

**IT'S THE END
OF THE WELD.**



CPC MICROCNX™ LAUNCH

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CPC is the #1 fluid connector brand. A large portion of their business provides connectors for biopharmaceutical processing and cell and gene therapy. Traditionally, when companies build fluid delivery systems, engineers use tube welding to connect tubes. But this method comes with safety risks, inefficiencies and costs. With the launch of MicroCNX™, an aseptic micro-connector, CPC created a safer, more efficient and more cost-effective connection solution that would put an end to antiquated tube welding forever.

Knowing the launch of MicroCNX™ would revolutionize the market, we used a teaser campaign to start building interest. Our message— It's the end of the weld— encouraged inquiry and trial adoption. Digital ads drove viewers to a landing page, endoftheweld.com, where they could sign up to be the first to know about product information. The page featured a clock counting down to the end of the weld and the introduction of MicroCNX™. As the date approached, we changed content on the page to include gamification. Upon launch, we revealed the product name and its game-changing benefits. Launch included video, tradeshow marketing and sample kits. The results: over 38 million impressions, nearly 100,000 website visits, 1,173 leads and 133 pipeline opportunities.



THE RESULTS

OVER 38 MILLION
IMPRESSIONS

NEARLY 100,000
WEBSITE VISITS

1,173 LEADS

133 PIPELINE
OPPORTUNITIES

SAMPLE KIT



PRINT AD



THE WELD HAS ENDED.
WELCOME TO A
**WHOLE
NEW
WORLD.**



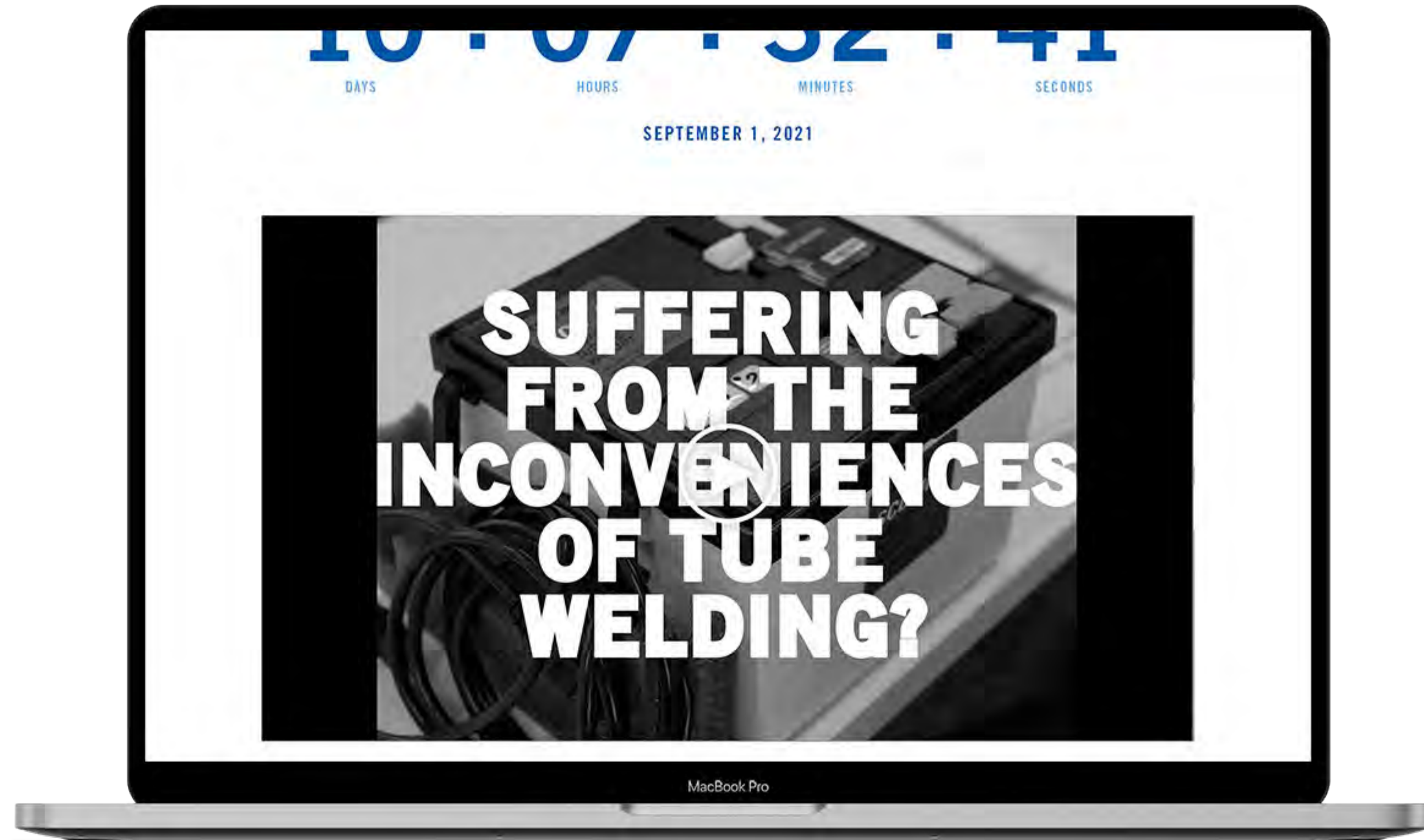
INTRODUCING **MICROCNX™** SERIES CONNECTORS,
the simple and efficient alternative to tube welding
for small-format biomanufacturing assemblies.

Learn more at endoftheweld.com.

