

Ryan Dunkerley

marketing portfolio

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design

tactics

messaging

product launch: LAESI® DP-1000 System

In 2012, Protea released the LAESI DP-1000 Direct Ionization System. This high throughput mass spectrometer imaging front-end provided researchers analytical access to never before available sample types and molecules. Coordinating efforts with product managers, engineers, and corporate stakeholders, I led a small team of designers to create a messaging platform to support a multi-faceted “go to market” campaign.



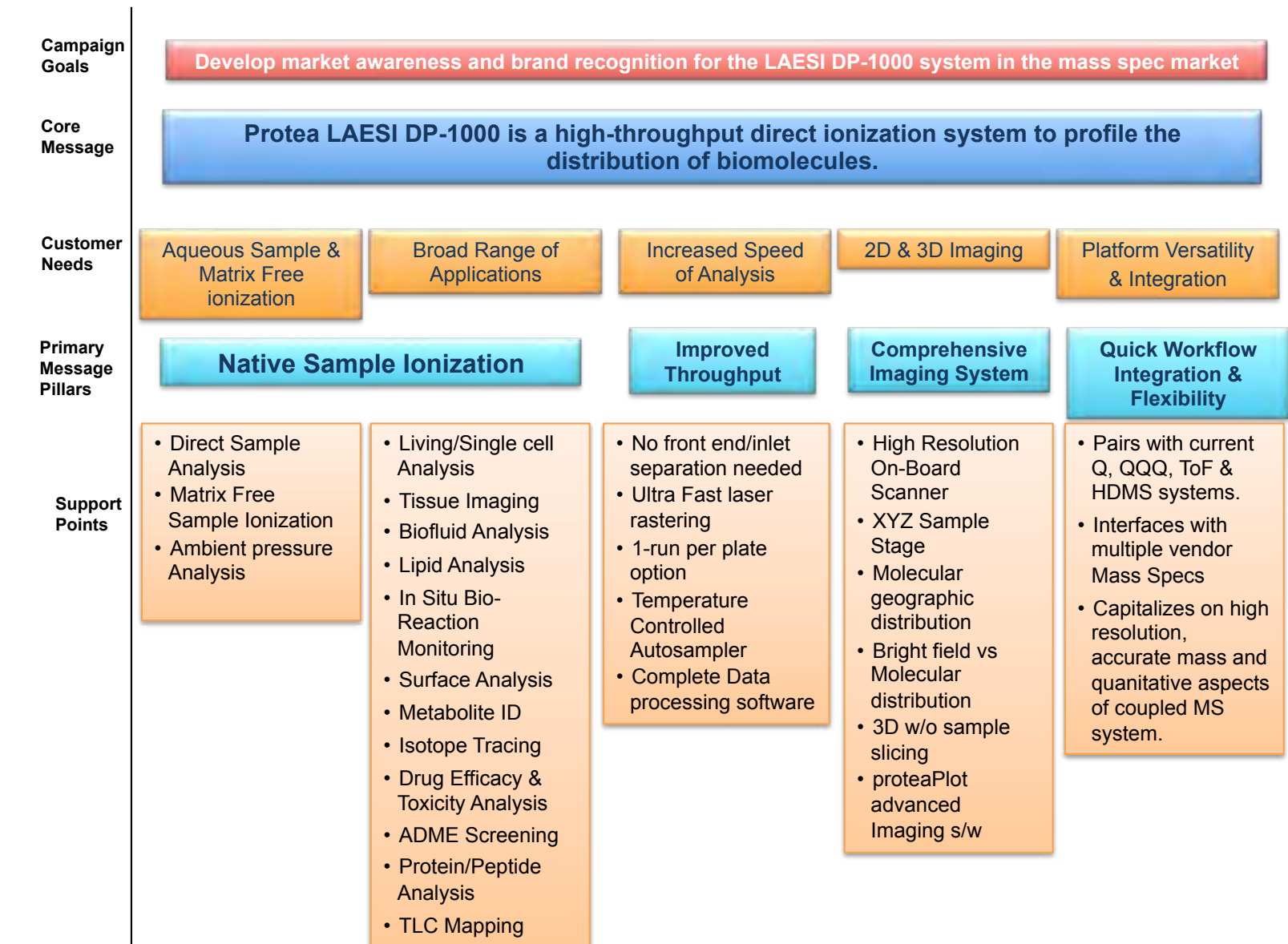
CORE MESSAGE:

The LAESI DP-1000 System is a high-throughput direct ionization system that profiles the distribution of biomolecules.

TAG LINE:

...see beyond

POSITIONING MAP:



LAESI brochure



LAESI overview video



LAESI webpage



LAESI 30sec spot



product launch: GPR[®]-850

In 2013, Protea reintroduced its GPR technology. The goal of the campaign was to highlight the GPR-850 system's unique application for top-down proteomics workflows. A message-centric product launch, I led the commercialization team consisting of my design department, engineering & research staff, and sales. This project also included an update to the instrument's industrial design and software.

