



CLOSER  
LONDON

Project update

**Making  
more  
health**

**by Ashoka and  
Boehringer Ingelheim**



'Making more health' is an innovative partnership between Boehringer Ingelheim and Ashoka.



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Boehringer Ingelheim is a world leading ethical pharmaceutical company. It is broadening its strategic focus from fighting disease to enabling more health.

Ashoka are global leaders in enabling social entrepreneurship.

Strategy, story, look and feel, all launch items, design, staging and production was inspired and created by brand consultancy CloserLondon.

**Brand Strategy:**

The name is the ambition.

'Making more health' describes what the partnership wants to bring to the world. Both Ashoka and BI have built a reputation of being leading and innovative. By bringing their respective skills together they aim to invent new ways of 'making more health'.

'Making' invites you to explore and experiment, to get involved and get your hands dirty. 'More health' means to not accept disease and illness as a fact of life but to do everything within our personal means to prevent it from occurring and to find ever-new solutions that help health prevail.

**Brand communication:**

We introduced a simple set of communication tools to turn the partnerships ambition into a visible force, to help document actions.

The branding is developed as a call to action and is inspired by previously successful global initiatives and movements such as 'Make love not war' or 'Make poverty history'.

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