

GSK Marketplace Case Study

Kathy Wang



The Marketplace

Overview

The Platform Engineering team will create a marketplace experience that supports discovery and lifecycle management of enterprise capabilities, reusable components, and documentation to empower all “digital builders” across the company to innovate more freely and quickly, while staying connected. These capabilities will set standards for what it means to create internal and external digital products, while also raising awareness of ongoing efforts across our global footprint.

But wait, how do we know?

API Inventory

Mobile Framework

Web Framework

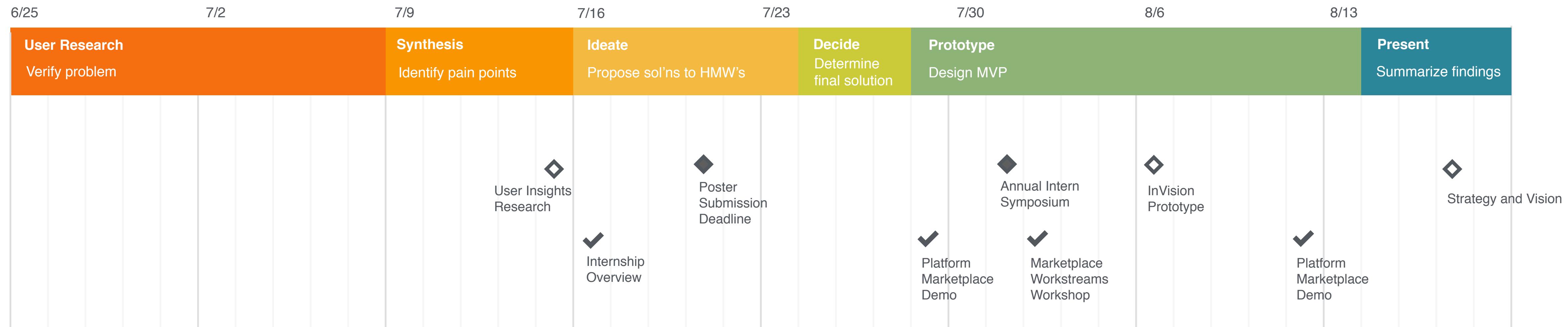
GSK App Store

Design System

Platform Analytics

Community

The Marketplace Timeline



◆ Deliverable ◆ Milestone ✓ Checkin

User Research

This is the phase where we verify that there exists a problem. To do this, I conducted:

- expert interviews
- marketplace audits (reviewing other design systems currently in place)
- analogous experience exercise (comparing digital product building to other tasks to determine potential pain points)

Synthesis

I compiled all my key data points from the interviews, audit, and exercise. Then, I will use the affinity mapping method to categorize the data points.

Sketching and Ideation

Each category was posed as a problem space that was worded as a HMW. With a team of both designers and non-designers, I then brainstormed potential solutions to each problem space.

Prototype

Upon the final decision, I will sketch out a prototype in order to create a minimum viable product.

User Testing

I will ask users to go through the platform and evaluate how easily different tasks are executed.

A photograph of a person sitting at a desk, viewed from the side. They are wearing a light-colored hoodie and have their hands clasped near their chin, looking down thoughtfully. On the desk in front of them is an open laptop, a white mug, and a small container holding several pencils. A potted plant is visible in the bottom left corner.