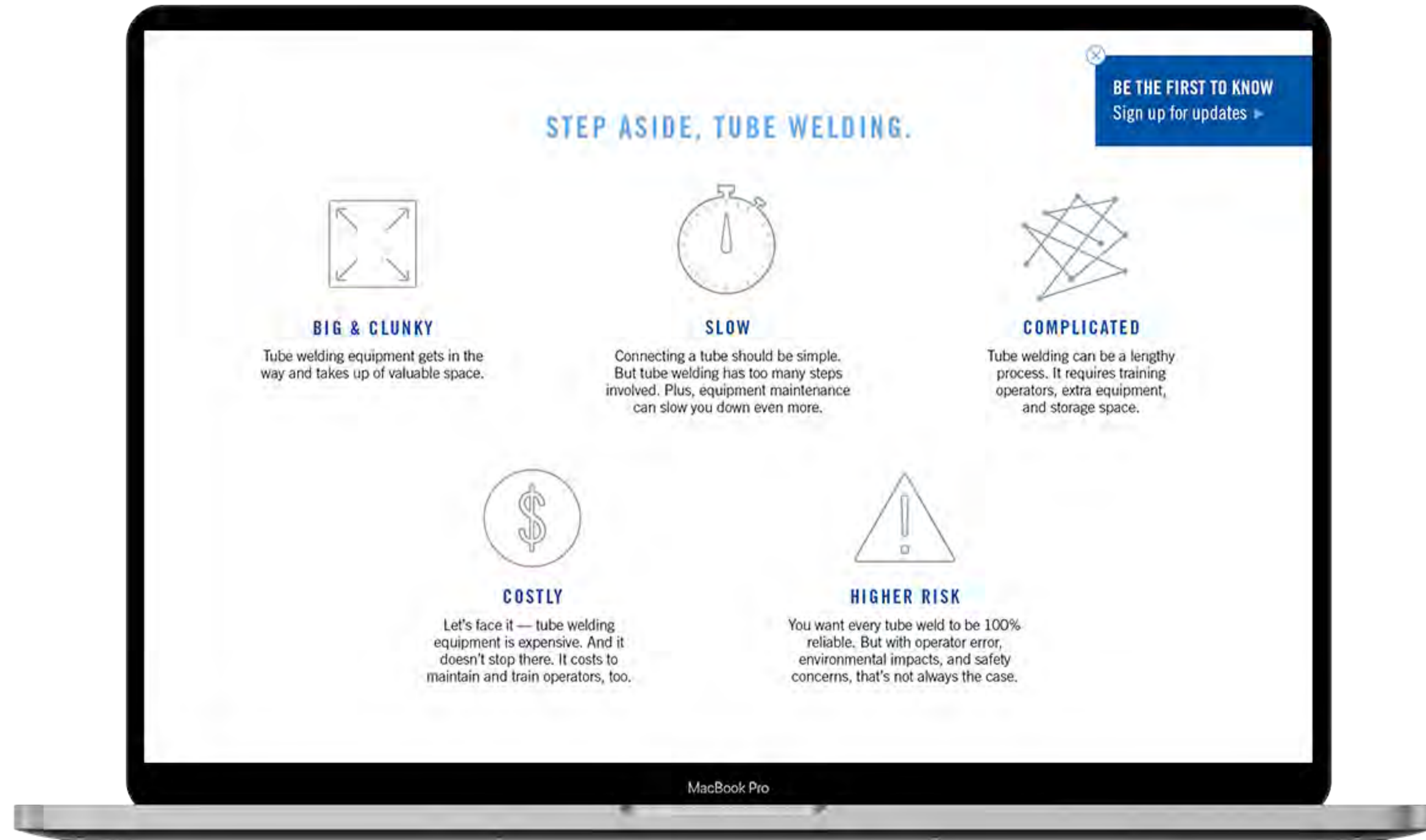
WEBSITE PHASE 2



WEBSITE PHASE 2



WEBSITE PHASE 2



WEBSITE PHASE 2

A SMALLER, EASIER, AND FASTER SOLUTION IS COMING.

HOW SMALL IS IT?

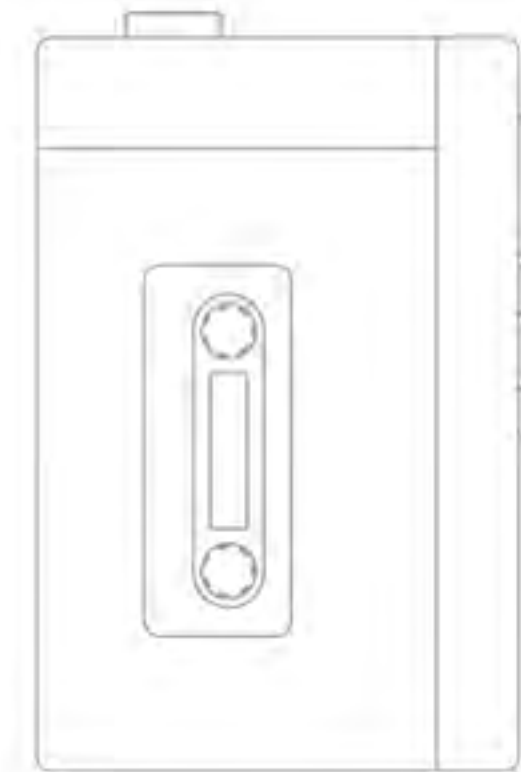
Cutting-edge technology continues to get smaller and smaller.
But how small is this revolutionary sterile connector? We're taking a poll to find out what you think.
Click to vote for your best guess and find out the percentage of voters that agree with you.



