

FOR IMMEDIATE RELEASE

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USIM Selected as Media and The BAM Connection Awarded Creative for Zegerid OTC®

USIM, the fastest growing, independent, modern media agency, and award-winning creative agency The BAM Connection have been selected for Zegerid OTC®.

[New York, NY – July 11th, 2023]

USIM, the fastest-growing independent, modern media agency, and award-winning creative agency The BAM Connection, are proud to announce their selection as the Media and Creative for Zegerid OTC®.

This assignment reignites the USIM and The BAM Connection’s powerful partnership in marketing OTC brands. USIM will handle strategic media planning and activation duties, while The BAM Connection will provide creative and social media services to support Zegerid OTC® marketing initiatives.

"Having worked previously with USIM and The BAM Connection I knew the strength of their partnership in delivering data-informed, highly targeted, creative campaigns across the most actionable consumer touchpoints," said Scott Chapman, Chief Executive Officer, Carlin Consumer Health. "I'm looking forward to working with them in delivering exceptional campaigns and results for Zegerid OTC®."

"Zegerid OTC® is an iconic brand with a strong point of difference in a highly competitive category," said Chad Urice, Chief Strategic Officer, USIM. "We look forward to partnering with the brand in guiding consumers along their 'path to heartburn relief' that will drive increased engagement and sales." Maureen Maldari, Co-Founder and CEO from The BAM Connection added "We have a world class, fully integrated team that is poised to establish Zegerid OTC® as a significant player in the highly competitive antacid category."

About USIM

USIM is the fastest-growing, independent, modern media agency in the United States, providing our clients with solutions that surpass their business goals and outperform their competitors. Our mantra and mission, Forward, is at the heart of our success. Forward challenges the status quo and pushes the boundaries of technology and media. Forward anticipates the unpredictable, adapts rapidly to disruption, and flexes with the changes in consumer consumption, technology, and marketplace influences. Forward drives our culture of innovation, collaboration, and experimentation. And Forward fuels powerful results, unmatched client and employee retention, and industry accolades. For more information, please visit www.theusim.com.

About The BAM Connection

Founded in 2013 by New York ad agency leaders, Rob Baiocco and Maureen Maldari, The BAM Connection challenges the complexity of agency models with a tenacious belief that simplicity liberates Creativity. They believe that every brand deserves one pithy, compelling phrase that nails their brand's meaning and directs and connects all communication. They call it the One-Shot Answer™. Their experience and track record of building billion-dollar brands means they know how to cut through the process and get to the answers that make a difference, with their mantra "Success without the B.S.". The BAM Connection offers all the branding and digital content you need with one streamlined model that provides end-to-end brand connection. <https://thebam.com/>

About Carlin Consumer Health

Healthcare private equity firms Hildred Capital Management, LLC, Bourne Partners Strategic Capital, and The Emerson Group launched Carlin Consumer Health (“Carlin”) in 2022 to establish a preeminent consumer health business. Our growth initiatives are focused on acquiring leading over-the-counter brands in the OTC market. Carlin’s first acquisition (from Bayer AG) was the iconic Zegerid OTC®, a proton pump inhibitor used to treat frequent heartburn. And we are actively continuing to build our platform of strategically aligned brands that benefit from an operationally focused strategy and a collaborative approach to partnering with retailers to meet consumers' and their families' health and wellness needs. For more information, please visit www.carlinconsumerhealth.com.

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