User Research

Discovery

Marketplace Audit

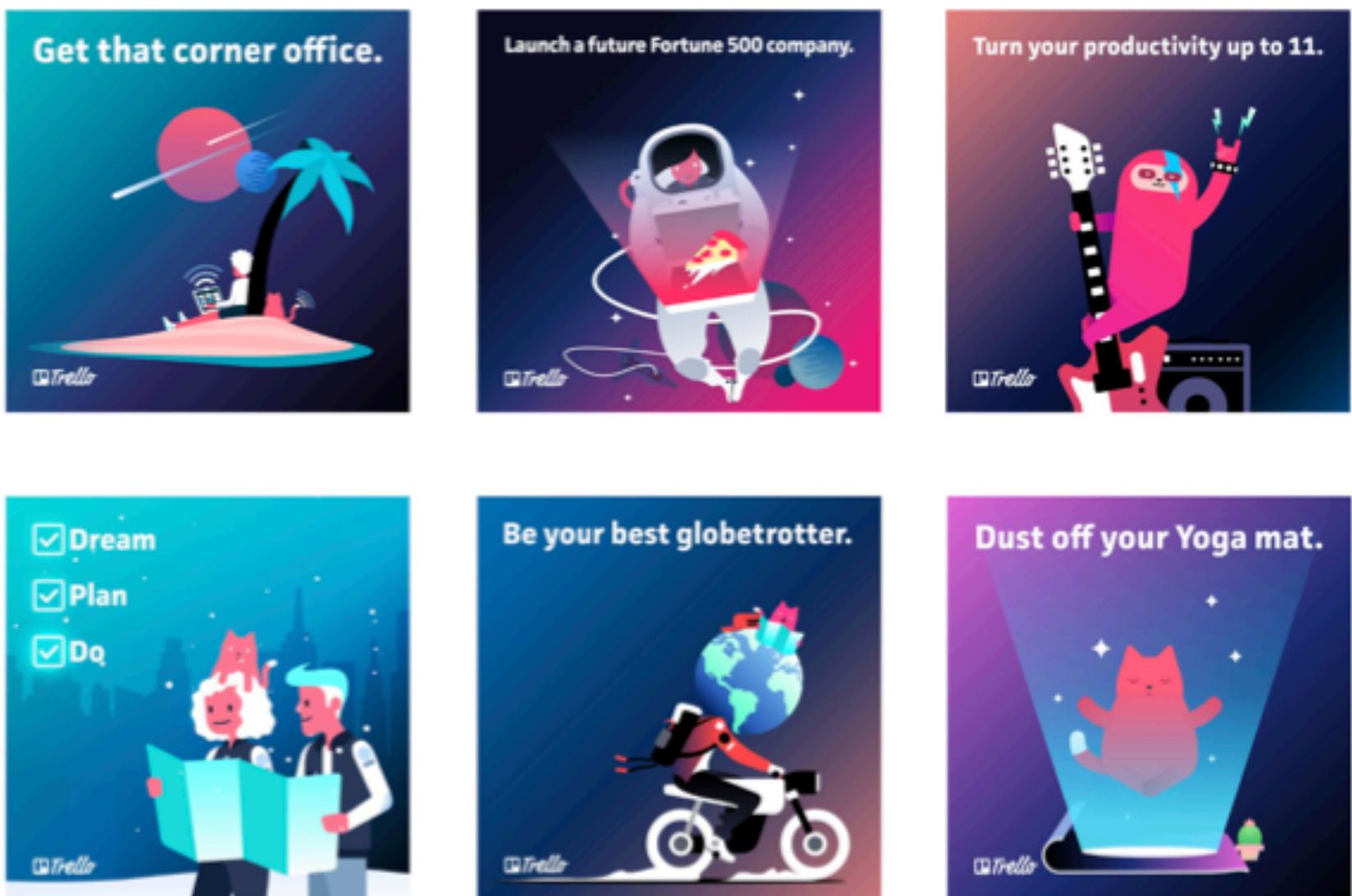
I looked at previous design systems (i.e. Adobe, Airbnb, Trello, etc.) to understand how other companies implemented design principles and components.



Marketplace Audit

Business Appropriate

- Fun, without being childish or naive.
- Professional, but still delightful.
- Friendly, but not patronizing.



Things to think about:

- What is the image that we want GSK to convey?
- How do we portray GSK as a global company?

多邻国 duolingo

duolingo |  Peace Corps

China logo (pronounced "duō lín guó")

Partner logo



Discovery

Analogous Experience

The digital product building process can be compared to everyday experiences (i.e. making dinner, building Ikea furniture, etc.), which can actually expose specific pain points.

