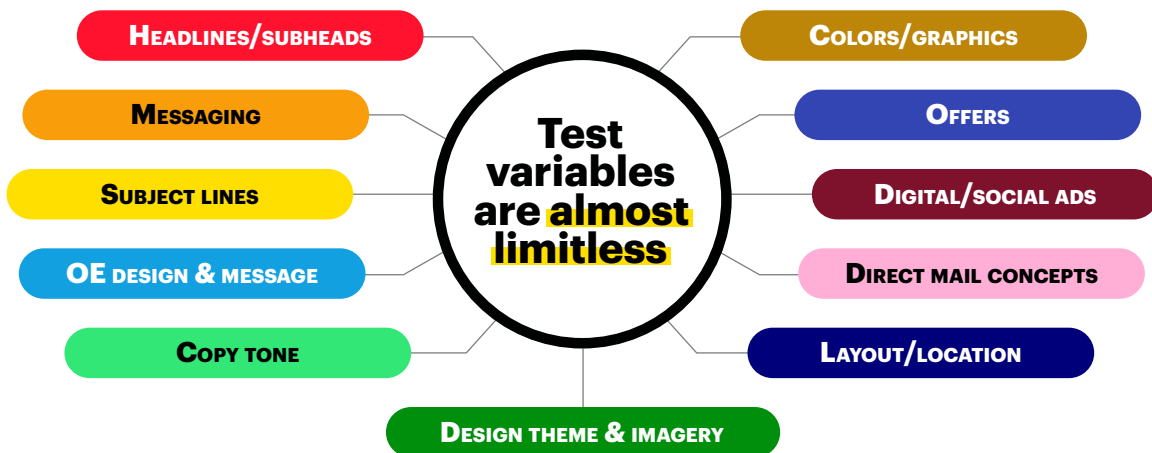
Quad's proprietary Accelerated Marketing Insights (AMI) virtual testing platform lets you test hundreds of variables, isolate individual variable performance and leverage learnings for cross-channel integration.

AMI delivers efficiency and effectiveness by perfecting your communications before anything ever goes into market, lifting response to beat your control package and speeding revenue recognition.

Do more, faster...



Understand your customers' content and creative preferences



Tailored local marketing made DIY easy

Too often getting the right messages into the right markets, on time, is a labor-intensive, manual process. It doesn't have to be. Creative and production delays no longer need be the norm. Missed in-market deadlines and compliance glitches can be a thing of the past.

Quad makes local marketing management fast and efficient with our Local Marketing Platform (LMP).

A better way: A centralized platform for local marketing creation

Empower local teams to create tailored, accurate, compliant marketing materials in minutes, not days. Quad's streamlined solution is the modern-day alternative to manual marketing management. Our LMP organizes, streamlines and automates the process through one centralized portal. It provides:

- Quick, simplified access to compliant, pre-approved media templates
- Client-specific database of local provider and product information for accurate media customization by geography
- Print and mail on-demand ordering
- Easy control of your marketing calendar, budget and performance evaluation
- A solid foundation for media-mix optimization

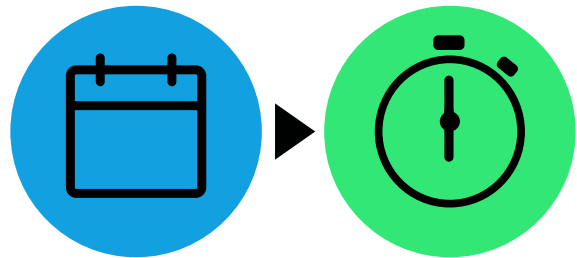
Results for one Fortune 500 client with Quad's Local Marketing Platform

100%

on-time delivery
(up from 85%)

