

GRETCHEN SLAPINSKY

Creative Director



I am a dynamic creative leader with a proven track record of guiding multidisciplinary teams—including art directors, designers, content developers, and editors—to produce innovative, brand-building deliverables that are human-centered, inclusive, and accessible while meeting client expectations in quality, timing, and budget. With a strong focus on team management, I excel at mentoring and empowering high-performing creatives, fostering open communication, and driving a culture of vision and accountability. My expertise in design thinking enables me to lead the development of compelling storytelling content for a diverse range of B2B and B2C marketing materials, from branding and digital ads to videos, presentations, and digital platforms. Additionally, I play a key role in business development, contributing to strategic initiatives, RFPs, and pitch meetings to successfully secure new clients and high-value projects.

PROFESSIONAL EXPERIENCE

MOCK5 DESIGN, INC., LANSDALE, PA 2014 – PRESENT

Creative Director (2020 – present)

Manage strategic creative development of large, highly complex brands and projects, hiring and overseeing a 12-person team of art directors, designers, content developers, editors and contractors for clients including Merck, Organon, Bayer, AstraZeneca, Johnson & Johnson.

- Contribute to new business initiatives and fiscal planning as an agency executive.
- Participate in the creation and delivery of creative presentations for existing client projects and new business opportunities.
- Lead design strategy to create impactful, inclusive, engaging concepts that will build brands.
- Use best design practices to foster innovative problem solving and creative execution.
- Create and follow brand style and client process guidelines to ensure brand consistency.
- Oversee the studio's design and content development team, providing clear direction and constructive feedback.
- Stay up to date on the latest trends in AI and digital marketing.
- Collaborate with account management on multiple projects simultaneously, ensuring timely completion, quality, and meeting budget and profit margins.

Associate Creative Director (2019 – 2020), Senior Art Director (2014 – 2019)

Worked with the creative director, account managers, and the executive team to execute innovative, relevant and impactful design; oversaw the work of the art directors and designers; and coordinated project development with the content developers and editors.

GMA INK, ERDENHEIM, PA 2001 – 2015 CREATIVE DIRECTOR

Created of a wide range of projects, concept through photography to final deliverable, including ads, collateral materials, and web graphics for clients that included University of Pennsylvania Health System, Penn State Great Valley, Friends Hospital, Janssen Biotech, Inc., Montgomery County Intermediate Unit.

- Managed scheduling and quality control; presented concepts and designs to clients. Handled cost estimation, account management, project management, production management, and billing.

REIMEL CARTER | EARLE PALMER BROWN, PHILADELPHIA, PA 1999-2001

Art Director

Directed of a wide range of projects, concept through photography to final deliverable, including ads, collateral materials, and web graphics. Managed scheduling and quality control; presented concepts and designs to clients such as GMAC Home Services, Stonebridgebank.com, ACME Markets, Giorgio Foods.

New postpartum hemorrhage treatment device awareness & adoption

THE JADA SYSTEM

MAIN SERVICES PROVIDED

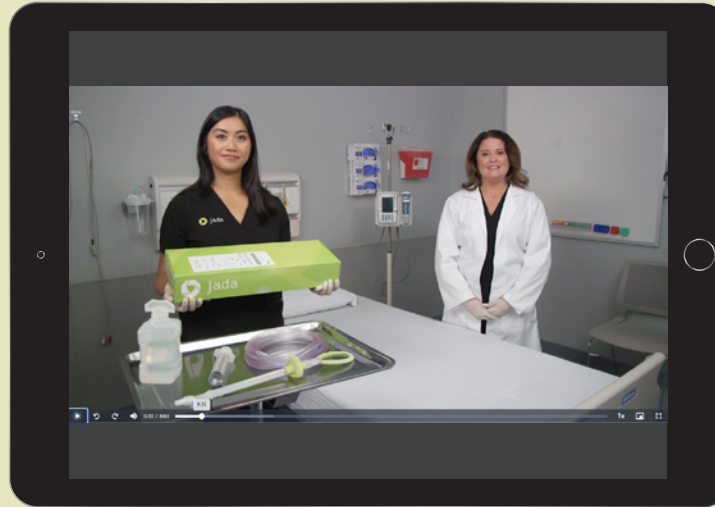
Product launch support, banner ad campaign, email campaign, journal ads with QR code analytics, training video, trade show graphics

