



Janssen extends Blue Latitude contract for Strategic Marketing Services to the EMEA region

Following a successful partnership, Janssen has reappointed Blue Latitude to provide strategic marketing support in the EMEA region

LONDON, UNITED KINGDOM, September 16, 2015 /EINPresswire.com/ -- Blue Latitude, a strategic marketing consultancy specialising in healthcare, announced today that it has been reappointed to provide Janssen with strategic support and creative marketing services for their brand teams in the EMEA region.

Blue Latitude has delivered innovative strategic marketing solutions to the pharmaceutical and healthcare industry over the last 12 years with a particular emphasis on strategy, customer experience and creative services. Following this renewed three year contract, Blue Latitude will continue its successful partnership with Janssen with its full breadth of services across a wide range of therapy areas.

Wayne Atherden, Procurement Director Commercial Services at Janssen, said, "This new strategic relationship is an extension of our already successful partnership with Blue Latitude as they have demonstrated a solid knowledge of our marketing needs alongside strong strategic thinking, energy and creativity. We very much look forward to continuing to work with Blue Latitude to take our marketing strategy to the next level."

Martin Brass, Blue Latitude's Co-founder and Managing Director, said: "We are absolutely thrilled to extend our partnership with Janssen to include their brand teams in the EMEA region and start offering our full range of strategic marketing services.

"At Blue Latitude, we work with clients to provide answers and give marketers confidence to undertake multichannel and creative solutions that truly change behaviour and optimise performance."

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About Janssen

The Janssen Pharmaceutical Companies of Johnson & Johnson are dedicated to addressing and solving the most important unmet medical needs of our time, including oncology (e.g., multiple myeloma and prostate cancer), immunology (e.g., psoriasis), neuroscience (e.g., schizophrenia, dementia and pain), infectious disease (e.g., HIV/AIDS, hepatitis C and tuberculosis), and cardiovascular and metabolic diseases (e.g., diabetes). Driven by a commitment to patients, Janssen develops sustainable, integrated healthcare solutions by working side-by-side with healthcare stakeholders, based on partnerships of trust and transparency. More information can be found on www.janssen-emea.com.

For latest news, follow Janssen on Twitter @JanssenEMEA

About Blue Latitude

Blue Latitude is a strategic marketing consultancy, focused on creating exceptional customer

experiences in healthcare to positively influence lives. We work with 14 of the world's top 20 pharmaceutical companies at the market, regional and global level.

Founded in 2003, Blue Latitude is one of the leading independent strategic marketing consultancies specialising in Pharma and Healthcare. Our core capabilities are Strategy, Customer Experience and Creative Services. We solve complex problems delivering value to our client's customers and stakeholders.

For more information, please visit: <http://bluelatitude.net/>
or Follow Blue Latitude on Twitter @blue_latitude

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