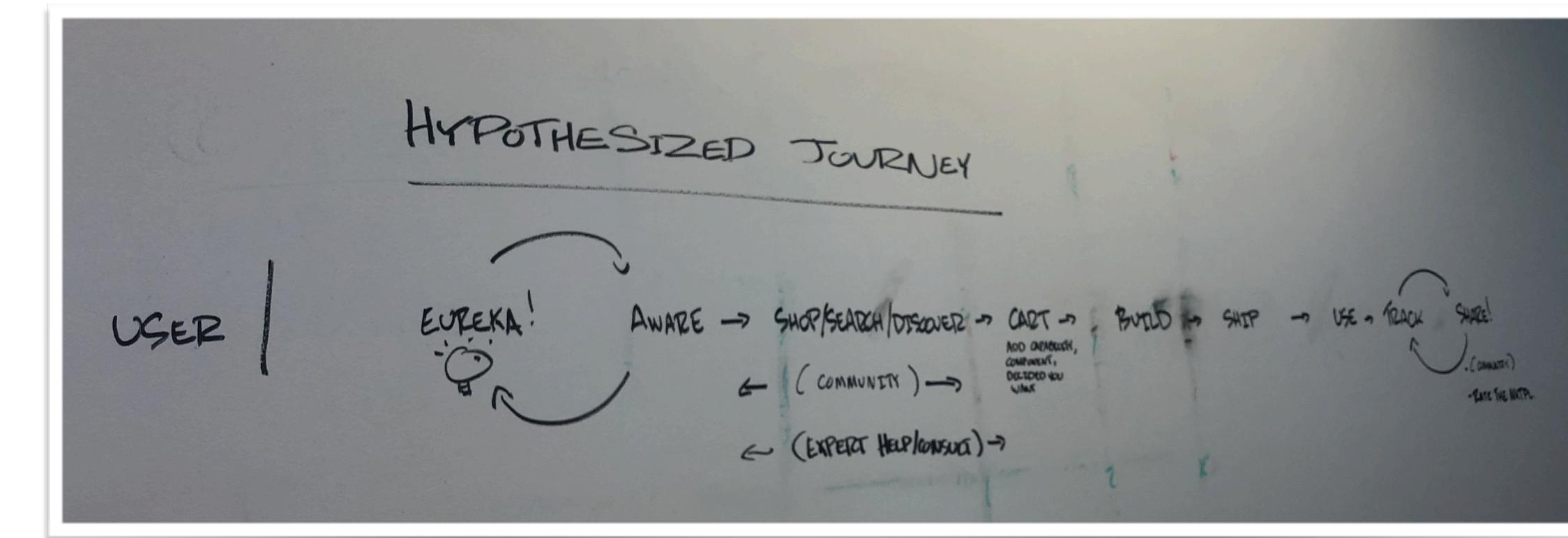


Discovery

Analogous Experience

Things to think about:

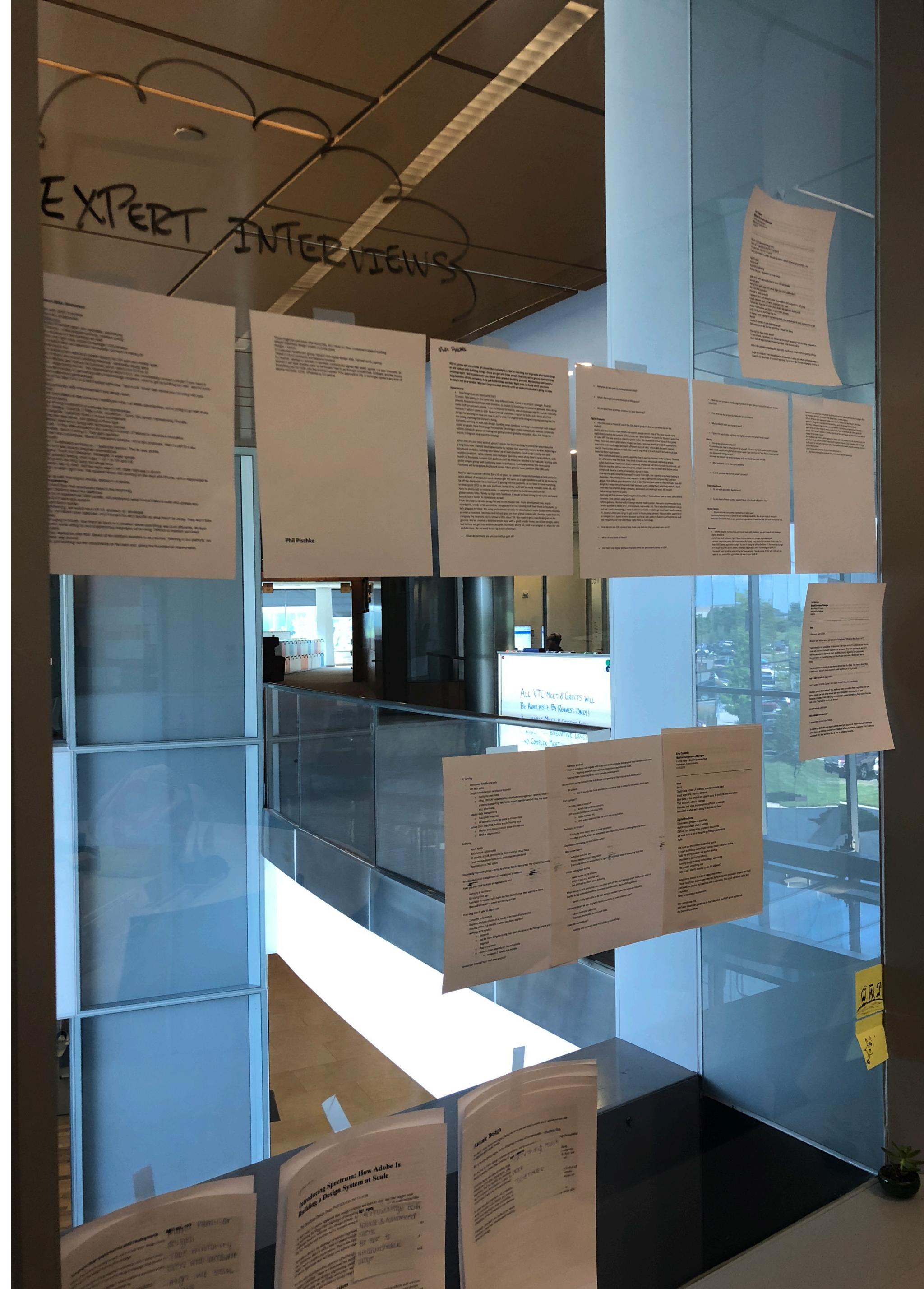
- What does the digital product building process look like?
- How do we accommodate builders with varying levels of expertise?



Discovery

Expert Interviews

I conducted several marketplace expert interviews to validate that there exists a gap in the digital product building process, and to determine pain points within that process.