PROJECT HIGHLIGHTS

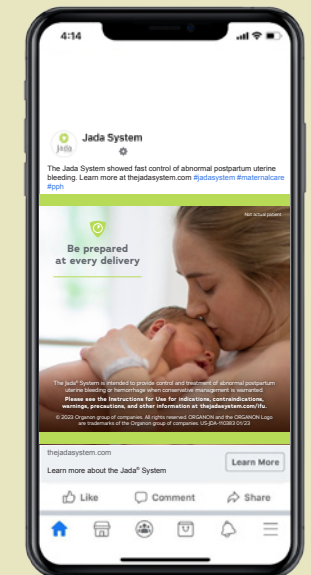
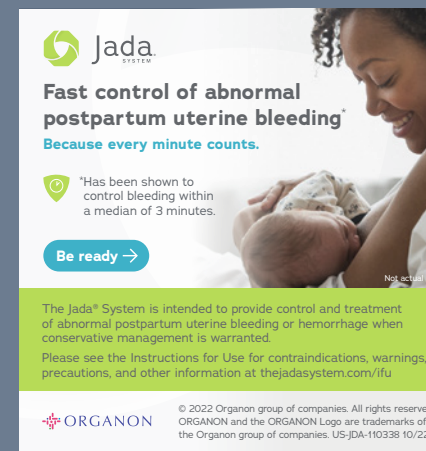
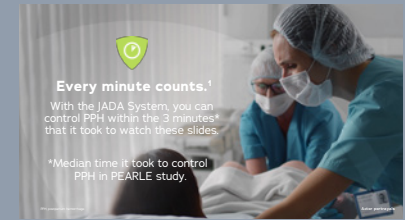
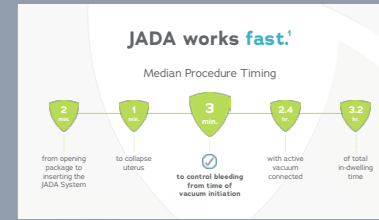
Awareness and adoption campaigns for innovative treatment of postpartum hemorrhage; evolved existing content; efficient & successful legal reviews; fast time to market

REACH

L&D health care providers, U.S. hospitals



Tap to view video



Tap to view video

Vaccination in the pharmacy

OMNI-CHANNEL CAMPAIGN

MAIN SERVICES PROVIDED

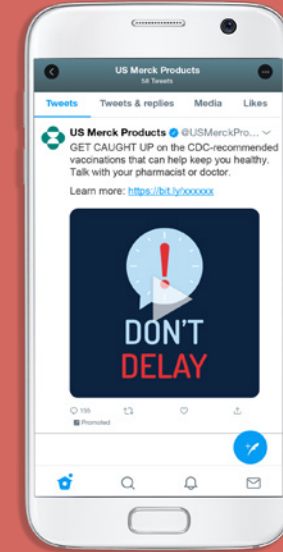
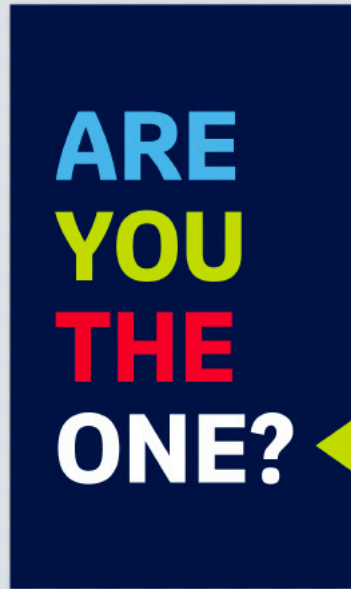
Omni-channel strategy design; content development; custom design & animation