VOTE



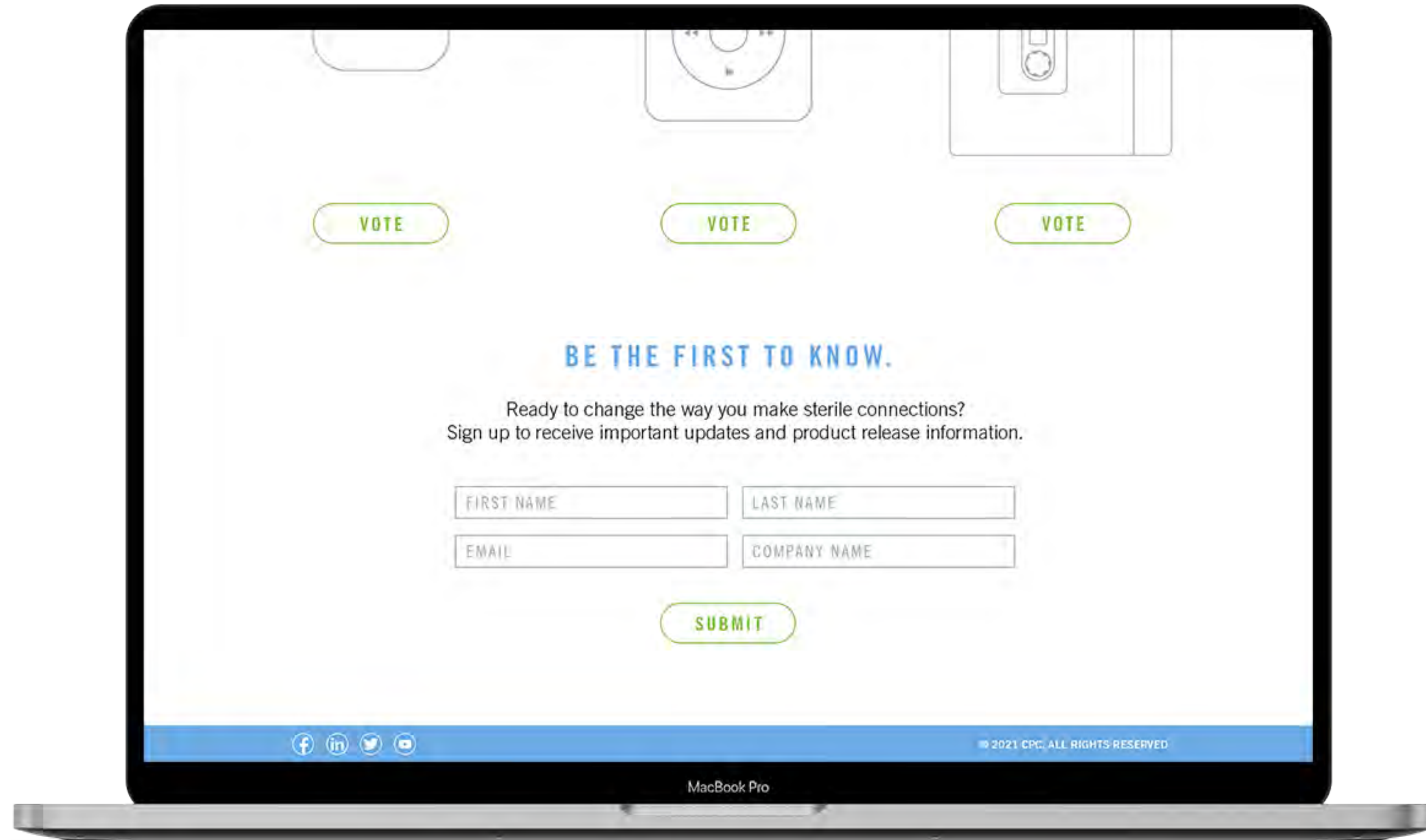
VOTE



VOTE

MacBook Pro

WEBSITE PHASE 2



WEBSITE PHASE 3



CPC

SMALLER,
FASTER,
EASIER.