Discovery

Expert Interviews

 **Alex Voorhees to Social**
June 29 at 4:23 PM · 

Have you ever wanted to create an app or website (or any digital product) at work, but just didn't know where to start? Have you ever been tasked with doing so?

Well, now's your chance to get a say in what happens in GSK Platforms. Message me your biggest digital product building complaint. We'll let you know if you qualify for interviews, and shoot you a response!

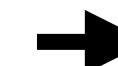
 Like  Reply  Share  Edit ...

Aleksey Anisimov, Jeweleon Jones, Ehab Abdellatif, and Sherifat Akinwonmi like this

Seen by 171



Name	Position	Email	Location	Contacted	Scheduled	Interviewed	Note/Problem
Chance Bliss	Digital Innovation Product Manager / UX	chance.m.bliss@gsk.com	Warren	✓	✓	✓	I've been trying to build a web app since February. It's been a pain and suggestions on what I as a customer need from tech
Liam Dagless	Director, User Experience	liam.z.dagless@gsk.com	GSK House	✓	✓	✓	
Phil Pischke	Product Owner	philipp.a.pischke@gsk.com	Philadelphia, Navy Yard	✓	✓	✓	
Suvi Heinonen	Medical Governance Manager	suvi.x.heinonen@gsk.com	Finland	✓	✓	✓	OneDevice compatible*. Basically, we want to get rid of having to approvals and sending them around by email. Our dream would be to have a digital product that can be used on OneDevice.
Eric Gallardo	LATAM Digital & Major Programmes Head	eric.x.gallardo@gsk.com	Jacarepagua	✓	✓	✓	I've worked on several digital products at GSK and I really want to experience it.
Liz Cowley	Tech Head Sales	liz.x.cowley@gsk.com	GSK House	✓	✓	✓	
Salla Hasa	Therapy Area Lead, Private Vaccines	salla.a.hasa@gsk.com	Finland	✓	✓	✗	Same as Suvi Heinonen
Satu Sumanen	Ethics & Compliance Officer, Finland Pharma	satu.a.sumanen@gsk.com	Finland	✓	✓	✗	Same as Suvi Heinonen
Kelly Ellis	Project Manager	kelly.x.ellis@gsk.com	GSK House	✓	✓	✗	Would love to build a feedback/development app Alex.
Ryan Morielli	Employee Help Programme Lead	ryan.c.morielli@gsk.com	GSK House	✓	✓	✗	
Anne Wye	Chief of Staff Global HR Operations (Lynn Hawkins)	anne.x.wye@gsk.com	GSK House	✓	✗	✗	
James Roberts	Scientific Director	james.m.roberts@gsk.com	Upper Providence	✓	✓		
Sian Finnerty	Director of Client Engagement Pharma Tech	sian.e.finnerty@gsk.com	GSK House	✓			
Alex Badulescu	Director HR, Global CH People Strategy & Performance	alexandra.i.badulescu@gsk.com	GSK House	✓			



Discussion Guide

Department

- How long have you been with GSK?
- What department are you currently a part of?
- And what do you seek to accomplish *everyday*?
- What's the organizational structure of this group?
- Do you guys have a certain structure to your meetings?

Digital Products

- Have you used or heard of any of the GSK digital products that are currently out on the market?
- How do you use GSK connect? Are there any features that you wish were on it?
- What do you think of them?
- Are there any digital products that you think are particularly useful at GSK?
- Have you ever wanted to create a digital product for your group or yourself to help you do your job at GSK?
- If so, what was that process like? Who did you work with?
- What problem/s were you trying to solve?
- If given the opportunity, are there any digital products that you'd like to create?

Sharing

- How do you share your projects?
- What motivates you to share your projects?
- How do you hear about other people's projects?

Cross-Department

- Do you work with other departments?
- Do you hand off work to other people? What is this hand-off process like?

Design System

- Do you use any style guides or guidelines in your work?

Resources

- Is there anyone else you think we should meet with?
- Are there any ongoing initiatives that you think we may find interesting?

To find marketplace experts, I posted on social media (Yammer and Workplace). I received 30 responses, and tracked all the interviews with a spreadsheet. During the interviews, I referred to the discussion guide that I had created.

