



About Blue Diesel

What does it take to go where you want—and need—to go? It takes a high-energy, high-density, highly efficient source of power.

It takes fuel that propels ideas.

It takes a spark that makes a business or a brand better.

It takes Blue Diesel.

With deep experience in the pharmaceutical and healthcare industries, Blue Diesel understands the demands and challenges that drive these industries and the many audiences they reach, from healthcare professionals and payors to caregivers and patients. Blue Diesel has the power to bring you the innovative solutions needed to connect with these audiences, and we do so with a powerful combination of creative and technical expertise supported by operational excellence.

We have a wide range of experience in interactive marketing, including Web sites, closed-loop marketing, Intranets/Extranets, sales training, sales motivation, Tablet PCs, online eDetails, SEO/SEM, banner ads, etc. This experience, along with our focused attention on the pharmaceutical and healthcare industries, distinguishes our understanding of the needs of your business. This positions us as a strong, capable partner you can rely on and trust.



Kelly Gratz, President

We look forward to further conversations as to how we can advance your brands and your business.

Fast Facts

Headquarters: Columbus/Westerville, OH

Additional Offices: To better serve our East Coast clients, we have an office in Philadelphia/Newtown, PA

Founded: 1995

Focus: Creator of innovative, interactive solutions for pharmaceutical and health & wellness companies

Staff: 60+ dedicated marketing and interactive professionals:

- Client Services
- Creative
- Strategy
- Technology
- Operations

Team Dynamics: Smart, savvy, hard-working, remarkable people working in client-centric teams called studios that serve to deepen and strengthen business knowledge and team relationships

Services: Compelling, creative, and award-winning interactive solutions including:

- Strategic Interactive Services
- Web Site Design and Development
- Closed-loop Marketing
- Online Marketing & Advertising
- Mobile Web Sites & Applications
- Video & Multimedia

Heritage: Part of inVentiv Health, which offers leading healthcare companies a complete range of solutions and services for every stage of the product life cycle

Fuel Your Business: Through dynamic partnerships, strategic direction, compelling creative, and technology know-how, our solutions engage emotion, change behavior, and build brand loyalty