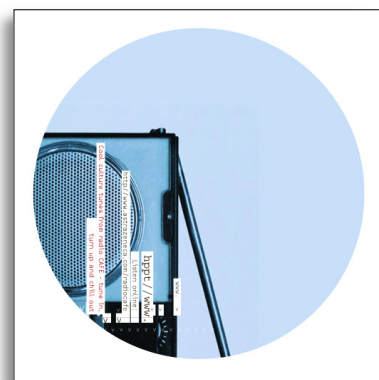
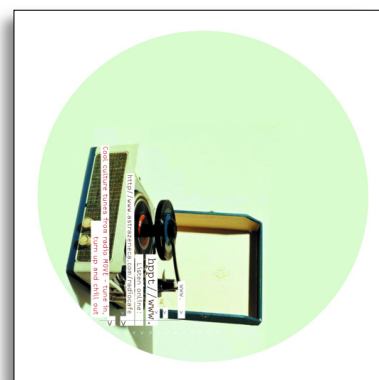
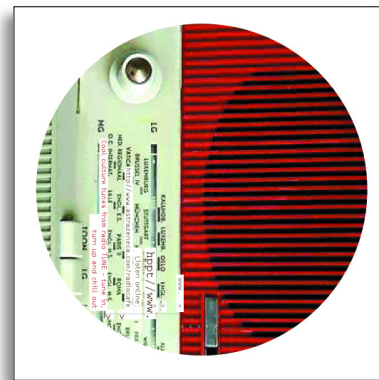


## Corporate Communications



## Astrazeneca

Bang, in partnership with Archer Young, created a rewards and incentive package utilising multi media resources, including magazine, web, induction and 'radio station' CDs. The logic and feel embraced the urban personality relevant to the target audience's profile.

