

Brain



FIRSTGENERATION

410 Allentown Drive, Allentown, PA 18109
610.437.4300 • firstgencom.com



GENERATING IDEAS FOR OVER 20 YEARS.

- Define.

First Generation partners with you to specify objectives that fulfill your strategic marketing initiatives.

- Develop.

We clear the clutter and determine the best approach to convey your message. First Generation is uniquely able to develop your creative concepts through completion across any medium.

- Deliver.

We build long-standing relationships and deliver effective solutions that generate results.

brain trust (noun), org. 1910: a group of official or unofficial advisers concerned especially with planning and strategy.¹

What can our brain trust do for you?

At First Generation, we're all about generating ideas. Whether it's for a national marketing campaign or pulling off the best sales meeting you've ever taken credit for, we're here to listen to your needs and provide you with the strategic direction and method to accomplish your goals.

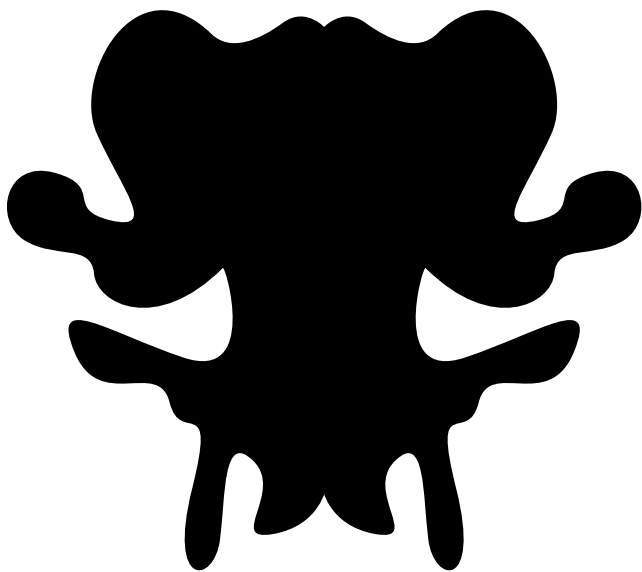
Our collaboration of ideas, expertise, and technology produces the best way, one that will exceed not only your expectations, but also those of your target audience. It's not about how good we look, but how good we can make you look. Through our process – define, develop, and deliver – we make your goals a reality.

¹ According to the Merriam-Webster's Online Dictionary.

Is your perception the same as your target audience?
Does anyone else see what you see? The Rorschach inkblot test was developed to define a person's perception of the world. So, how do you perceive the image on the following page?²

We promise not to analyze you, but we would love to have your thoughts. And for your time, we'll send you a free gift – just visit **brainfood.firstgencom.com** to input your answer.

² An original inkblot created by First Generation



Trust





2010





OLYMPUS

OLYMPUS

OLYMPUS

Seeing is Believing.



OLYMPUS

design

sign



Seeing is Believing.





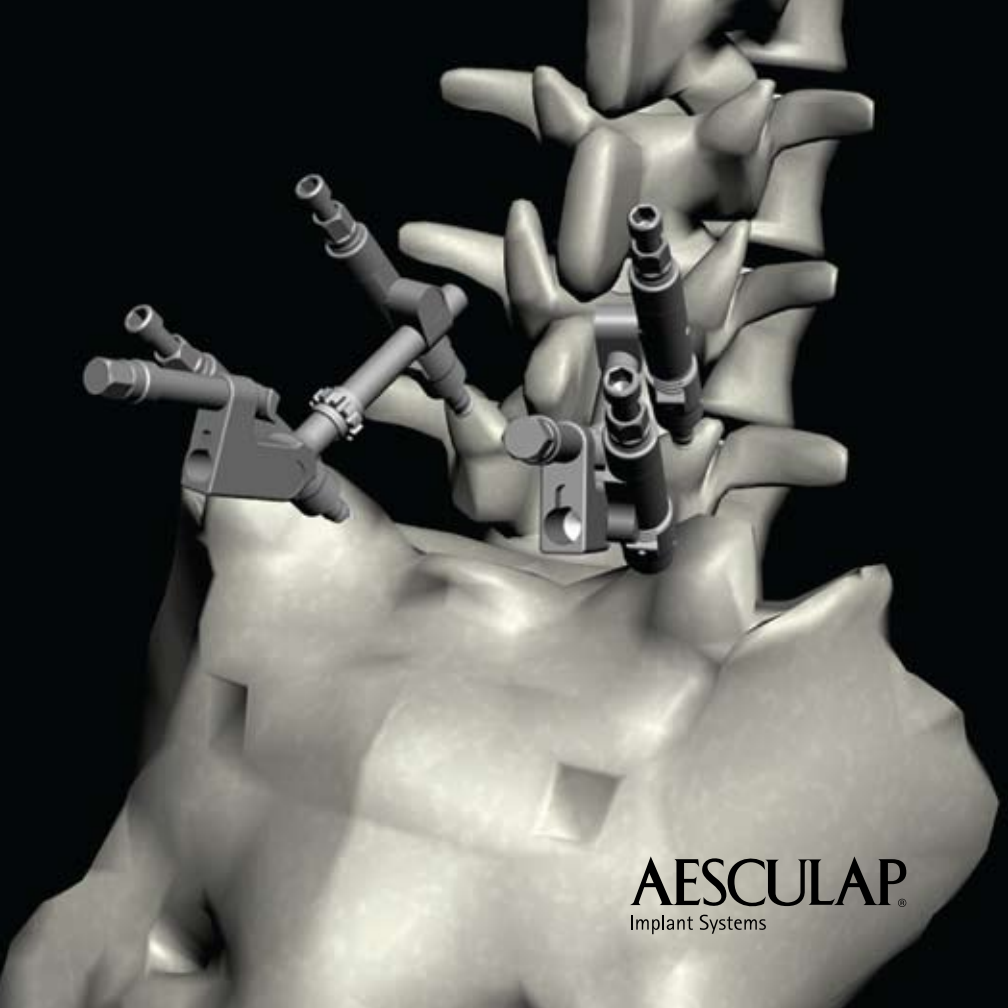
MTF Musculoskeletal
Transplant
Foundation
THE ALLOGRAFT LEADER™

SP



power & versatility





AESCULAP®
Implant Systems

Marketing is all about perceptions, the determinant of the Rorschach inkblot test. So, how do you perceive the image on the following page?¹

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