

PHARMA CASE STUDIES



**YOUR MESSAGE,  
in the RIGHT SPOT**



SALES TOOL – Given away by the sales to doctors  
The Diamonds designed as a Calendar include the  
Abbott's companies value

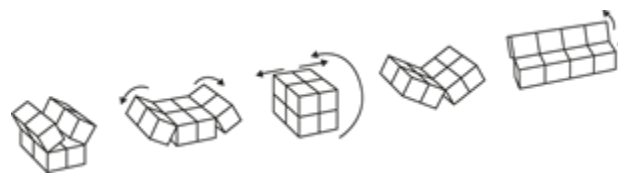
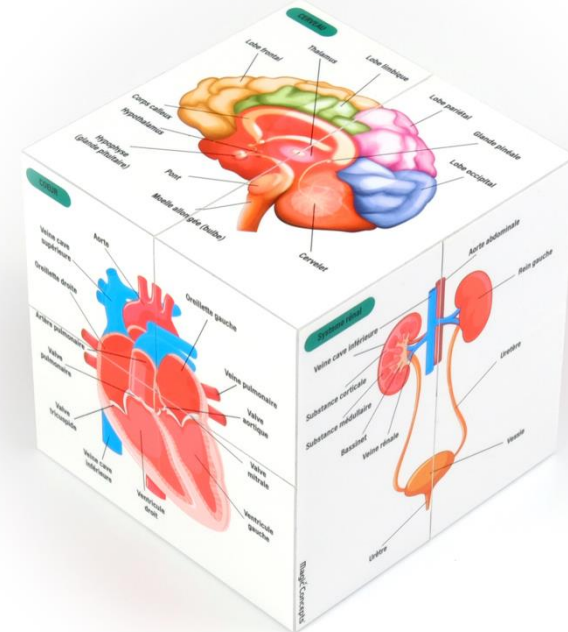
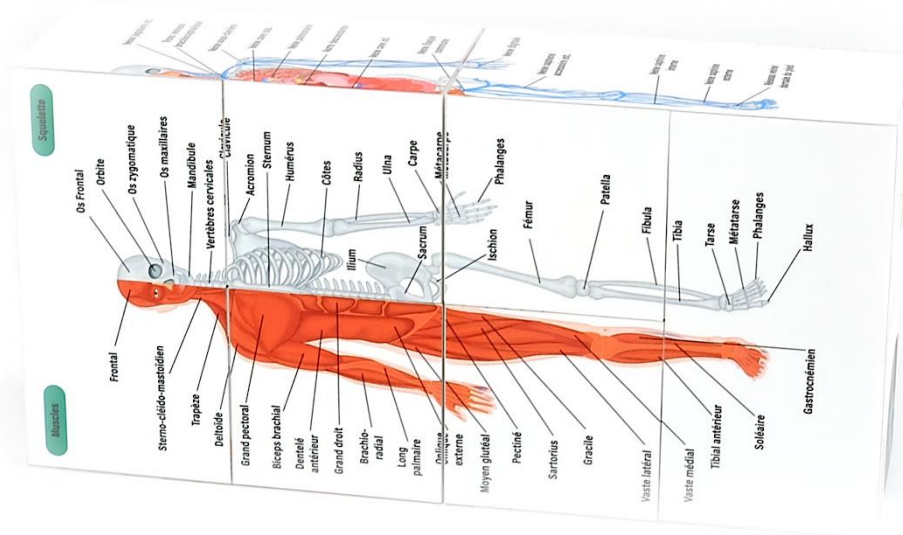


Magic Diamond 7cm

YOUR MESSAGE,  
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SALES / EDUCATIONAL TOOL – Educational tool distributed by the sales to the doctor for Hands-on Demonstrations at Educational uses.



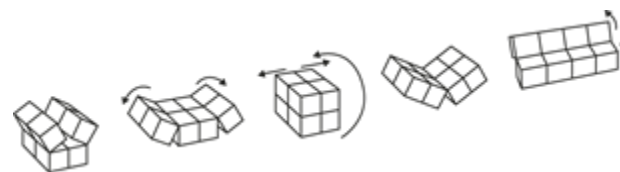
Magic Cube 7cm

**YOUR MESSAGE,  
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SALES / EDUCATIONAL TOOL – Cube given away by the sales to VET

This cubes show case the key selling point of Royal Canin new product – They are usually landing in VET Waiting Rooms or specialized stores counters