the GPR. experience



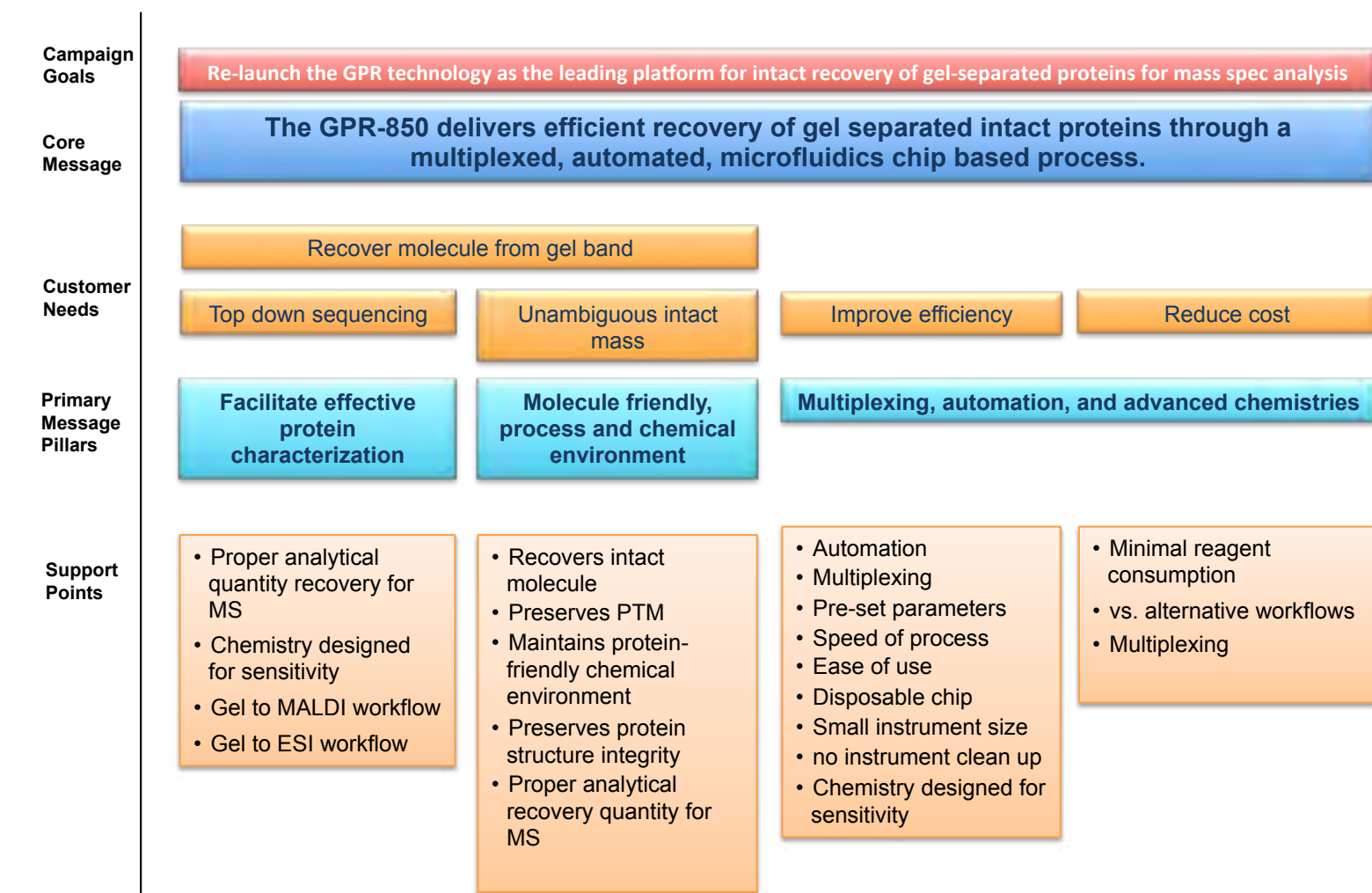
CORE MESSAGE:

The GPR System delivers efficient recovery of gel separated intact proteins through a multiplexed, automated, microfluidic chip-based process.

TAG LINE:

the GPR experience

POSITIONING MAP:



GPR brochure



GPR video presentation



GPR webpage



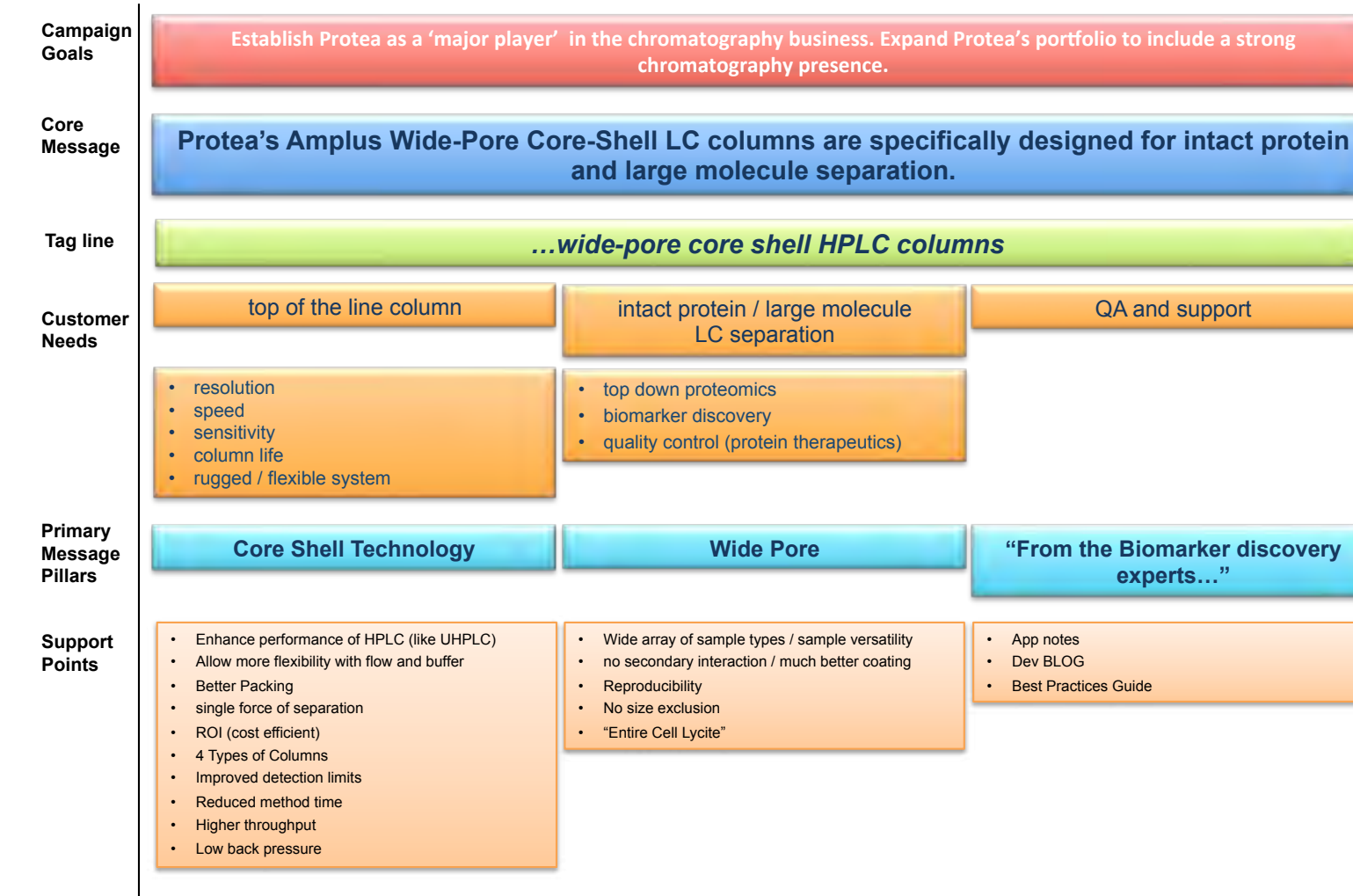
protea[®]
GPR Works[™] 3.0



product launch: Amplus™ HPLC Columns

In 2012, Protea launched Amplus, a line of core-shell HPLC columns specifically engineered for top-down proteomics experiments by LC-MS. Working in an advisory capacity with my design team, I led the commercialization process and worked more closely with scientific collateral production and copy writing. I also help to design and implement communication workflows and applications with our Japanese OEM manufacturer.