Expert Interviews



Phil Pischke

Title: Director, Self Service Solutions

Location: Philadelphia, Navy Yard



Liz Cowley

Title: Tech Head Sales

Location: GSK House



Sivi Heinonen

Title: Medical Governance Manager

Location: Espoo, Finland



Chance Bliss

Title: Digital Innovation Product Manager / UX

Location: Warren, NJ



Liam Dagless

Title: Director, User Experience

Location: GSK House

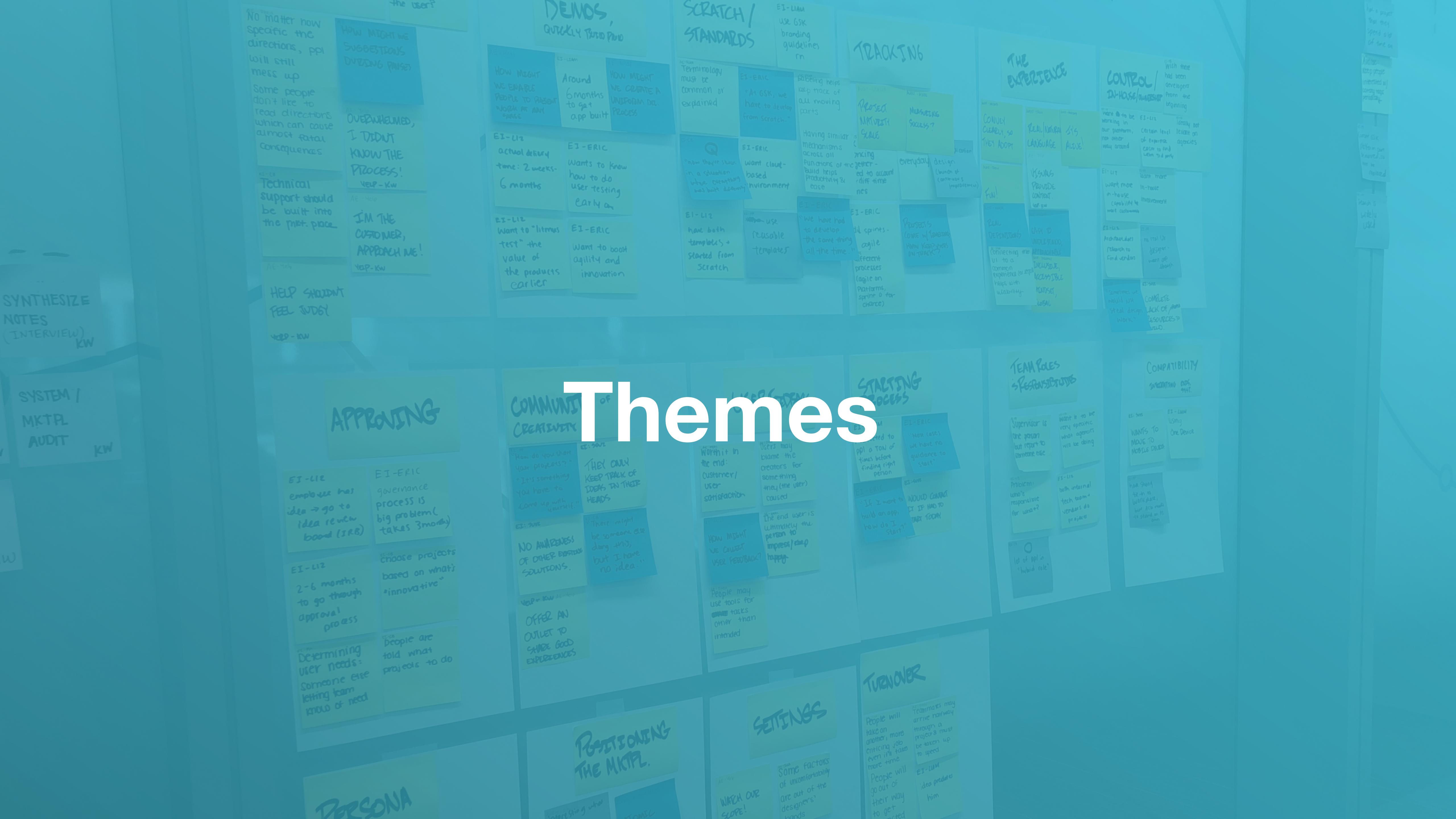


Eric Gallardo

Title: LATAM Digital & Major Programmes Head

Location: Jacarepagua, Brazil

Themes



Starting from Scratch

1

Several builders mentioned that when they start a project, they must develop from scratch. How might we help these builders develop standards so that they don't have to start from scratch every time?

Community of Innovation

2

I also gathered that

- builders prefer to more quickly arrive at the stage of user testing,
- there exists an overall lack of awareness of innovations around the company, and
- there is no universal outlet for the sharing of ideas.

Community of Innovation

“

There might be someone else
doing this, but I have no idea.

”



Chance Bliss

Digital Innovation Product Manager / UX

Sense of Ownership

3

Currently, builders carry out projects both through in-house capability, as well as via third-party vendors. However, several marketplace experts mentioned a lack of resources during projects, and a desire to move toward more in-house capability.

Summary

- 1 Starting from Scratch:** How might we help these builders develop standards so that they don't have to start from scratch every time?
- 2 Community of Innovation:** How might we build a community of innovation and creativity?
- 3 Sense of Ownership:** How might we give builders a greater sense of ownership over their products?

A photograph of a workshop or ideation session. In the foreground, a man in a dark polo shirt and glasses stands at a table covered with various items, including a white cloth, a blue folder, and some papers. Behind him, another man in a light-colored polo shirt is gesturing with his hands while speaking. To the right, two more men are standing and looking towards the camera. The background is filled with large vertical banners and a wall covered in numerous small cards or sticky notes, suggesting a collaborative environment for idea generation.