PROJECT HIGHLIGHTS

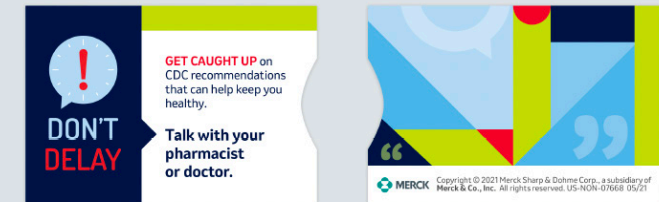
Market research; outreach spanning multiple target audiences: consumers & pharmacists; cross-team collaboration

REACH

National platform integration;
9+ million adults



Tap to view animation



IF APPLICABLE	NAME OF PRODUCT	DATES GIVEN MO/DAY/YR	MANUF. /LOT#	LOCATION RECEIVED	RETURN DATE
IF APPLICABLE	NAME OF PRODUCT	DATES GIVEN MO/DAY/YR	MANUF. /LOT#	LOCATION RECEIVED	RETURN DATE
FLU (INFLUENZA)					
COVID-19 (CORONAVIRUS)					
PNEUMOCOCCAL DISEASE					
HPV-RELATED DISEASES					
SHINGLES (HERPES ZOSTER)					

LAST NAME

FIRST NAME

M.I.

BIRTHDATE

MM / DD / YEAR

PATIENT NUMBER

ADULT RECORD

Always report the general abbreviation or the trade name. For combination vaccines, list all of the components on one line.

To learn more about the CDC recommendations, visit <https://www.cdc.gov/vaccines/imz/parents/>

HEALTH CARE PROVIDERS: List the month/year for each product given. Record the general abbreviation or the trade name. For combination vaccines, list all of the components on one line.

PHARMACISTS: List the month/year for each product given. Record the general abbreviation or the trade name. For combination vaccines, list all of the components on one line.

Vaccination in the pharmacy

ADULT VACCINATION PROGRAM

MAIN SERVICES PROVIDED

Omni-channel strategy; full rebranding of website, pharmacist resource suite, in-pharmacy signage, vaccination tools, patient education

PROJECT HIGHLIGHTS

Market research; outreach spanning multiple target audiences: cross-team collaboration

REACH

U.S. pharmacists and consumers



ENHANCING VACCINATION WORKFLOW

A year-round reference tool for pharmacists

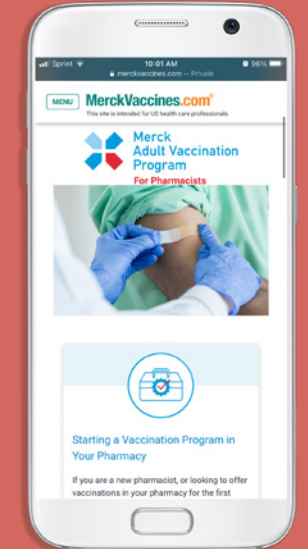
[Start Here](#) →



6 Tips for Pharmacists to Help Get Eligible Patients Vaccinated

<p>1 FLAG THE BAG</p> <p>Flag the bag to identify patients eligible for vaccination</p>	<p>2 DELEGATE</p> <p>Delegate tasks to staff as appropriate to allow your self time to talk with patients</p>	<p>3 ADDRESS CO-PAY CONCERNS</p> <p>Understand insurance reimbursement options and address patients' vaccination co-pay concerns</p>
<p>4 SHARE 4</p> <p>Shape a clear and personal recommendation</p>	<p>5 DO 2 IN 1</p> <p>Discuss administration of 2 vaccines in 1 visit, when applicable</p>	<p>6 REPEAT YOURSELF</p> <p>Repeat recommendation discussions to ensure eligible patients get vaccinated</p>

For more information on these tips, visit MerckVaccines.com/MAVP



Vaccination in the pharmacy

REGIONAL SOCIAL CAMPAIGN

MAIN SERVICES PROVIDED

Social media campaign announcing the new NY pharmacy vaccination law. omni-channel customer experience strategy; content development; custom design & animation

