

Agilent Genomics creative concept survey

As a valued member of the genomics community, your input is very important to us. This survey is to gain your feedback on two advertising concepts we are considering.

The next two pages contain concepts for a marketing campaign. Please review both concepts before clicking on the link to the brief online included in your email.

Our deadlines with the publications are tight, so we're asking if at all possible, to please complete the survey by Thursday, February 19.

We'd love to get your feedback. Thanks in advance for your help.

Concept 1: You Can't Copy This Kind of Custom



 **Agilent Technologies**

You can't copy this kind of
CUSTOM

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The image features a 3D rendering of a long line of white human figures receding into the distance. One figure in the middle of the line is highlighted with a vibrant, multi-colored texture (green, yellow, blue, and red) that resembles a DNA double helix and data points. This textured figure is surrounded by small, glowing yellow and blue particles, suggesting a unique or complex nature. The overall scene is set against a light, neutral background.

Concept 2: My Vision, My Design



My vision. My design.

Endless possibilities.

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