POSITIONING MAP:



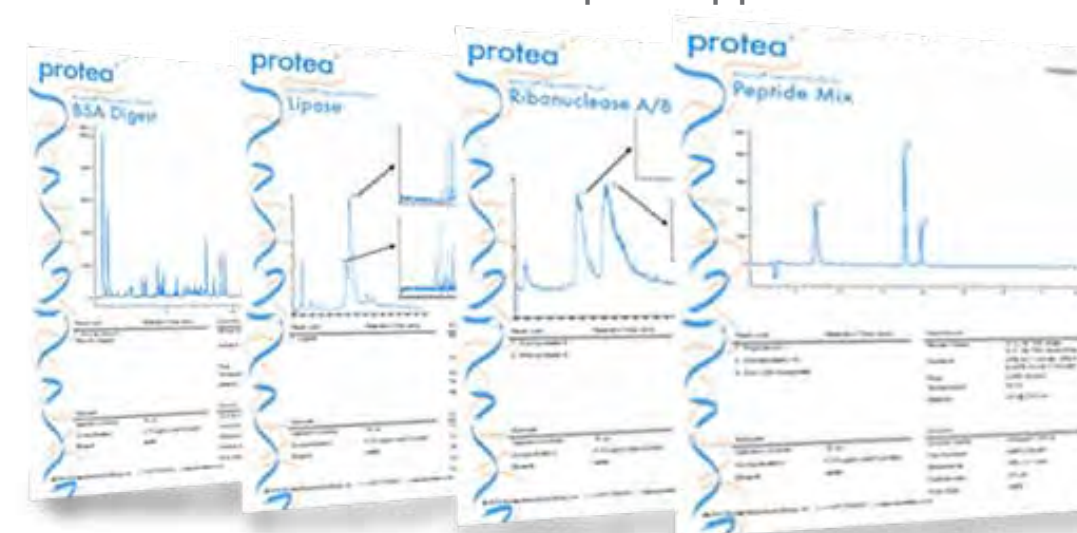
Amplus webpage



Amplus video



Amplus application briefs



CORE MESSAGE:

Amplus HPLC columns enhance the power of core shell technology by offering a wide pore size, designed specifically for intact protein separation.

TAG LINE:

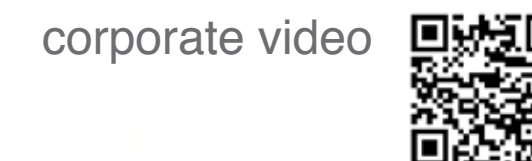
...wide-pore core shell HPLC columns

branding: Protea Biosciences

I have managed the Protea brand for over 7 years. Through its evolution, I have aimed to create a minimal and elegant style which acts as an unobtrusive platform to honestly and directly communicate the science that backs our products and services. The hallmark of the Protea brand is consistent juxtaposition of whitespace with shadow to create a sense of tension and structure. I have deployed this brand across a wide variety of platforms and media.



Images



CORE MESSAGE:

Protea leads the development of mass spectrometry imaging technologies, focused on delivering revolutionary information to pharmaceutical & medical researchers.

TAG LINE:

...innovations for bioanalytics

tradeshows: ASMS 2012



Though attending the American Society for Mass Spectrometry annual conference for several years, 2012 marked Protea's first major branding initiative at the event. In conjunction with the launch of the LAESI DP-1000 System, Protea staffed a tradeshow booth, presented five scientific posters, and hosted our first hospitality suite.

In designing the theme, it occurred to me that the method of developing mass spectrometry-based imaging data had striking similarities to silk-screening process. Further, I realized that this was Protea's "coming out" event... we needed to objectify our brand and make a large-than-life presence. Rolling with that thought, my design team and I created several large-scale pop art pieces inspired by Protea's products and services. Our suite was a pop art gallery installation, complete with wine bar and DJ.

Welcome to the Protea Biosciences ASMS 2012 Hospitality Suite

When we do imaging and in-vivo mass spectrometry, using our LAESI DP-1000, every mass can become a color and every color becomes meaningful.

All of a sudden an infinite color palette is in front of us, offering an entire new dimension of science. Where science and art are getting very close; so close they become indistinguishable.

We like to think of mass spec imaging as an expression of Pop Art, the magnification of meaningful details, and the use of colors to see another perspective, beyond the surface.

And quoting Andy Warhol:
"Once you 'got' Pop, you could never see a sign the same way again".

Welcome to our Suite

The Protea Team



BOOTH:

protea® innovation for bioanalytics

LAESI® Direct Ionization Systems
Chemistries for Mass Spectrometry
Biomolecular Research Services



SUITE:



ASMS 2012 video



THEME:

*When we do imaging and in-vivo mass spectrometry,
every mass becomes a color... and every color
becomes meaningful.*

tradeshows: ASMS 2013 & 2014

Moving from a branding to sales tactical focus, the design of Protea's ASMS presences shifted in 2013 and 2014. Once we had created a market identity, our sales teams needed a platform to conduct more traditional B-to-B conversations. To achieve this, we reduced the size of our suite, investing more our resources into the scientific program.

Our suites for both years were designed to provide a relaxing environment that would facilitate one-on-one discussions with prospective customers. The style was of a small jazz club, featuring the best local talent. The art pieces displayed were inspired by new applications developed for Protea's flagship instrument, the LAESI DP-1000.

content marketing: Webinars & Case Studies

Providing fresh, novel, and relevant content is one of the most effective tactics for driving sales in the biotechnology. Working with content developers, researchers, collaborators, and marketing managers, I spearheaded Protea's content campaigns. This initiative has not only filled the sales funnels, but has created a reputation for Protea as one of the cutting-edge companies in the industry.

changing the way you see mass spec imaging

What can You IMAGE with Us?