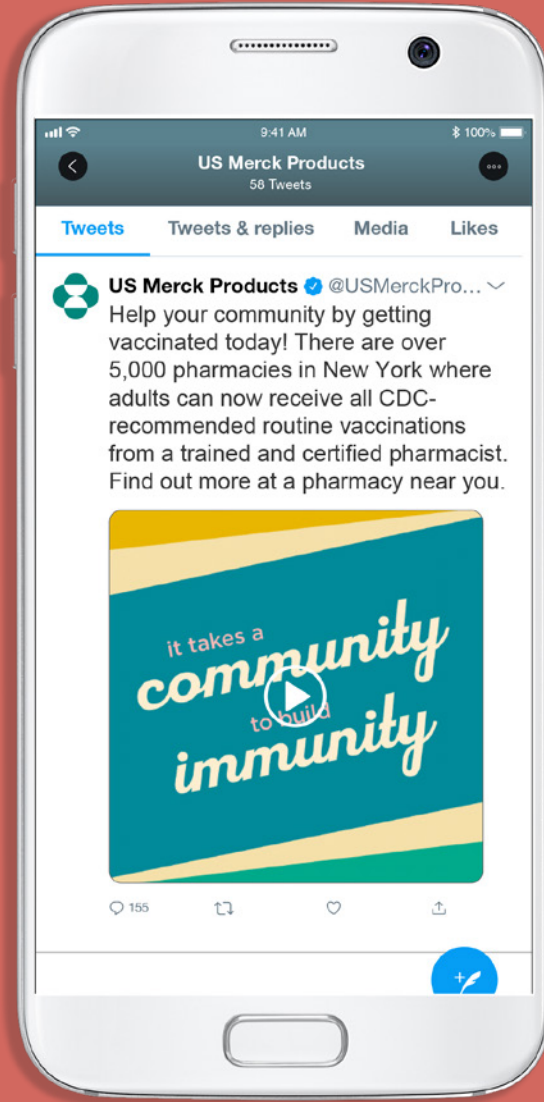
PROJECT HIGHLIGHTS

Tone was on target based on market research; consumers engage more with calm, non-urgent messaging. Featured 2 different creative treatments, allowing for AB testing

REACH

Adults in New York state who are active vaccination acceptors

Channels: Facebook, Instagram, & Twitter



Tap to view animation



Tap to view animation

Health care provider education: new adult pneumococcal vaccine

CAPVAXIVE

MAIN SERVICES PROVIDED

Digital educational tool to support a product launch for health care providers to learn about the benefits of the new Merck pneumococcal vaccine, barriers to vaccination, and recommendations for how to overcome them

PROJECT HIGHLIGHTS

Research, content development, and design to clearly communicate the attributes of the new vaccine, including Medical Legal Review and submission for APLB accelerated approval.

REACH

Key decisions makers at large Integrated Delivery Networks (IDNs)



DISEASE BURDEN IN ADULTS | **SEROTYPES**

PNEUMOCOCCAL PNEUMONIA AND IPD ARE A SERIOUS RISK FOR YOUR ADULT PATIENTS*

Pneumococcal disease comprises a range of clinical manifestations of Streptococcus pneumoniae infections, including pneumococcal pneumonia and IPD.†

Pneumococcal pneumonia is the most common clinical manifestation of pneumococcal disease in adults. Pneumococcal pneumonia is estimated to account for 10-20% of all adult community-acquired pneumonia (CAP) cases in the US.† CAP occurs when someone develops pneumonia outside of a hospital.†

The same bacteria that cause pneumococcal pneumonia, Streptococcus pneumoniae, can invade normally sterile sites in the body, such as the blood or cerebrospinal fluid. When this occurs, it is referred to as IPD. IPD is a serious illness that can lead to hospitalization, complications including bacteremia and meningitis, and sometimes death.†

The indication for the prevention of pneumonia caused by S. pneumoniae serotypes 3, 6A, 7E, 8, 9N, 10A, 11A, 12F, 15A, 15C, 16F, 17F, 19A, 20A, 22F, 23A, 23B, 24F, 31, 33F, and 35B in individuals 18 years of age and older. CAP occurs when someone develops pneumonia outside of a hospital.†

Before administering CAPVAXIVE, please read the accompanying Prescribing Information. The Patient Information is available.