Ideation

Ideation

Workshop

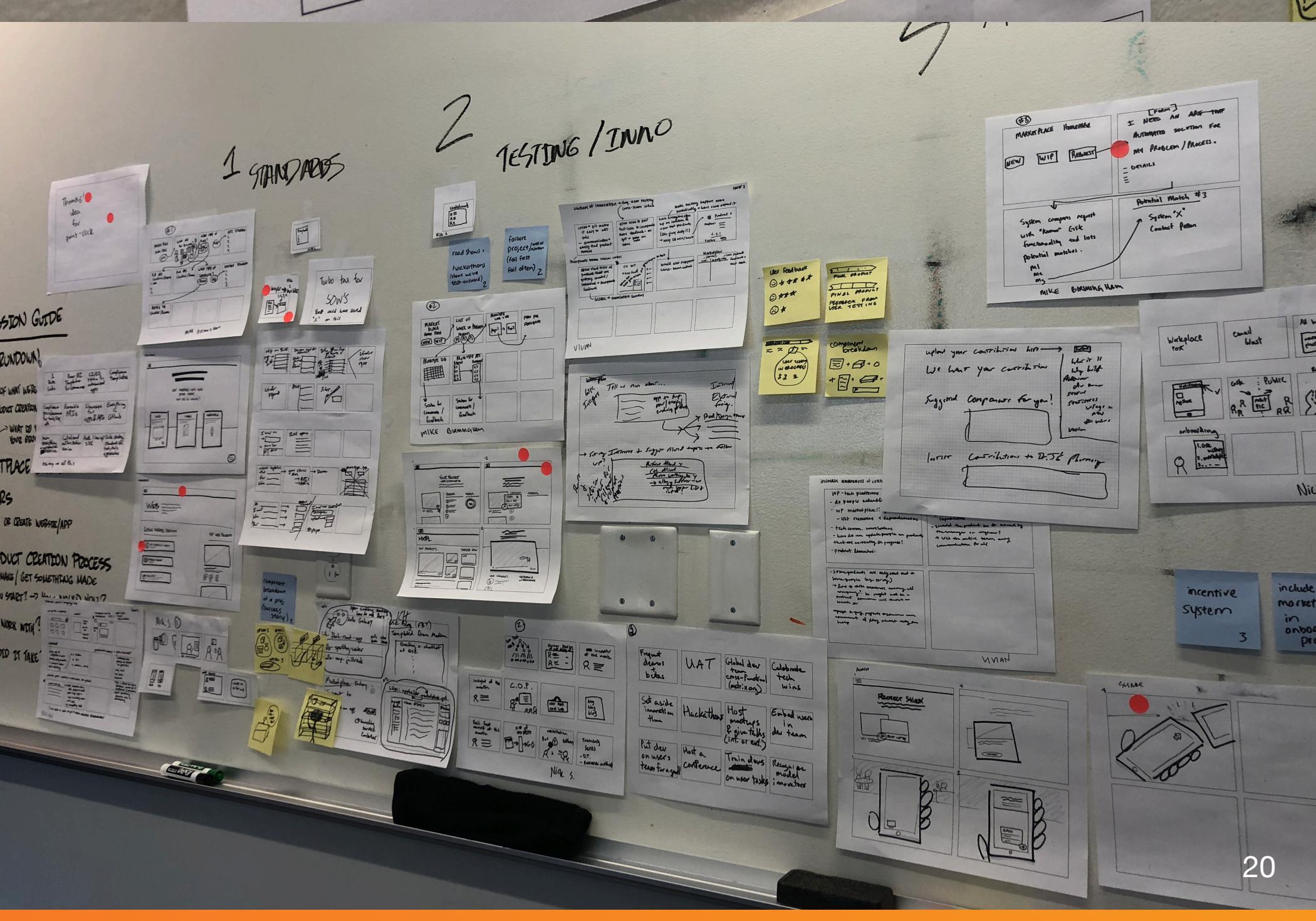
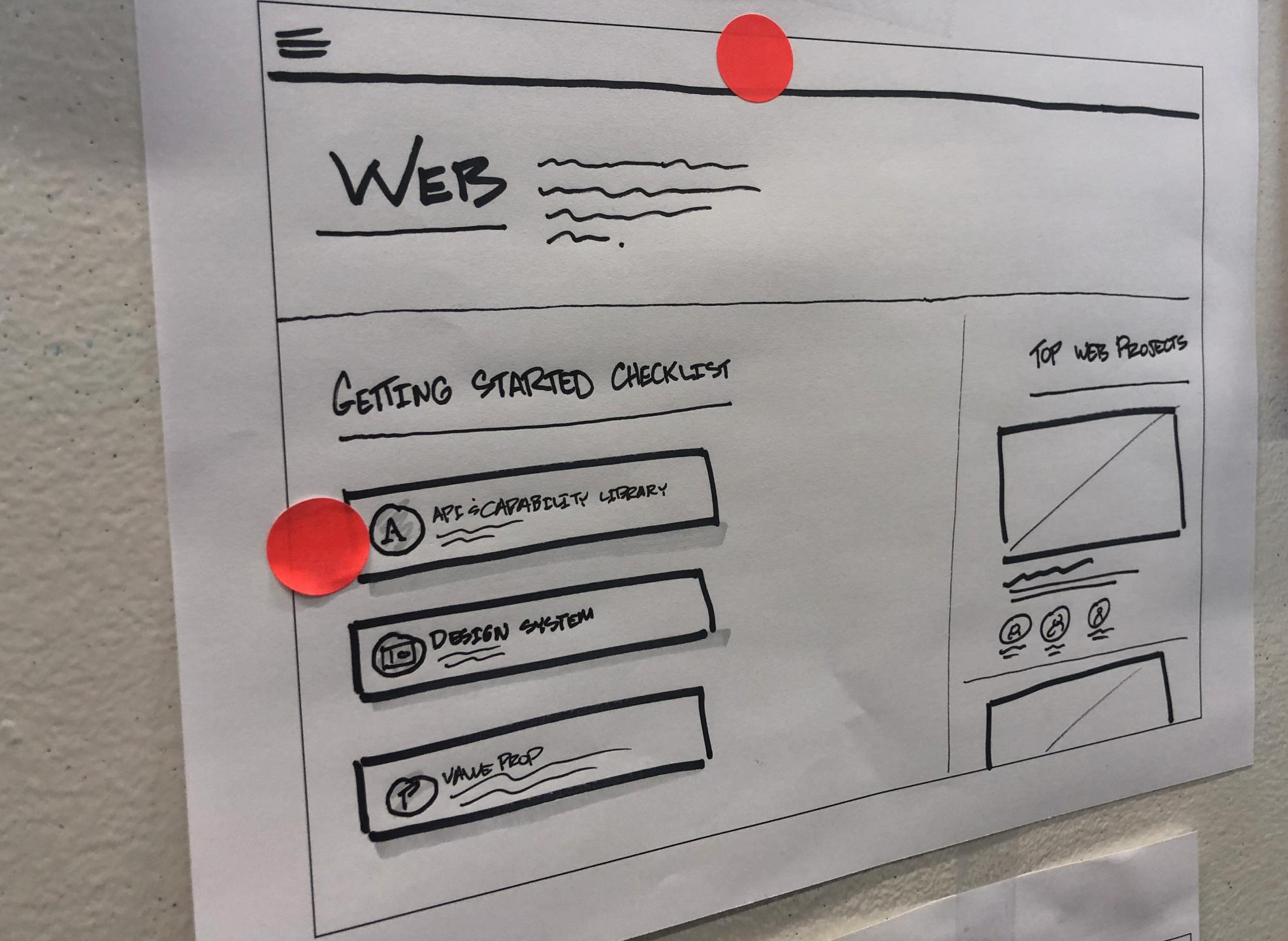
Upon translating the themes into HMW problem statements, I gathered a group of both designers and non-designers (to encourage diversity in perspective) to brainstorm solution spaces with me.