ASMS 2013 video

ASMS 2013 video QR code



Protea case studies

Protea webinars

Protea Case Studies QR code

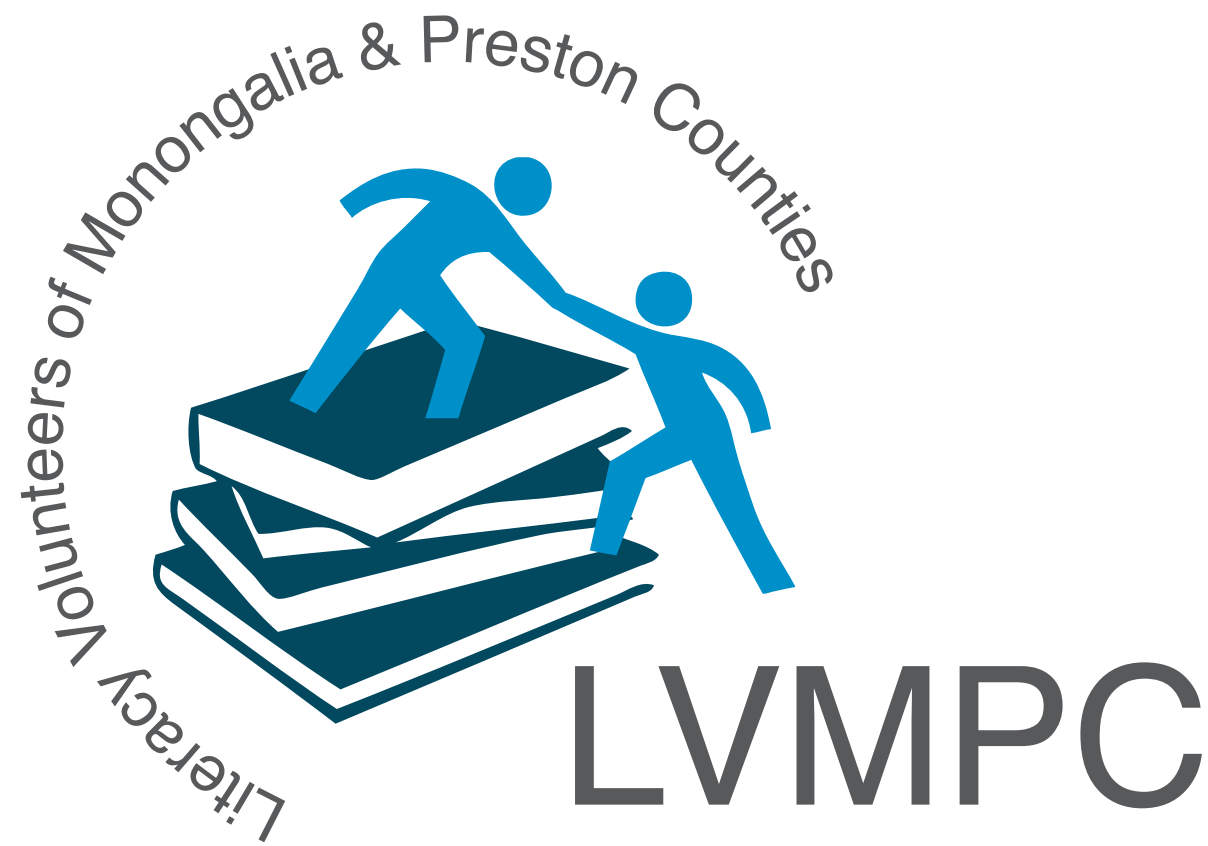
Protea webinars QR code


2013 THEME:
What can you image with us?

2014 THEME:
Changing the way you see mass spec imaging...

logo and style guide: LVMPC, LLC.

The Literacy Volunteers of Monongalia and Preston Counties (LVMPC) is a non-profit organization providing adult literacy programming. LVMPC need a logo and style that was easy to navigate and easily recognizable for their population suffering from illiteracy.





Literacy Volunteers of Monongalia and Preston Counties (LVMPC) offers free, innovative and confidential programming designed to improve the functional literacy and English language skills of our adult learners. All of our programs are offered by trained volunteers, and funded by donors like you. Our current learning opportunities include the following offerings:

- One-on-one individual tutoring
- Our award-winning English Conversation Table
- The Ruby Read Mobile Library
- Group courses in financial literacy, digital literacy (introductory computing skills), basic writing skills, citizenship and accent reduction
- Literacy advocacy and community education

Find out how you can support literacy initiatives in our community by contacting us via e-mail (director@lvmpc.org) or by phone. Please visit us online at <http://www.facebook.com/LVMPC>

Literacy Volunteers of Monongalia and Preston Counties
235 High Street, Suite 317-318
Morgantown, WV 26508
304.296.3400 (Monongalia)
304.329.2665 (Preston)