IPD, invasive pneumococcal disease; US, United States.

ABOUT CAPVAXIVE | **IMMUNOGENICITY** | **SAFETY PROFILE** | **CLINICAL PRACTICE CONSIDERATIONS**

CAPVAXIVE WAS STUDIED IN A ROBUST PHASE 3 CLINICAL TRIAL PROGRAM

Across four Phase 3 trials (Studies 1-4), CAPVAXIVE was studied in a broad range of †6500 vaccine-naïve and vaccine-experienced adults of varying ages, risk factors for pneumococcal disease, race, and/or ethnic groups.

Design	Arm(s)	Pneumococcal Vaccination Status	Age Group
1 Safety and immunogenicity	CAPVAXIVE vs PCV13	Vaccine-naïve	Adults 18 and 18-49 years
2 Safety	CAPVAXIVE vs PPV23	Vaccine-naïve	Adults 18-49 years
3 Safety and immunogenicity	CAPVAXIVE vs PCV13 vs PPV23	Vaccine-experienced	Adults 50 years
4 Safety and immunogenicity	CAPVAXIVE sequentially vs quadrivalent influenza vaccine	Vaccine-naïve and vaccine-experienced	Adults 50 years

Address the four Phase 3 clinical trials for CAPVAXIVE, †43% of adults included were 50 years of age and older.†

Select Safety Information
Do not administer CAPVAXIVE to individuals with a history of a severe allergic reaction (eg, anaphylaxis) to any component of CAPVAXIVE or to diphtheria toxin. Individuals with altered immunocompetence, including those receiving immunosuppressive therapy, may have a reduced immune response to CAPVAXIVE. The most commonly reported adverse reactions in individual years of age who received CAP injection site pain (73.1%), fat headache (27.5%), myalgia (14.4%), site erythema (13.8%), and site swelling (13.3%). The most commonly reported adverse reactions in individual age and older who received CAP injection site pain (41.2%), fat headache (11.0%). Vaccination with CAPVAXIVE, all vaccine recipients.

Prescribing Information | **Patient Information**

ABOUT CAPVAXIVE | **IMMUNOGENICITY** | **SAFETY PROFILE** | **CLINICAL PRACTICE CONSIDERATIONS**

THE CDC RECOMMENDS CAPVAXIVE FOR**

- Adults 65+:**
 - Vaccine-naïve or vaccination history is unknown
 - Previously vaccinated with PCV13 only or PPV23 only, 1 year prior
 - As a supplemental dose for those previously vaccinated with PCV13 and PPV23
- Adults 18-64:**
 - With certain chronic medical conditions or other risk factors who are vaccine-naïve or vaccination history is unknown (diabetes, renal disease, chronic heart disease, chronic liver disease, chronic lung disease including asthma, smoking, alcoholism)
 - Previously vaccinated but have not completed a recommended series†

***If either PCV13 was administered at any age and PPV23 was administered before age 65 with the last pneumococcal vaccine being at least 1 year prior. †Based on clinical decision making. PCV13 was administered at any age and PPV23 was administered at or after the age of 65 and the last pneumococcal vaccine was at least 1 year prior.†**

Prescribing Information | **Patient Information**

VACCINATION RATES | **SUPPORTING VACCINE UPTAKE**

SOCIAL DETERMINANTS OF HEALTH (SDOH) INFLUENCE VACCINATION INEQUITIES**

Addressing conditions in the places where people live, learn, and work that affect a wide range of health outcomes can help address health inequities.

Addressing SDOH that influence health inequities could help efforts to improve vaccination uptake.