Ideation

Sketches

We expressed our ideas via sketches, and presented them to each other. Each person got to vote for their two favorite ideas.



MARKETPLACE

Build digital products quickly.

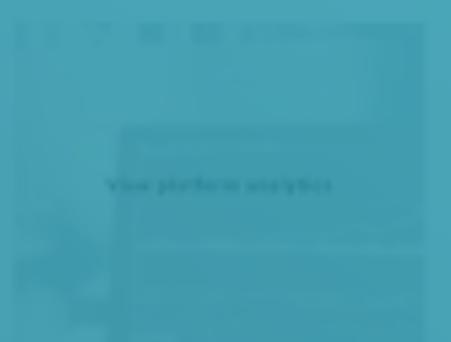
OUR MISSION

In today's fast-paced, tech-savvy world, employees have great, innovative ideas. And with the right resources and capabilities, we want to enable you to build them into apps, websites, or whatever digital product it may be. This marketplace brings a community of innovators, and provides a set of standards and guidelines across the board. Think thinking, start building.

WHO IS THIS FOR

Developers	Designers	Product Managers
Developers and product managers for building web applications and tools.	Designers and product managers for building and prototyping.	Product managers and stakeholders involved in the design and development lifecycle of a product.
Developers and product managers for building mobile applications and tools.	Designers and product managers for building and prototyping.	Product managers and stakeholders involved in the design and development lifecycle of a product.

WHAT YOU CAN DO WITH IT

 Use components from the mobile framework to build an app.	 Use components from the web framework to build a website.
 Access standards and guidelines from the design system.	 View platform analytics.