web design: proteabio.com

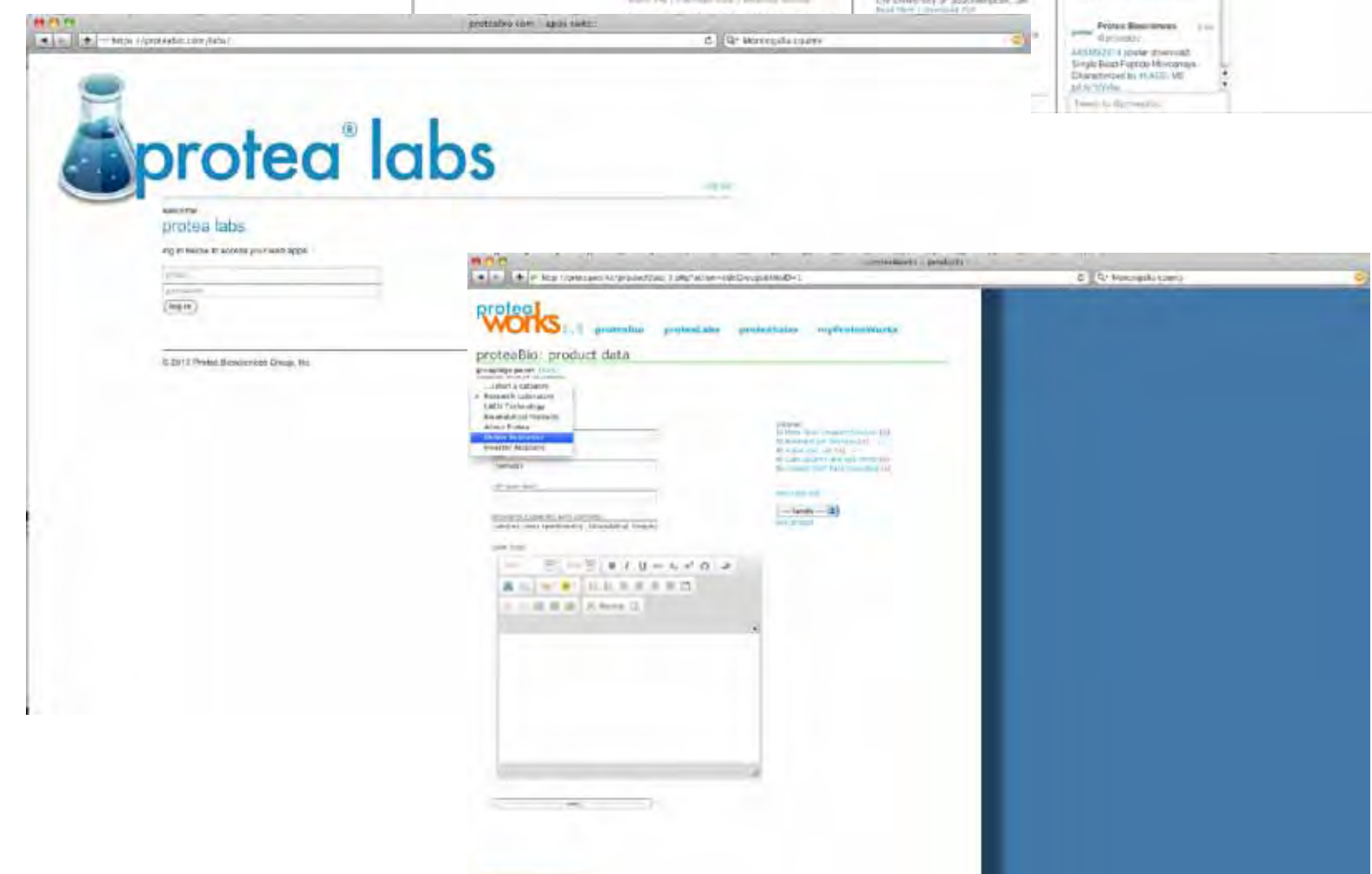
An extremely robust and versatile website, proteabio.com integrates a variety of technologies to support an equally complex organization. Hand coded from the group-up in an LAMP environment, proteabio.com offers the customization and flexibility demands of an emerging biotech company.

Features:

- eCommerce System (secure site)
- SEO/SEM Optimized
- Inbound Marketing Integration
- Intranet Administration Portal
- Custom CRM
- Social Network Integration
- E-mail Marketing System
- Secure Date Reporting App

Technologies:

- JQuery + AJAX
- PHP + MySQL
- Postfix
- SSL



banner designs: Tradeshaw Booths

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concepts into knowledge

Statistical Modeling
Bioinformatics
Data Mining
Small Molecule
GLP
Large Molecule
PTMs
Structure Mapping
Protein Characterization
Advanced Proteomics
iTRAQ
MudPIT
Mass Spec Imaging
LAESI-MSI
MALDI-MSI
Research Partner

protea[®]

What can You
IMAGE
with Us?

protea[®]
Bioanalytics

- Large and Small Molecule Workflows
- High-Resolution, Accurate Mass MS
- Qualitative and Quantitative Analysis
- GLP Environment

protea[®]
Mass Spec Imaging

- MALDI-MSI
- LAESI-MSI
- Histology Directed

protea[®]
Proteomics & Protein Characterization

- Top-Down and Bottom-Up Workflows
- Qualitative and Quantitative Data
- Intact Protein Analysis

protea[®]

