

***AdGap has
an uncanny ability to put
themselves in our shoes—and
in our customers' shoes.***



Abbott Laboratories

In 1988 we began working with the Pharmaceutical Products Division of this health care giant. By listening closely to the needs of our clients, then tapping the creative savvy of our people, we provided a wealth of solutions that helped propel drugs like Biaxin, Depakote, and Hytrin over the \$500 million mark, including the following:

- Dimensional mail
- Physician loyalty programs
- Physician interaction "Lunch & Learns"
- Rep training and motivation
- Continuing education for pharmacists
- Internet solutions
- Trade show programs
- Custom CD's
- Global sourcing of custom bean bag toys
- Custom apparel
- Research and consulting

Quote from Barry Labinger, former Senior Product Manager, Abbott Laboratories