Magic Cube 12cm

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SALES/EDUCATIONAL TOOL – This Can include an AR animation, that help visualized the effect of Bemer new drug. A drug facilitating the blood circulation. This tool was given away to doctors to educate their patients

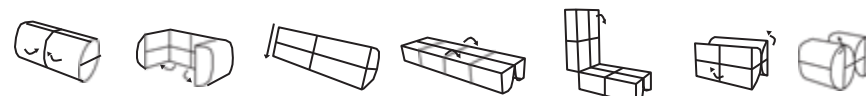


Watch the video

<https://www.intermedia.com/product/augmented-reality-by-magic-concepts-video/>



+ AR Video

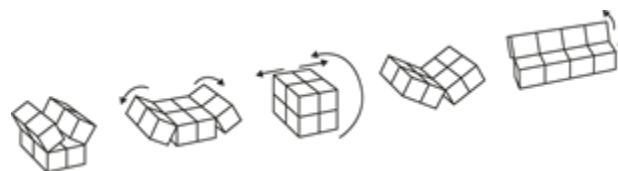


Magic Can 115mm

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INTERNAL COMMUNICATION + SALES TOOL –  
Given away to Staff, Sales partners and Doctors  
Company's Mission & Values

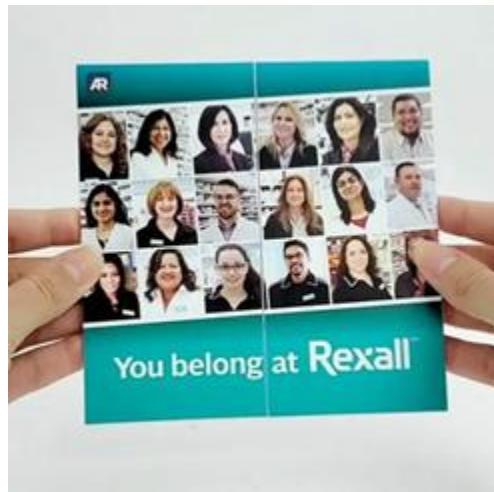


Magic Cube 7cm

YOUR MESSAGE,  
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RECRUITMENT TOOL Given away during recruitment fairs as well as conference in universities

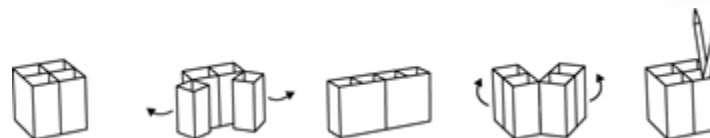


Magic Card 150

YOUR MESSAGE,  
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SALES TOOL – Purchased by BAYER Radiology to promote one of their new equipment - Given away by Bayer's sales network to their clients during meetings



Magic Flip Pen Pot

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INTERNAL COMMUNICATION TOOL – Given to Pfizer staff to celebrate the 20th anniversary of their foundation Rubik's was chosen to target their young employees of the existence of this foundation



[2025-02-16 Logistics Case Studies Presentation.pptx](#)



RUBIKS 3X3 57mm

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SALES TOOL – Conference Giveaway



RUBIKS 3X3 Key Chain

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BRAND AWARENESS— Seminar Giveaway



RUBIKS 2x2

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SALES TOOL – Given away by the brand's sale team to Pharmacies to promote the Brand





SALES TOOL – Given away by the brand sales team to dentists to promote their new equipment



RUBIKS Pen pot

**YOUR MESSAGE,  
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EDUCATIONAL TOOL– This item was given away by SANOFI during tradeshow to invite health care provider to visit their online platform. This platform give them access to their new Diabetes starter pack, including video, support App...



Foldup Paper phone stand

YOUR MESSAGE,  
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**YOUR MESSAGE,  
in the RIGHT SPOT**



**Visible every workday**



**Playful and engaging**



**Longevity on the desk**



**Your message  
gets read and remembered**

 **Magic Concepts**<sup>®</sup>  
AMAZING MEDIA

 **RUBIK'S**

**NHS**

Enamel Badges– Used across the NHS from team building and fundraising through to team and departmental ID and inclusivity.



**Enamel Badges & ID Items**

**Tristel**<sup>™</sup>

Innovators in infection control using giveaway mouse mats for brand reinforcement in clinical purchasing environments



**Mouse Mats**



Used for conference delegates giveaways  
and customer facing sales force.



**Laptop Sleeves**



Genome sequencing leader who engages staff and customers through a program of wellbeing and health initiatives. Drive team building through participation in sports and events.



**Sportswear**