changing the way
you see
mass spec imaging

ad designs:
Print Campaigns

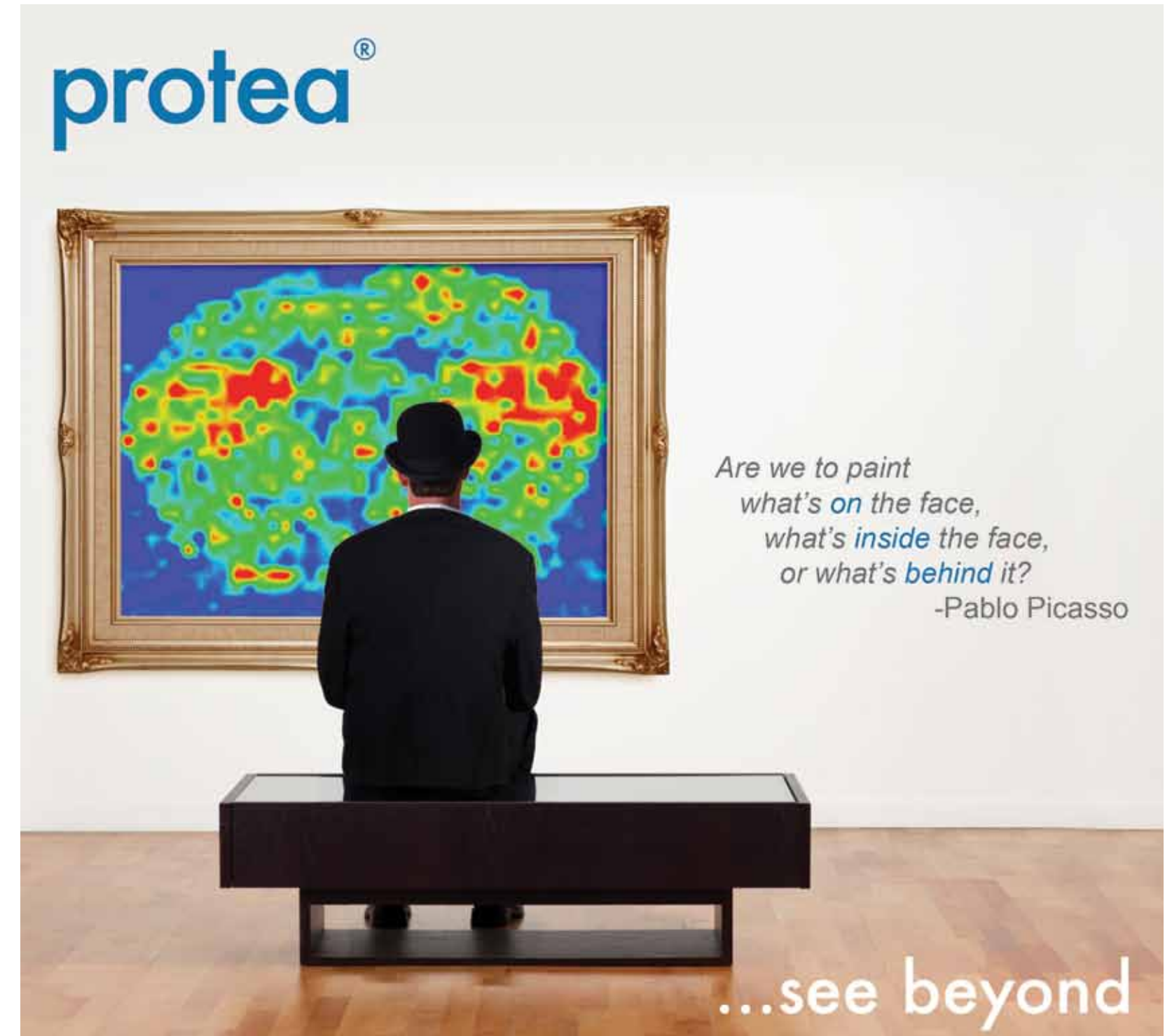


I am from west virginia
I live in west virginia
I am protea

protea[®] innovations for bioanalytics

Protea Biosciences is a proud sponsor of innovation and opportunity in our home state. Since 2001, the best and brightest of our state have come together to build a company that is transforming the life-science industry.

Learn more at <https://proteabio.com>



protea[®]

Are we to paint
what's on the face,
what's *inside* the face,
or what's *behind* it?
-Pablo Picasso

...see beyond

LAESI[®] DP-1000 Direct Ionization System

Bring a whole new dimension to mass spectrometry

- *in vivo* analysis
- 2D and 3D molecular mapping
- accelerated throughput
- inspiring your imagination

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Learn more at
proteabio.com/LAESI



ad designs: Print Campaigns



protea[®]

Spring is here!

Do your Spring Cleaning with Protea's line of Sample Preparation products.

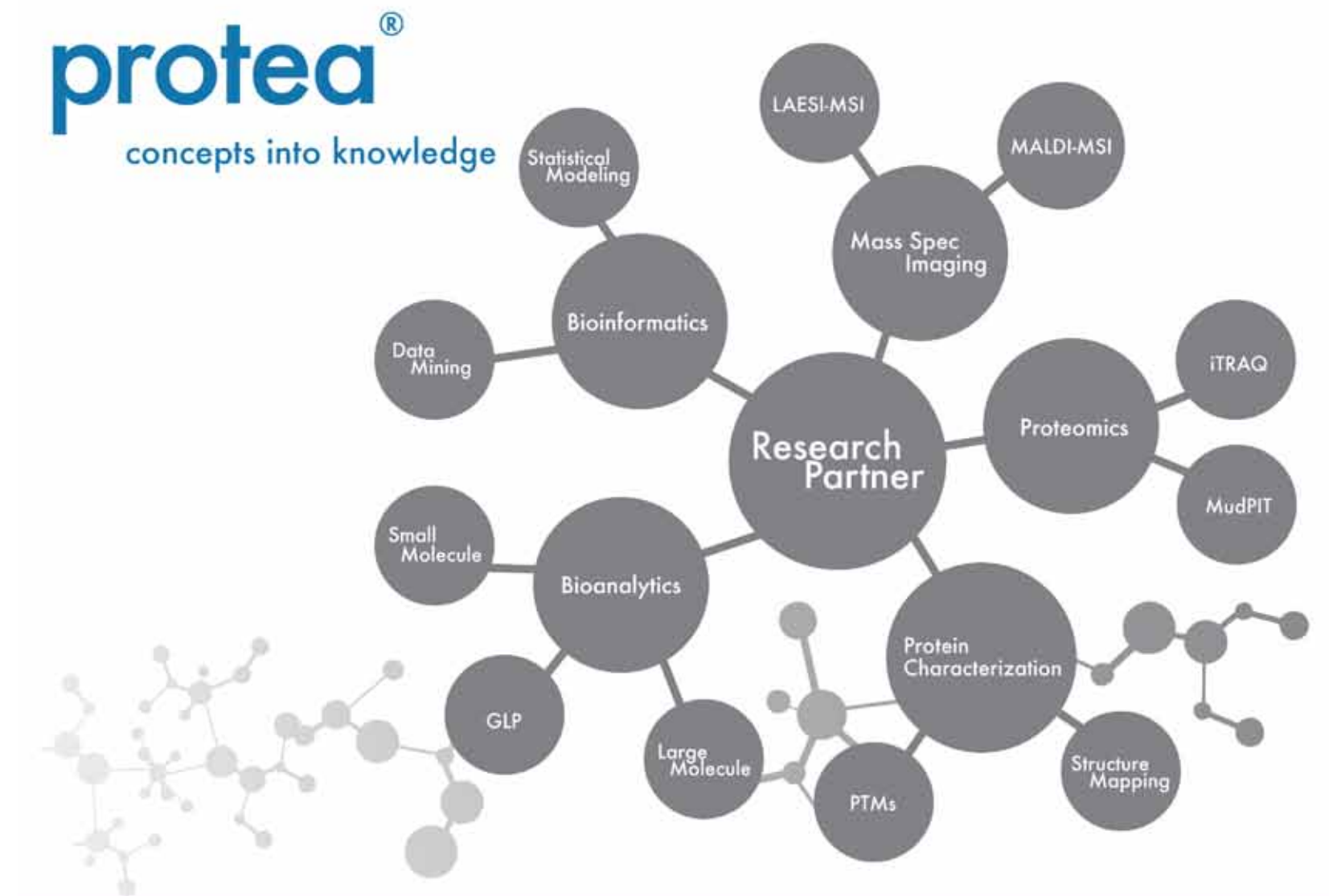
Cleaning your samples has never been easier, or cheaper. Receive 20% off of all sample preparation product orders until the end of March.

Promo Code: SPRING_2012

Qualifying Products Include:

- ProteaPrep Cell Lysis
- Progenta Surfactants
- Functionalized Pipette Tips/Plates
- MALDI Matrices
- Endoproteinases and Digestion Kits
- Albumin and IgG Depletion Kits
- Chromatographic Separations Supplies

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Protea advances cutting edge technologies and expertise to enhance every step of the "research-to-clinic" value chain. We generate the highest quality mass spec data with the accuracy and efficiency demanded for pharmaceutical development and life science research. Our interdisciplinary team provides the expert confidence and confidentiality required for your most specialized projects.