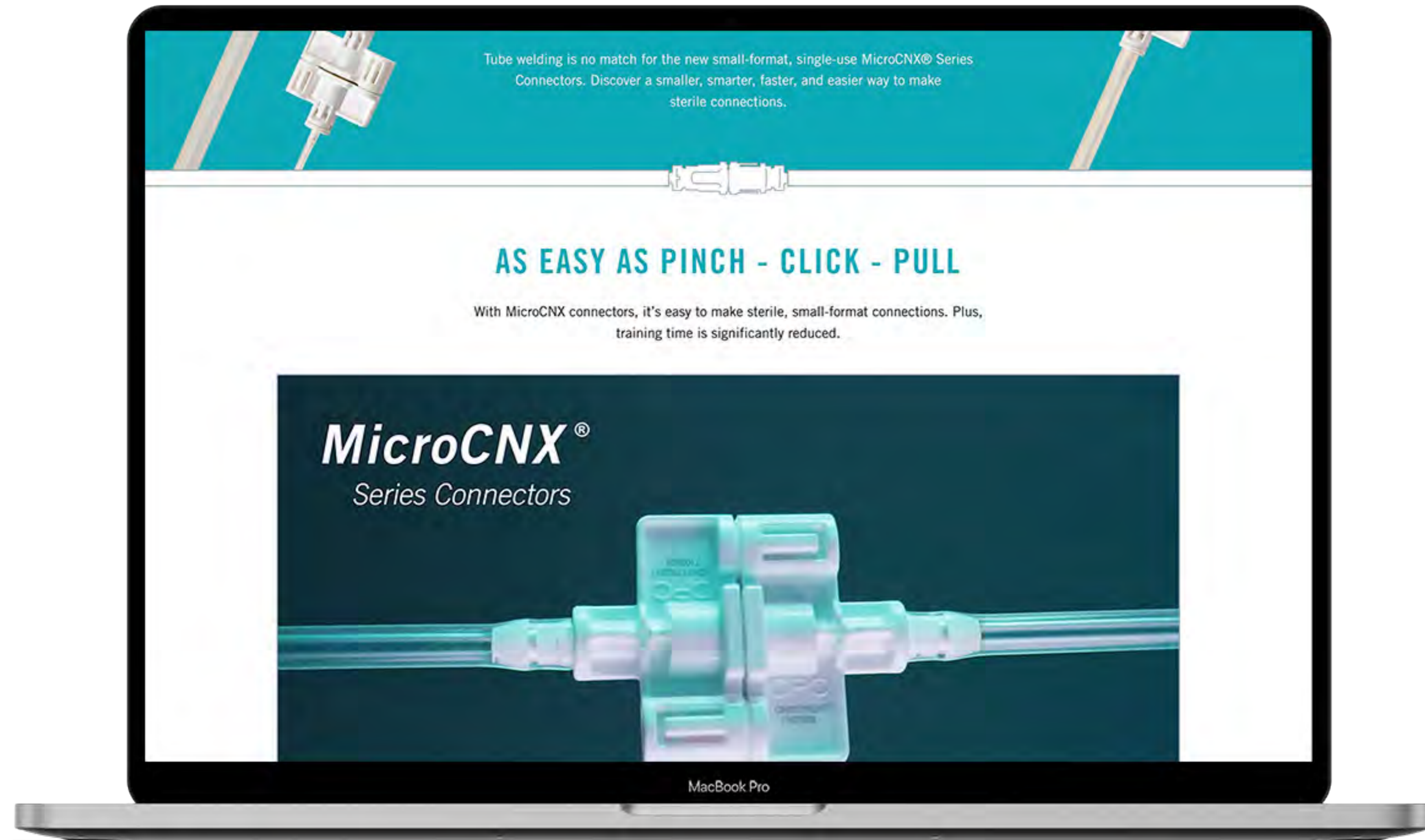
INTRODUCING

MicroCNX®

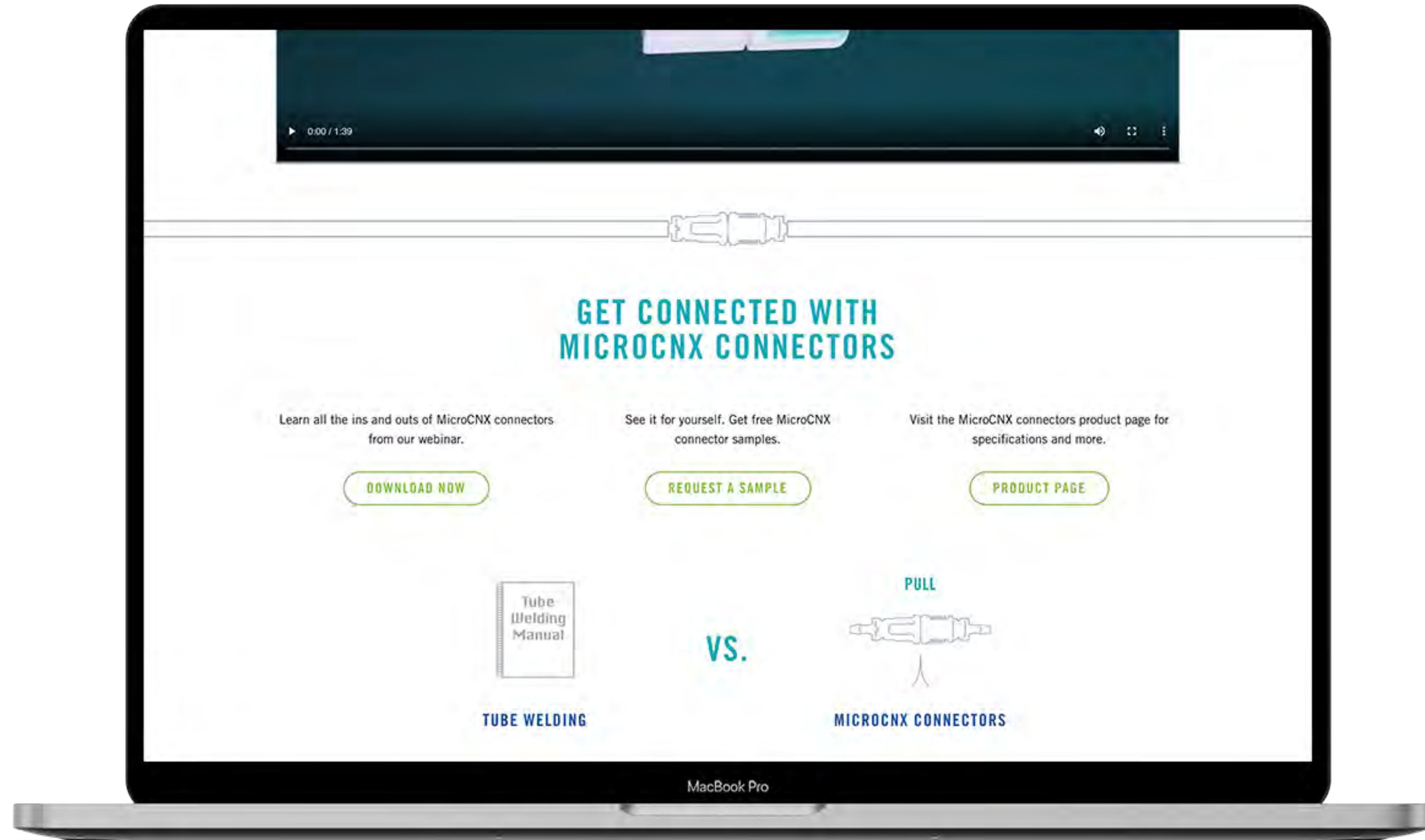
SERIES CONNECTORS

MacBook Pro

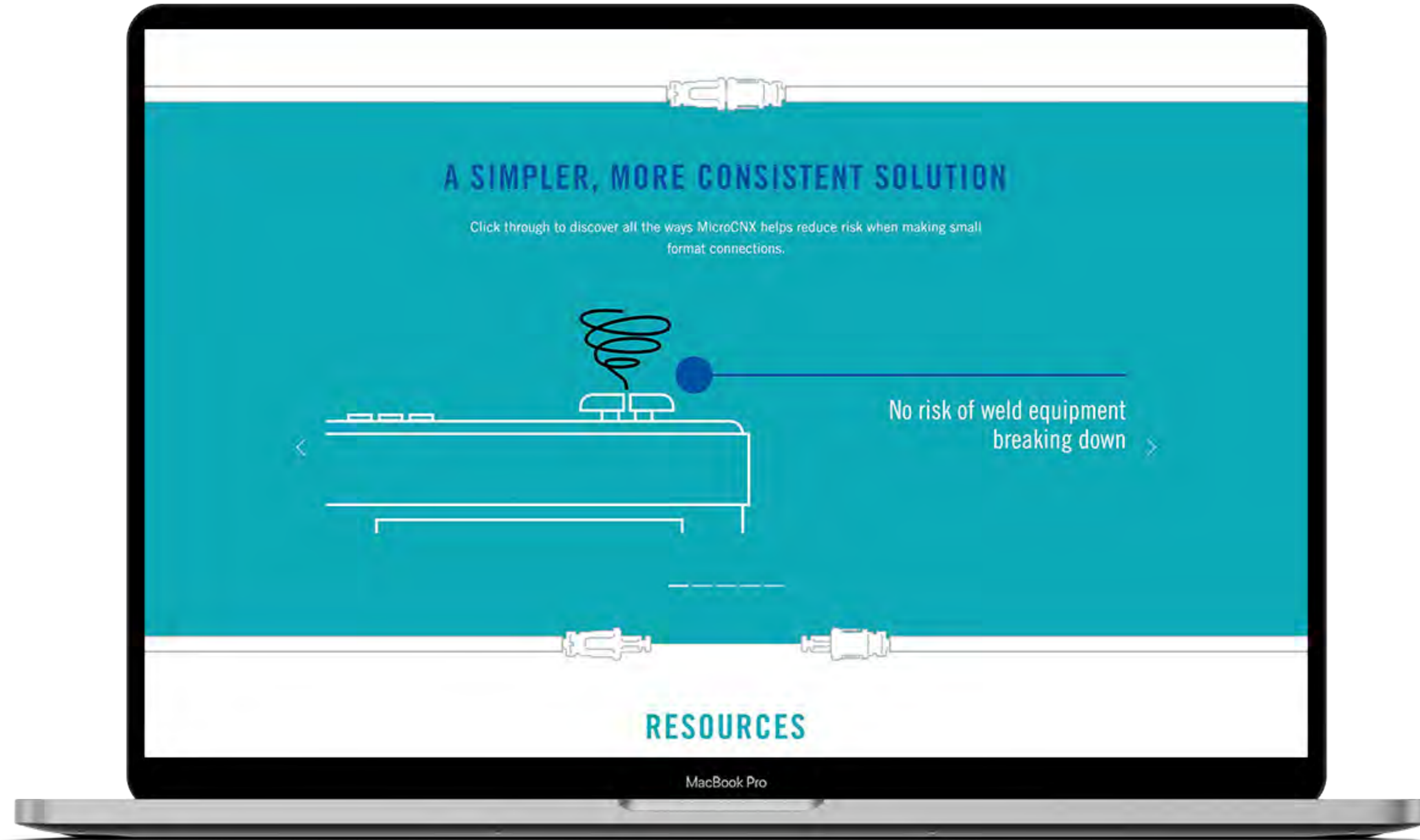
