



Branding History

When biologics company Aventis Pasteur decided to celebrate its centennial, it asked me to write a yearbook. Now Sanofi Pasteur, the company wanted a simple way to document its history and motivate employees. After a week in the company archives I discovered the founder had made major contributions to public health. Yet the world at large knew nothing about him.

Sensing greater possibilities, I created a work that could share shelf space with commercially published books, something that would show the company at its best, yet maintain credibility with readers. Together the company and I sold *The Spirit of Swiftwater* to a highly respected academic press, using the book to influence public policy and extend the company's brand.

The strategy worked. Years later the company continues to distribute *The Spirit of Swiftwater* to key thought-leaders in the public and private sectors. Even by those who aren't in the industry, Sanofi Pasteur is known today as a world leader in vaccines, in part because it chose to tell its story in a visible and compelling way.