98%

manual-touch reduction

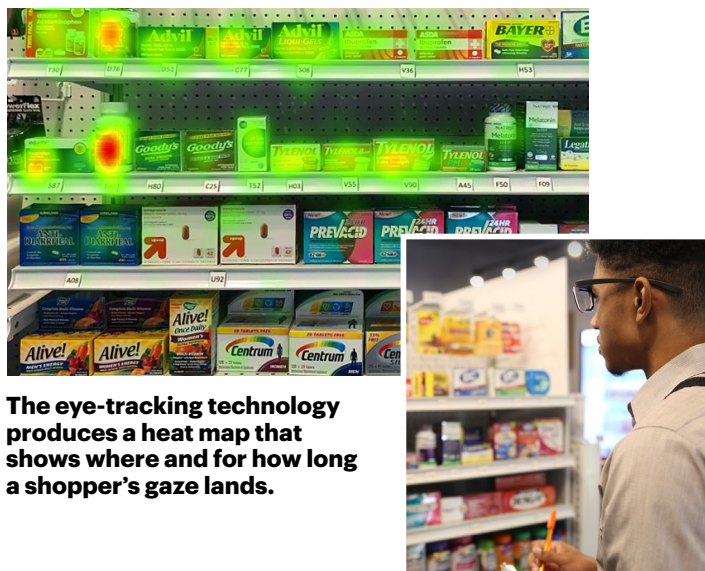


Media request cycle time reduced from 2-3 weeks to mere minutes

Packaging that grabs attention and market share

In the highly regulated, competitive world of OTC drug marketing, packaging plays a critical role. That's why you need a partner well-versed in health, retail and CPG who can consult on your specific challenges.

Quad offers unique capabilities that will help you create packaging that speaks to consumers while you meet your medical, legal and regulatory requirements. And with sustainability a growing priority for consumers, Quad always makes sustainability part of the conversation during design and testing.



The eye-tracking technology produces a heat map that shows where and for how long a shopper's gaze lands.

A better way: Data-driven package design

Ever wonder what goes through the minds of shoppers as they roam the aisles looking for something they need that you can provide? Wonder no more.

Package InSight® by Quad uses the latest in biometric technology to study packaging performance and impact in a customizable retail space.

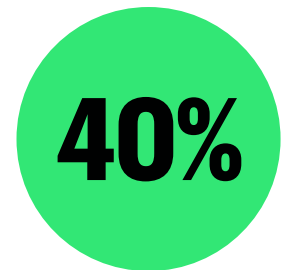
Consumers recruited to represent your target demographic receive a shopping list that includes the type of product in your category. They then enter a retail environment wearing eye-tracking technology that measures:

- The average time in seconds from when a product first enters participants' field of view until they fixate on it
- The average time, in seconds, spent by participants fixating on this item
- The total number of times participants' scan of the planogram crossed into a particular area of interest

Data-driven designs can have a big impact on the bottom line. Here is what one Quad client experienced:



predicted sales increase



actual sales increase

Experience the benefits of Quad's next-gen solutions

Whatever challenges you face, Quad has the knowledge and tools to move your marketing into a future of increased ease, effectiveness and ROI. Our next-gen solutions to today's challenges simplify and improve the marketing process in three ways:

- **Accelerated Marketing Insights** — Quad's proprietary pre-market virtual testing approach to rapidly identify the right mix of messaging and creative elements that will optimally connect with your target audience, delivering significant ROI.
- **Quad's Local Marketing Platform** — A centralized content creation and production platform to ensure national brand consistency, local relevance and regulatory compliance, as well as timely and accurate communications.
- **Package InSight® by Quad** — A data-driven design and prototyping optimization solution that delivers high-impact packaging proven to boost sales.



About Quad

Quad (NYSE: QUAD) is a \$3 billion global marketing experience company that gives brands a more streamlined, impactful, flexible and frictionless way to reach their target audience via a uniquely integrated marketing platform. Quad connects every facet of the marketing journey efficiently and at scale through its innovative, data-driven offerings — from strategy and consulting to data and analytics, technology solutions, media services, creative and content solutions, and managed services. Quad provides a better marketing experience for its clients, so they can focus on delivering the best customer experience.

Quad employs approximately 15,000 people in 14 countries worldwide and serves more than 2,900 clients across the retail, publishing, consumer packaged goods, financial services, healthcare, insurance and direct-to-consumer industries. Quad is ranked as a leader in multiple industries including largest agency companies (Ad Age, #14); largest commercial printers (Printing Impressions, #2); and largest Milwaukee-area manufacturers (Milwaukee Business Journal, #1).

For more information about Quad, including its commitment to ongoing innovation, culture and social purpose, visit quad.com.

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