WEBSITE PHASE 3



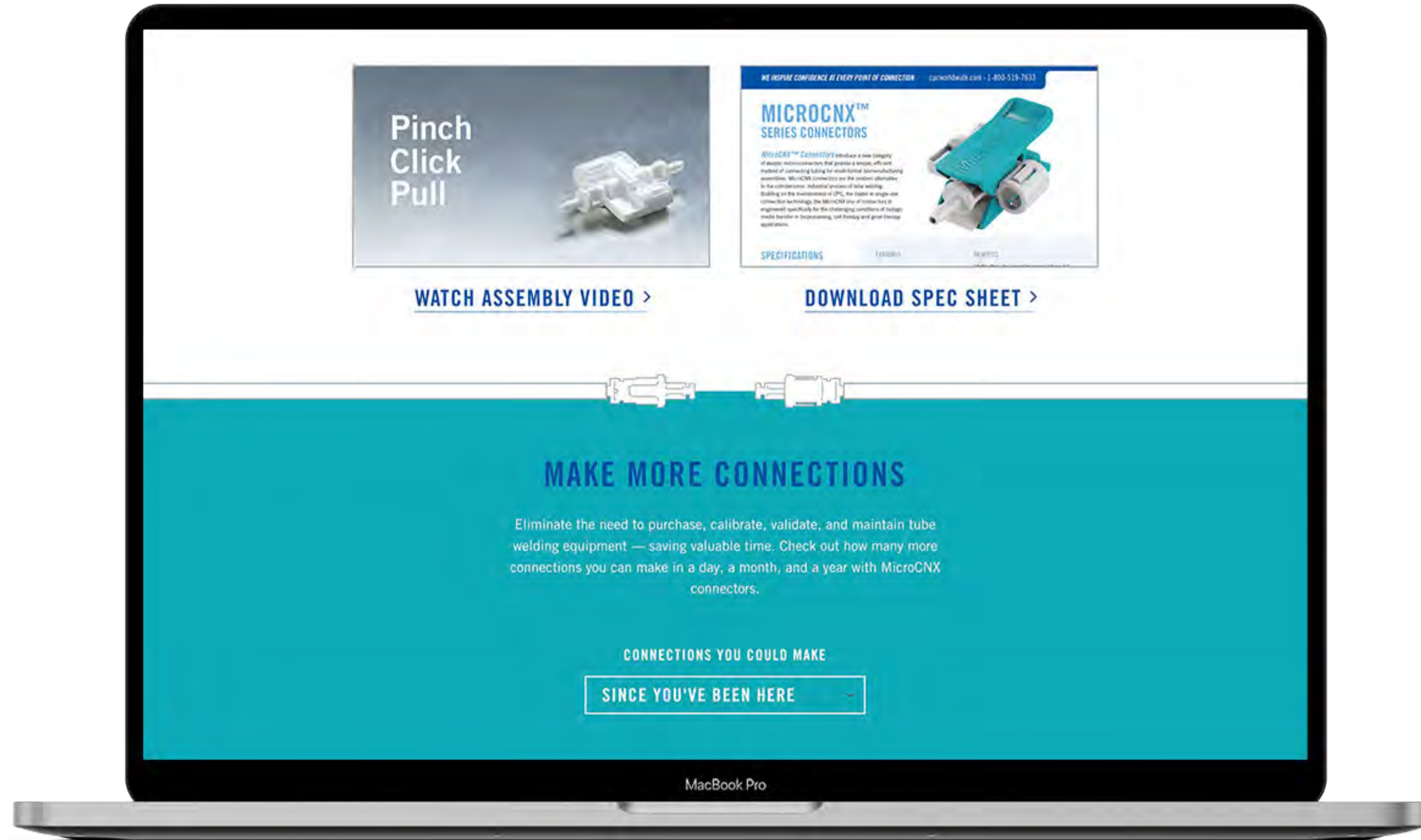
WEBSITE PHASE 3



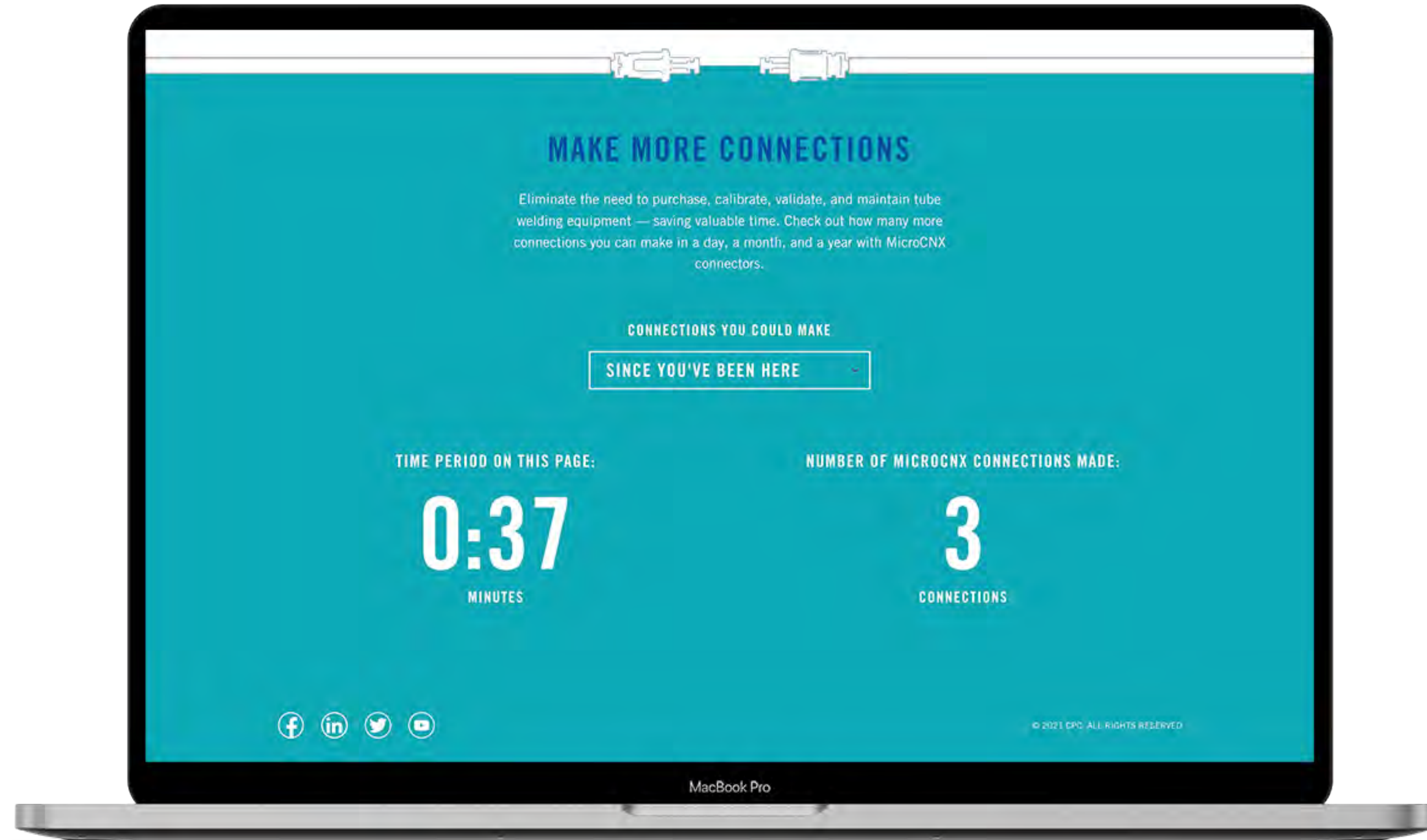
WEBSITE PHASE 3



WEBSITE PHASE 3



WEBSITE PHASE 3