- Areas of higher poverty*****
- Lack of internet access*****
- Low health literacy*****
- Food insecurity*****

Select Safety Information
Do not administer CAPVAXIVE to individuals with a history of a severe allergic reaction (eg, anaphylaxis) to any component of CAPVAXIVE or to diphtheria toxin. Individuals with altered immunocompetence, including those receiving immunosuppressive therapy, may have a reduced immune response to CAPVAXIVE. The most commonly reported (>10%) solicited adverse reactions in individuals 18 through 49 years of age who received CAPVAXIVE were injection site pain (73.1%), fatigue (24.2%), headache (27.5%), myalgia (14.4%), injection-site erythema (13.8%), and injection-site swelling (13.3%). The most commonly reported (>10%) solicited adverse reactions in individuals 50 years of age and older who received CAPVAXIVE were injection site pain (41.2%), fatigue (19.7%), and headache (11.0%). Vaccination with CAPVAXIVE may not protect all vaccine recipients.

Prescribing Information | **Patient Information**

Patient disease education website and banner ads

TRAVEL SAVVY

MAIN SERVICES PROVIDED

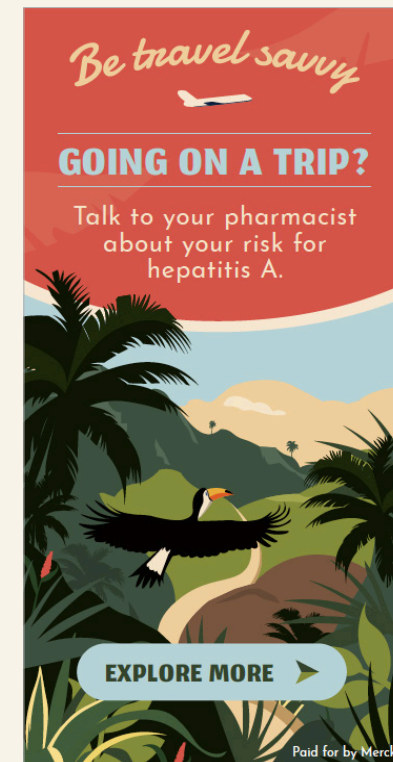
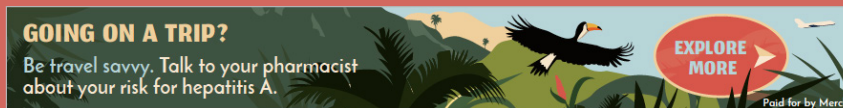
Targeted consumer website and banner ads for awareness about risk and protection from hepatitis A when traveling

PROJECT HIGHLIGHTS

User experience; illustration

REACH

Consumers searching for travel-related products



Eye wear product awareness campaign strategy

ACUVUE OASYS MAX

MAIN SERVICES PROVIDED

Created full new product launch strategy plan; developed consumer and eye care professional personas; launch timeline

PROJECT HIGHLIGHTS

Facilitated full brand team design thinking workshop; eye care professionals and consumer behaviors research; service mapping

REACH

U.S. eye care professionals and consumers



THE AOMAX WEARER COMMUNICATION OBJECTIVES 12

Angela's Background

- 29-year-old, single, videographer
- Her demanding lifestyle, with a packed work and social calendar, leaves her with little patience for people or things that can't keep up

Angela's Eye Care History

- Seasoned contact lens wearer; devoted Acuvue Oasys user

Her Challenges and Pain Points


- Digitally driven: her social life, work, and side hustle require copious amounts of screen time
- Contacts less reliable than they once were, with more end-of-day discomfort and/or blurry vision

Clinical Signs

- Experiences eye discomfort and contact lens irritation due to intense digital device usage throughout the day
- May have early clinical observation of tear film stability

