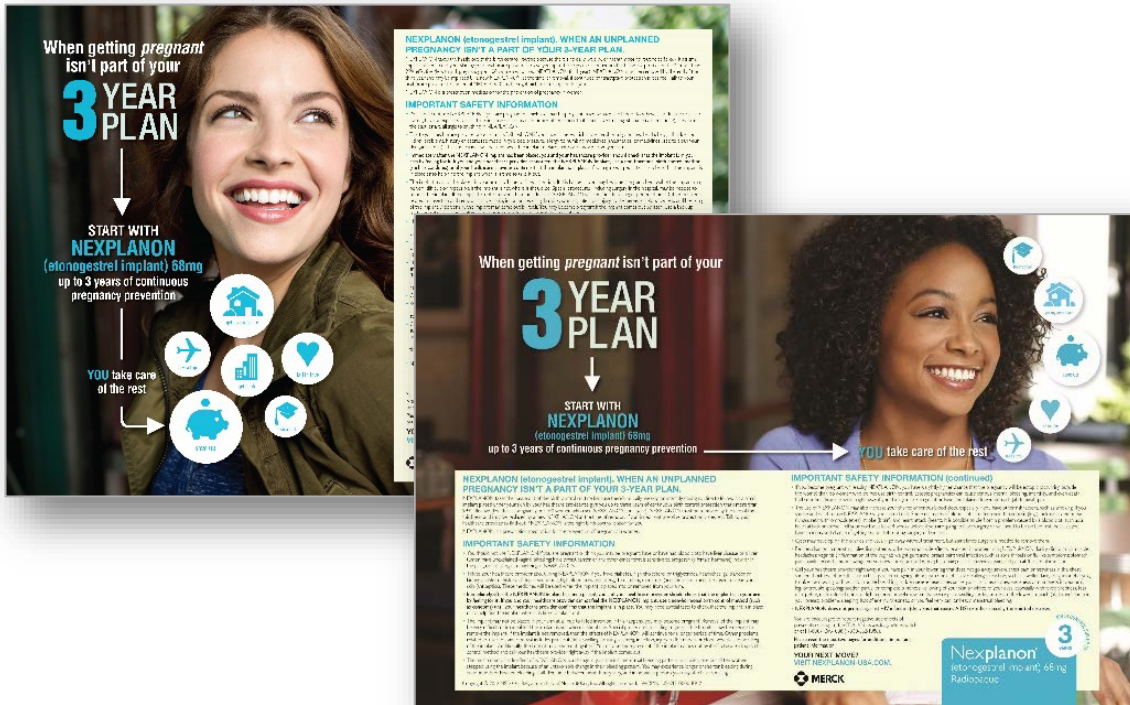


# Local Works: Merck



## The Client

For more than a century, Merck, a leading global biopharmaceutical company known as MSD outside of the United States and Canada, has been inventing for life, bringing forward medicines and vaccines for many of the world's most challenging diseases.

## Objective

Promote its Nexplanon birth control product with multi-page units in select metropolitan markets.

## Solution

Execute a multi-market print campaign in 4 key markets across the US. Magazines include Condé Nast iconic women's brands.

## Geography

Dallas / Ft. Worth, Los Angeles Metro, Boston Metro, Atlanta

## Recommended Media

Allure, Glamour, Lucky, Vogue