LINKEDIN DIGITAL AD

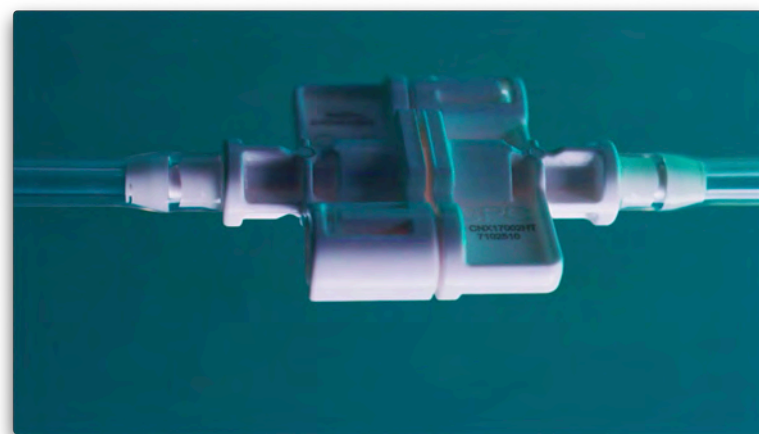
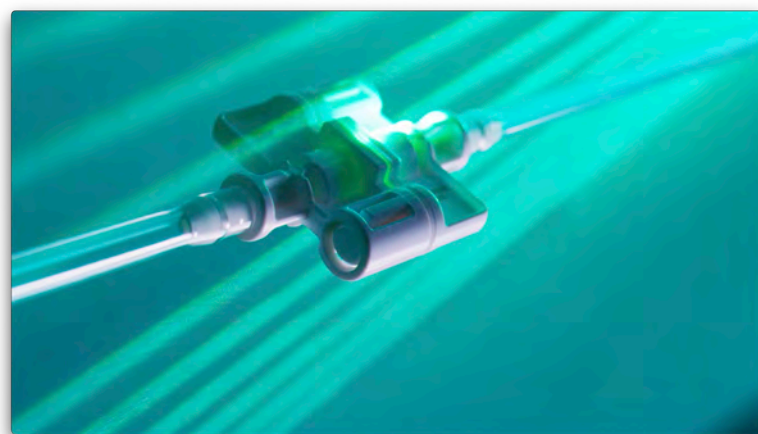
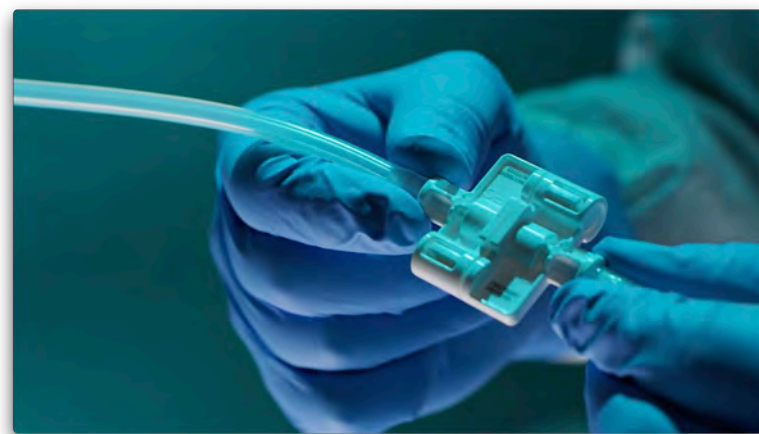
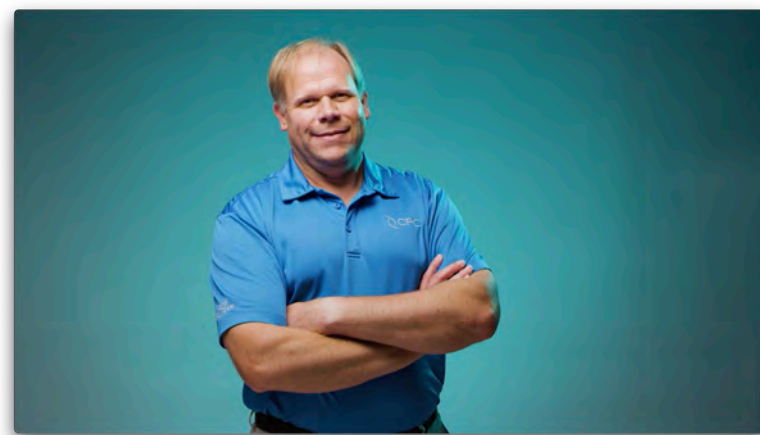