AAPS NBC Posters

Visit our poster sessions to learn about some of the exciting innovations developed by our team.

Combined MALDI Imaging, LAESI MS/MS, and LC-MS/MS for the Complete In Situ Characterization of Glycoproteins in Tissue (W3056)

E. Seeley, P. Angel, C. Walsh, G. Boyce, L. Prensaman, G. Kilby
Protea Biosciences, Inc.

Development of a LC-MS/MS Method for Quantitation of Decoquinatone and Levamisole in Equine Plasma (M1064)

X. Yuan¹, A. Morgan¹, G. Kilby¹, S. Ellison²
¹Protea Biosciences, Inc., ²Pathogenes Inc.

AAPS NBC Booth #423


Connect with a member of our team to learn how Protea can transform your concepts into knowledge.

Protea Biosciences, Inc.
[p] 877.776.8321
[e] inquiry@proteabio.com
[w] https://proteabio.com



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ad designs: Print Campaigns



Bioanalytical Service from Protea

GLP | Protein Mass Spec | BioMarker | Small Molecule

At Protea Bioanalytics, we understand the challenges our clients face in the pharmaceutical and biopharmaceutical development process. Whether the challenge is new chemical entity development or trying to be the first generic drug to market, we are here to help you meet your goals.



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One Click Away...

Bioanalytical Services from Protea

GLP | Protein Mass Spec | Biomarker | Small Molecule

At Protea, we understand the challenges you face in the pharmaceutical and biopharmaceutical development process. Whether its new chemical entity development or trying to be the first generic drug to market, we are here to help you meet your goals. Using our Waters Synapt® G2 HDMS, AB Sciex QTRAP® 5500's, and AB Sciex API 4000™'s we bring the latest technology to your drug discovery and development.

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ad designs: Email Campaigns



CASE STUDY:
Label-Free Quantitation
of Proteins in Human Prostate Cancer Patient Plasma

Label-Free Quantitation

of Proteins in Human Prostate Cancer Patient Plasma

Protea's LC-MS Services team is focused on providing comprehensive toolsets that provide the ability to not only identify, but to simultaneously quantify protein biomarkers. In addition, the ability to compare quantitative differences in identified biomarkers between patient groups or treatment regimens provides an additional level of value and insight to today's researchers and clinicians. Together, these abilities provide a means for analysis of complex datasets and an expedited mechanism for determining protein biomarkers that show interesting differential behaviors.

This case study evaluates the accuracy and precision of label-free quantitation of standard proteins in a mixture. In addition, the label-free protein quantitation method was applied to a real world scenario: the analysis and quantitative comparison of the proteomes in human plasma from normal, early stage, and late stage prostate cancer patients.

Click [here](#) to download this full case study.

protea[®] innovation for bioanalytics



Click below to register for any of our other upcoming webinars:

- Biomarker Discovery: LAESI DP-1000 Tissue Mapping Applications
April 25, 2013 - 11AM EDT
- In Vivo Mass Spectrometry: Profiling Bacterial Colonies with the LAESI DP-1000 System
May 16, 2013 - 11AM EDT

Get Connected:

Contact one of our team members to learn how Protea can support your project from concepts into knowledge:

- Call Us: +1 304 292 2226
- U.S. Toll Free: 877 776 8321
- Email Us



Your Business Partner from Discovery to Market

Bioanalytical Services from Protea

GLP | Protein Mass Spec | Biomarker | Small Molecule

At Protea, we understand the challenges you face in the pharmaceutical and biopharmaceutical development process. Whether its new chemical entity development or trying to be the first generic drug to market, we are here to help you meet your goals. Using our Waters Synapt[®] G2 HDMS[™], AB Sciex QTRAP[®] 5500's, and AB Sciex API 4000[™]'s we bring the latest technology to your drug discovery and development.

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Visit Us at AAPS, Booth 1149

To receive a FREE ONE-DAY EXHIBIT HALL PASS, register onsite at the registration center and use company code: 1415

ad designs: Email Campaigns

protea®



Speed Up your Proteomic Studies!

Protea's Progenta™ Acid Labile Surfactants are novel, acid cleavable detergents for biological sample preparation for MS analysis. When their work is complete, the Progenta surfactants can be quickly and efficiently degraded by acidifying the solution.

Protea's Progenta line brings to you:

Speed

Rapidly cleaved in just 10 minutes at pH 2.5 - 3.0 (e.g. 1% TFA)

Clean samples

No oily pellet or film from cleavage by-products
Cleavage products are fully soluble and do not interfere with MS analysis
Compatible with both MALDI and ESI mass spectrometry
Certified Mass Spec Grade

Sample integrity

No need for incubation in harsh conditions

Don't Forget!

The GPR Experience is still going on! Click here to learn more about this exclusive event!

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innovation for bioanalytics



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protea®
concepts into knowledge



Booth #423



Protea advances cutting edge technologies and expertise to enhance every step of the "research-to-clinic" value chain. We generate the highest quality mass spec data with the accuracy and efficiency demanded for pharmaceutical development and life science research. Our interdisciplinary team provides the expert confidence and confidentiality required for your most specialized projects.

2014 AAPS National Biotechnology Conference Posters

Visit our poster sessions to learn about some of the exciting innovations developed by our team.

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Contact Us

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Click here to visit our AAPS NBC 2014 exhibitor page or visit us at our booth #423.



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ad designs: Email Campaigns



Mass Spec Imaging Center

Protea Now Offers Extended Mass Spectrometry Imaging Services

This new service portfolio offers advanced MSI services using our proprietary LAESI® DP-1000 Direct Ionization System as well as MALDI (Matrix-Assisted Laser Desorption/Ionization) mass spectrometry for a wide variety of sample types and applications. We provide you with distribution profiling in two and three dimensions of tissues & biofilms, and of living populations like cell cultures, bacteria, and fungal colonies. By offering both MALDI and LAESI platforms, along with industry leading expertise and experience, we can generate the most detailed and compelling imaging data for your sample.

Check out our new website and configure your project using our online project configurator. You can also talk directly with our project coordinators to plan your study and understand how we will perform the analysis in house.



Drug Targeted Analysis on Mouse Whole Body Tissue Sections Using LAESI DP-1000 System.

