

Tres Cantos Open Lab Foundation Messaging Platform

Context

As a precursor to producing the Tres Cantos Open Lab Foundation website and other communication materials, a review of existing written material has been undertaken to establish a key point messaging platform.

This piece of work takes all the previous written material and breaks it down into an easily digestible structure to provide a focus on the key communication points. By succinctly clarifying the 'what, why and how', it provides a foundation from which to build-in the detail, ensuring that messages are logically ordered and believable. It also helps to create some personality around the initiative to inspire visual as well as written approaches.

Brand pillars

Information and insights from GSK documentation have been examined to define, in the most succinct way, the Tres Cantos Open Lab Foundation's three core 'brand pillars':

1. **REASON** - what it does and its purpose
2. **DIFFERENCE** - what makes it unique and valuable
3. **WAY** - how it works and gets things done

REASON what it does and its purpose

The Tres Cantos Open Lab Foundation is an independent, charitable initiative, supported by GSK to fund and accelerate research for the discovery of ground breaking medicines to treat malaria, TB and other neglected diseases of the developing world.

Its aim is to attract world-class researchers through funding for their work and access to GSK's research facilities, skills and know-how, and build an environment that facilitates sharing of knowledge and ideas.

DIFFERENCE what makes it unique and valuable

With a direct link to the significant financial resources, facilities and knowledge capital of GSK, the Tres Cantos Open Lab Foundation will help consolidate an historically-fragmented approach to drug discovery in diseases of the developing world .

By encouraging researchers to take an integrated and open approach to their work, the wider sharing of ideas, intellectual property and findings will drive collaborative innovation.

The value of both new and existing knowledge will increase as it is made widely accessible and connected.

WAY how it works and gets things done

With an initial £5 million of funding donated by GSK, the Tres Cantos Open Lab Foundation invites scientists and researchers to suggest projects for collaboration, to be approved by the Foundation's Trustees.

Research will be undertaken at Tres Cantos, GSK's specialist research campus dedicated to advancing the treatment of diseases of the developing world. This 'open lab' facility provides access to GSK's world-class resources, infrastructure and expertise.

The Tres Cantos Open Lab Foundation can support scientists, academics and institutions in developing and sharing advances in new medicines to treat diseases of the developing world.

Results from research funded by the Foundation will be placed in the public domain.

Basic brand model

<p>What are we?</p> <p>We are an independent, not-for-profit Foundation, supported and funded by a donation from GSK</p> <p>We aim to accelerate the discovery of ground breaking medicines to treat diseases of the developing world</p> <p>We have established a unique resource and knowledge-sharing centre, focused around GSK's Tres Cantos drug discovery campus</p> <p>We aim to attract world-class scientists and researchers to drive collaborative innovation</p>	<p>What are we like?</p> <p>Collaborative and inspirational Open and genuine Innovative and focused Knowledgeable and resourceful Pioneering and transformational Committed and visionary Independent and respected</p>
<p>Why should you believe us?</p> <p>GSK has committed an initial £5 million to jump-start projects</p> <p>The Foundation is developing partner relationships to ensure long-term funding</p> <p>Access to the facilities of the Tres Cantos research campus will provide leading scientists, academics and institutions with unique resources and knowledge</p> <p>We have established an independent Governing Board of world-leading research experts to advise on the allocation of project funds and monitor progress against strategic objectives</p>	<p>Why we are better</p> <p>We are a not-for-profit Foundation and genuinely independent</p> <p>We are committed to transforming the discovery of treatments that combat diseases of the developing world</p> <p>We are funding a unique, pioneering open-innovation approach that recognises the value in sharing information and expertise</p> <p>We have GSK funding</p> <p>We have the support of many influential organisations and experts in the field</p>

Brand essence

Supported by GSK, we're joining forces to accelerate the discovery
of new treatments for diseases of the developing world