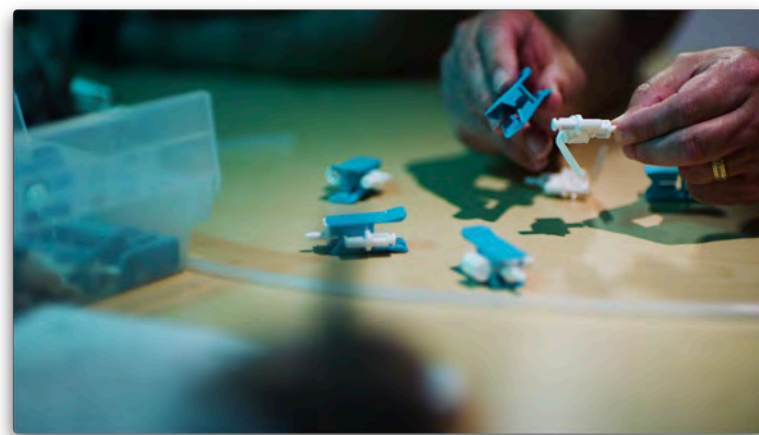
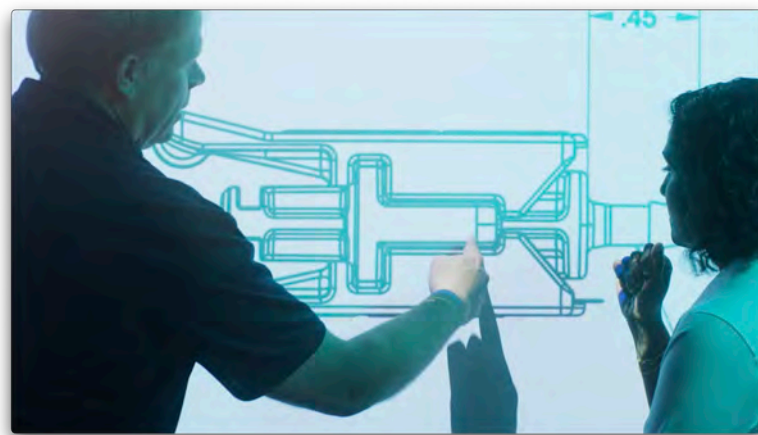
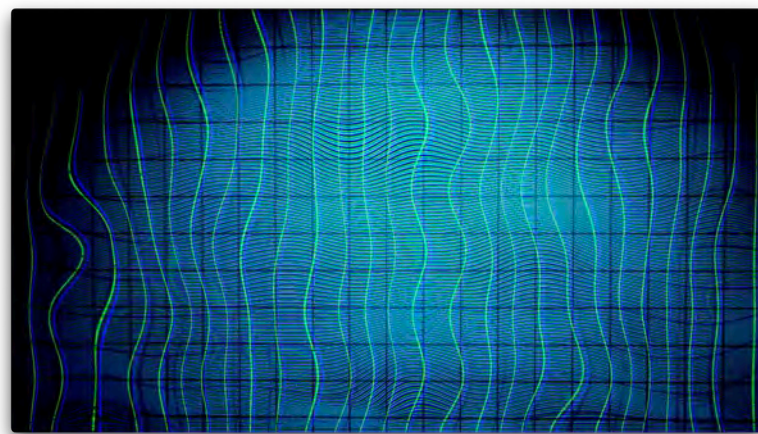
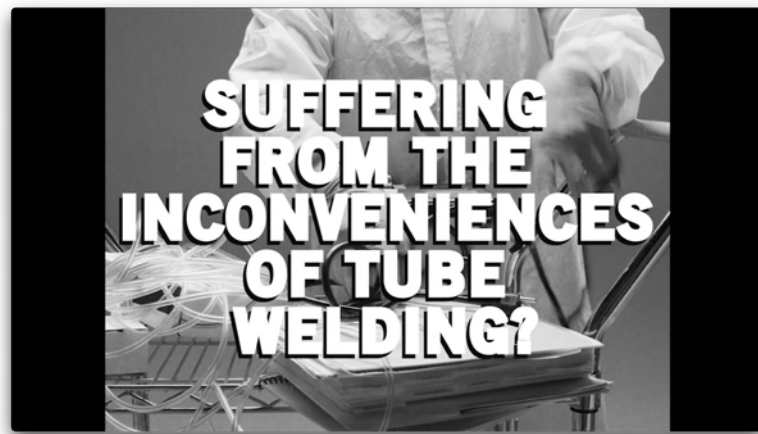
THE WELD HAS ENDED.