TRENDSSETTER | UPGRADE TO AOMAX

ANGELA QUINN



Johnson & Johnson VISION

AOMAX1D LAUNCH PLAN

the North Star to achieving our go-to-market strategy

CONTENTS

MARKET LANDSCAPE	5
OBJECTIVES & STRATEGY	7
COMMUNICATION OBJECTIVES	10
KEY MESSAGES	20
ECP CUSTOMER EXPERIENCE	24
PATH TO PRESCRIBING	25
ENGAGEMENT MAP	26
KEY TAKEAWAYS	27
REFERENCES	31

Johnson & Johnson VISION

THE MAX ECP COMMUNICATION OBJECTIVES 17

Dr. Ott's Background

- 55-year-old optometrist in private practice
- Has owned his practice in a quiet suburban area for the past 12 years
- Many of his patients are presbyopic, so is he

Dr. Ott's Professional Objectives

- Build strong patient relationships and provide meaningful eye care education
- Recommend superior, state-of-the-art products for his multifocal patients that will help them avoid common side effects, such as halos

His Challenges and Pain Points

- Prescribing contact lenses that will deliver what they promise and exceed patient expectations
- Finding better contact lens options that will work for his multifocal patients

What matters to him?

He wants his patients to trust his expertise and see him as a thought-leader in eye care. Providing patient education and bringing the latest innovations into practice are two of his primary goals.

THE MODERNIZER

DR. JEFF OTT



Johnson & Johnson VISION

STRATEGIC TRANSFORMATION IN A COMPETITIVE THERAPEUTIC AREA

This case study demonstrates the power of design thinking, data-driven insights, and cross-functional collaboration in driving strategic transformation and maintaining market leadership in a competitive pharmaceutical landscape.



A global pharmaceutical organization aimed to maintain its leadership in a highly competitive therapeutic area. To achieve this, the company needed to adopt a strategic approach that enabled cross-functional teams to collaborate effectively and navigate an increasingly complex market landscape. This case study explores how mock5 helped implement a holistic strategy to align brand marketing efforts, enhance field alignment, and leverage data-driven insights to strengthen market position.

KEY CLIENT CHALLENGES

RISING COMPETITION

New competitors threatened a dominant market position, requiring innovative strategies to maintain leadership.

SHIFTING POSITIONING STRATEGY

Evolving positioning from a product- and indication-focused approach to a comprehensive therapeutic portfolio perspective, enabling more holistic support for accounts and identifying opportunities within complex treatment regimens.

COORDINATION ACROSS DIVERSE TEAMS AND CUSTOMERS

Multiple teams supporting the work, each with competing priorities, varying methods of client engagement, and differing views on maintaining market leadership created internal challenges. Compounding this complexity, their customer base—comprising academic organizations, community care providers, and IDNs—each had unique needs and priorities, requiring a flexible yet robust solution to effectively manage these diverse considerations.

THE APPROACH

DESIGN THINKING WORKSHOPS

Conducted workshops with key stakeholders to uncover gaps in perspectives and identify inefficiencies in customer-specific challenges, leading to the creation of a prioritization grid, action plan, and guiding objectives statement.

DATA-DRIVEN INSIGHTS

Collaborated with subject matter experts, analyzed industry trends, competitor data, and customer insights via segmentation and archetypes, ensuring messaging and portfolio objectives were tailored to real-world needs.

SCALABLE FRAMEWORK DEVELOPMENT

Developed a flexible, adaptable framework based on existing efforts, enabling success across markets and therapeutic areas with a focus on long-term growth and sustained leadership.

DELIVERING RESULTS

CRAFTING THE PLAYBOOK ON CUSTOMER-CENTRICITY

Through the development of a scalable strategic playbook, mock5 delivered stronger alignment across client teams, improving coordination and ensuring consistent messaging that enhanced strategy execution. By integrating real-world data and customer insights, we empowered the client to make informed decisions, allowing them to quickly adapt to evolving market dynamics. The user-friendly, interactive playbook is being applied across all customer segments, ensuring best practices are consistently leveraged. Ultimately, this comprehensive solution was a key factor in solidifying their market leadership, enabling the client to effectively meet diverse customer needs while maintaining a competitive edge.

Thank you

GRETCHEN SLAPINSKY

Creative Director

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