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Visualize a Better Gel Separation

Protea's Gel Protein Separation and Recovery Products are specifically designed to give you the superb visualization, a more robust gel medium, and powerful new downstream capabilities. Our Gel Products include:

- Gel Protein Recovery System
- ProteaGel Ready-to-Run Solutions
- Protein Gel Stains
- Protein Molecular Weight Markers

Learn More:

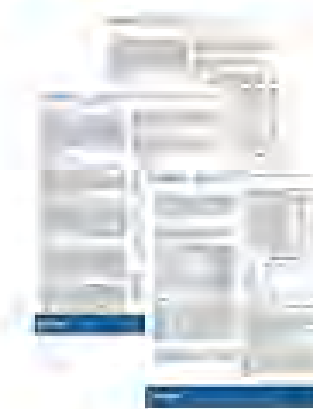
Contact one of our mass spec experts to learn how Protea can improve your workflow.

Special Offer:

Now through the end of April 2014, use discount code GEL2014 and received 15% off your Gel Product order*.

Read below to discovery how our Gel Products can improve your workflow.

Improved Gel Staining

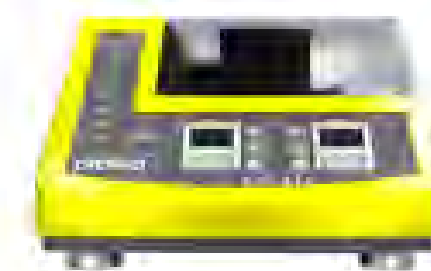


Protea's Protein Gel Stains offer excellent sensitivity for visualizing intact proteins separated by SDS-PAGE gel electrophoresis. For general protein visualization and quantitation by densitometry, SuperBlue Coomassie Stains are the industry's choice for quick staining and accurate results. SuperBlue Coomassie Stains are sensitive down to 20-40 ng and are available in both colloidal (G250) and traditional (R250) formulations.

Application Notes:

- Quantifying Proteins in SDS-PAGE Using SuperBlue™ Coomassie Stains
- Using Protea's Coomassie Quantitation Kit with a cuvette system
- The reproducibility of Protea's Coomassie Quantitation Kit
- MS Compatibility of Protea Silver Stain Kit and ProteaGel Solutions



Gel to Mass Spec Analysis Workflow



Application Notes:


- LC-MALDI-TOF Analysis of Intact Proteins Electroeluted with the GPR-850
- Extraction of Intact Proteins Using the GPR System, Followed by LC-ESI-MS Analysis
- The reproducibility of Protea's Coomassie Quantitation Kit

ad designs: Email Campaigns



Protea Bioanalytics

Protea Bioanalytics is pleased to announce its expansion of GLP services and the availability of quantitative proteomics by mass spectrometry. With state-of-the-art instrumentation and a staff of experienced GLP scientists, Protea Bioanalytics offers superior services and quality of data with personal and dedicated attention throughout the entirety of your study. Only with Protea can you expect direct communication with our scientific team based on YOUR schedule and deadlines, as well as access to cutting edge innovative technologies.



We would like to invite you to visit our booth (#3127) at the AAPS Annual Meeting in New Orleans to learn more about Protea and register to win an iPad.

For more information, visit us online at <http://proteabioanalytics.com>

protea®

LAESI® DP-1000 System:
in vivo Mass Spectrometry for
Natural Product Discovery



Protea's LAESI® DP-1000 System:
in vivo Mass Spectrometry for Natural
Product Discovery

By taking advantage of natural properties of biological samples, the LAESI DP-1000 Direct Ionization System increases throughput of microbial, plant and fluid sample processing. The LAESI DP-1000 System bypasses many common sample preparation steps and enables the imaging and MS profiling of many different sample types, including liquids, living bacterial colonies, and plants. By analyzing these samples at ambient conditions, without the addition of an external matrix, the LAESI DP-1000 System is ideal for microbiological, agrochemical, and natural product chemistry imaging and profiling experiments. For more information about this application, please see the poster below in which the LAESI DP-1000 System was used to image bacterial colonies and plants as well as to profile fungal colonies in search of novel natural products.

Webinar This Week:

In this week's webinar will discuss LAESI-MS analysis for screening, profiling, and characterizing newly discovered compounds produced by fungi and other microorganisms.

- Date: May 08, 2014
- Time: 11:00 AM EST
- Register: [click here](#)

Learn More:

Contact one of our team members to discover how LAESI-MS can improve your research.

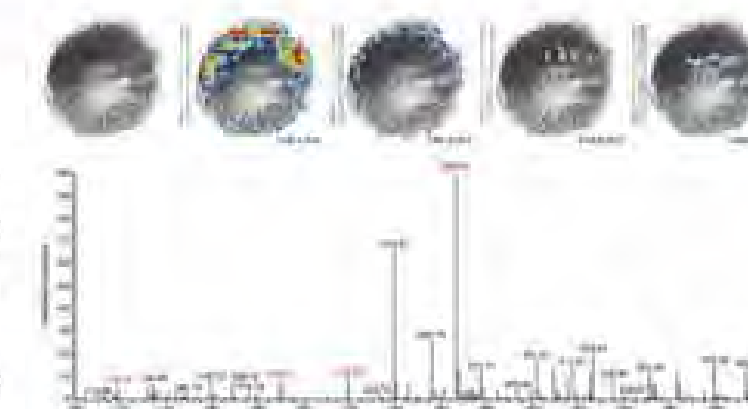
- Call Us: +1 304.292.2226
- U.S. Toll Free: 877.776.8321
- or Email Us

Poster Download:

Direct Sample Analysis Without Extraction Using Laser Ablation Electrospray Ionization (LAESI) - New Sample Introduction Technology Coupled to Mass Spectrometry

Abstract:

Laser ablation electrospray ionization (LAESI) is a technique for rapid sample introduction into a mass spectrometer. In LAESI-MS, water-containing samples can be ionized directly, without sample preparation, and at ambient pressure. In the LAESI-MS process, a mid-infrared laser (2.94 μm wavelength) strikes the sample to extract neutral species into the gas phase, where they are subsequently ionized by electrospray. LAESI-MS can be used for rapid profiling of liquids and for in vivo mass spectrometry imaging experiments on biological samples without sample preparation steps, such as matrix application. Several examples of applications of LAESI-MS will be presented including imaging of small molecules and lipid species in bacterial colonies, fungi, and flower petals.



[Download the full poster here.](#)

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