

Geneva, Switzerland – Friday, January 13, 2012

Ixxéo Healthcare Reinvents Website to Reveal Latest Naming Innovations

At ixxéo, we consider pharmaceutical naming as both a science and an art. And we have constantly been on the lookout for fresh and effective answers to branding challenges.

Today, we feel the time is right to share with you some of our sharpest ideas about innovations in naming, here on our new website.

Our concepts and ideas have evolved over the years, fueled by a myriad of compelling intuitions.

At first, we felt we had to cope with a rich variety of random inspirations– and just let them float around like balloon strings. Today, we can close the cognitive and intuitive cycle of thoughts within a common denominator that bridges across...

The natural world and the human world.

Here, they all come together...

Darwin's finches, Galapagos, the marine Iguana, blue-footed boobies, Ayers Rock, Machu Picchu, Clifford Possum, the Korowai, Wassily Kandinsky, Miles Davis, Jimi Hendrix, haiku poetry, Hveravellir, the owl butterfly...

Please take a look at how we approach name creation itself. Moving away from 'creativity' only, our groundbreaking model has been built step-by-step to combine the art of names with the science of naming in a synergistic, tech-and-touch approach.

Without being self-indulgent, we feel comfortable to let you discover the long and fruitful journey we have accomplished... now transformed into an amazing business paradigm that transcends both nature and human nature.



© Love Story, Clifford Possum Tjapaltjarri, 1972

The site has been upgraded by The Daylight Studio, Inc. of Portland, OR (www.thedaylightstudio.com).

About ixxéo healthcare

Headquartered in Geneva, ixxéo is a specialized pharmaceutical naming consultancy that provides a comprehensive array of naming, branding and consulting services to the life science sector. Founded by Denis Ezingear, ixxéo is known for their unique approach to name creation, Name Engineering.

Contact

Denis Ezingear
denis@ixxéo.com

