



Project update



Boehringer Ingelheim celebrates its 125th Jubilee by introducing its ambition for the future – **more health**

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

Beginning with 3rd and 4th of September 2010 BI introduced a new momentum in its 125 year long history.

The owner Family and its management aim to inspire more than 40 thousand employees, their families, customers, patients and friends to do more for health in the world.

'More health' will be celebrated in a series of regional celebrations and activities.

Me/We is the messenger for 'more health' – a symbol that personifies Boehringer's success and how people work together as individuals and teams to create more health. Me/We is now part of the Boehringer brand.

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

Claudius Koenig, CloserLondon Project Director said. "I have been working with Boehringer Ingelheim developing its vision, culture and image for more than 15 years. The 2010/2011 celebrations mark Boehringer's commitment to promote beyond its corporate borders a quest for more health in the world – initially with a particular focus on supporting social entrepreneurship.

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