

Explanation: www.biotech.net.ch

Aeschbacher consulting developed a novel communication concept for the Swissbiotech.net and redesign of the homepage. In addition several off-line measures were implemented in collaboration with the Büro für Kommunikationsdesign.

Ursula Graf from biotech.net commented: "The executive board is thrilled by the new CI and highly confident that the improved branding will be very successful."

