

situation:

Stem cell therapy offers the promise of medical treatments for an enormous range of conditions. However, the practice can represent a social and ethical challenge.

Initially created as the governing body for all stem cell research facilities at UCSF, the **Institute for Regeneration Medicine** expanded to align and coordinate over sixty independent research initiatives, implementing improved methods of collaboration, communication and efficiency.

By 2004 (and only two years old), the **IRM** was established as a pioneer in the field of stem-cell research. Encompassing work on multiple cell types as well as cardiovascular, neurological and cancer research. The **IRM** was able to embrace and expand upon UCSF's traditions of academic excellence, collaboration and progress.

The **IRM** was making strides in all key areas of regenerative medicine research and was granted four of the twenty-two derivations of stem cells eligible for federal funding, as well as attracting initial funding from private sources.

The Institute for Regeneration Medicine



challenge:

Recognized as a premier facility in stem cell research among the scientific community, the **IRM** had to introduce a strong leadership brand to attract, interest and funding from foundations, institutions, private donors and the general public alike.

solution:

Through strategic branding practices, **jungle 8** positioned the institute as the industry leader, while supporting their commitments to innovation, efficiency and compassion; creating and solidifying their new market position.

jungle 8 worked with the **IRM** to first establish greater awareness and recognition of the institute, visually translating these core values into a reflective identity. The **jungle 8** team leveraged public interest to create a memorable leadership brand, focusing on the human element of research and inviting the public to engage in a relationship with the brand, barriers many other research institutions avoid.

Today, the institute continues to prosper attracting funding and support from both the public and private sector. During the first quarter of 2007, the **IRM** was able to fund their research grants, for the first time.

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