**WELCOME TO A
WHOLE NEW WORLD.**



INTRODUCING MICROCNX™ SERIES CONNECTORS,
the simple and efficient alternative to tube welding.

LAUNCH VIDEO



DIGITAL ADS

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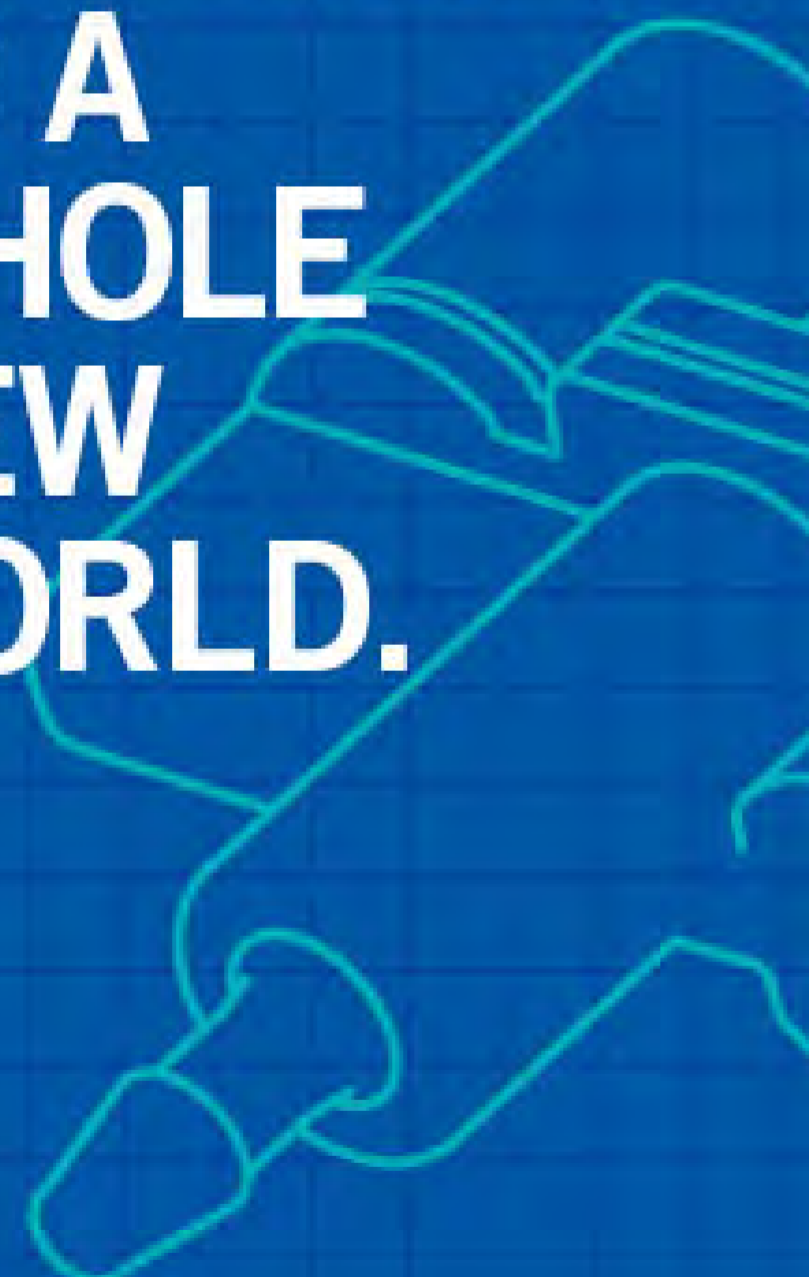
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