OUR TEAM				
 Alex Thompson Software Engineer <small>Builds mobile and web applications using React Native and Node.js.</small>	 Mia Johnson Product Manager <small>Manages product backlog and oversees the development cycle.</small>	 Kathy Wong Design Lead <small>Creates wireframes and prototypes for user interface designs.</small>	 Oliver Hayes Data Scientist <small>Develops machine learning models for predictive analysis.</small>	 Sarah Miller UX Designer <small>Creates user-centered designs for mobile and web platforms.</small>
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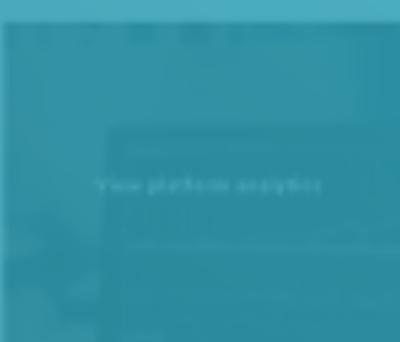
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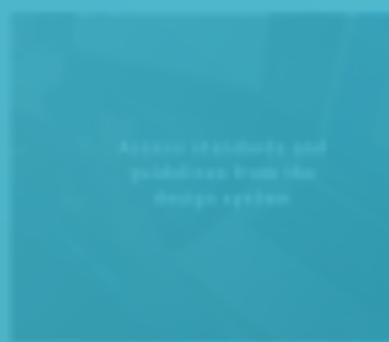
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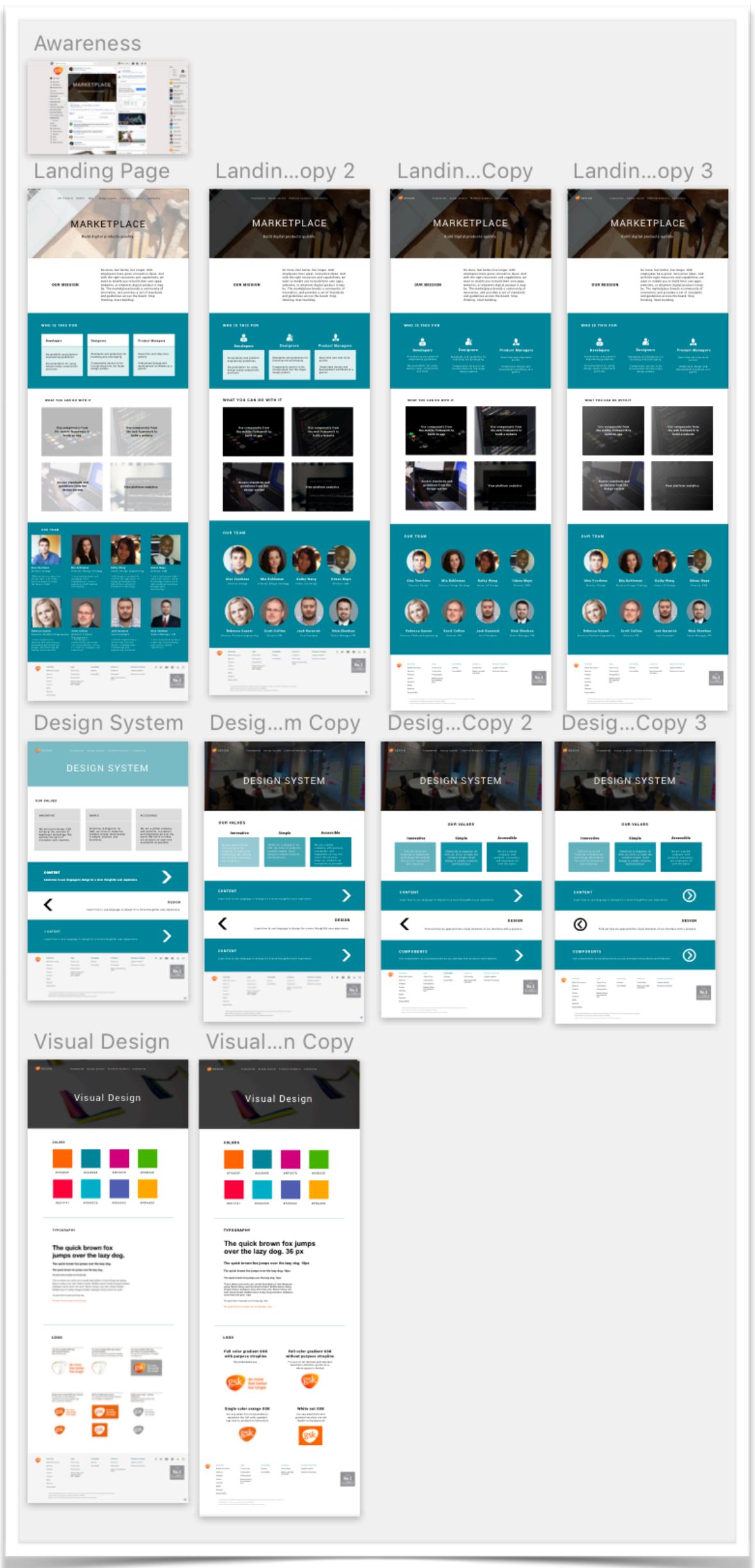
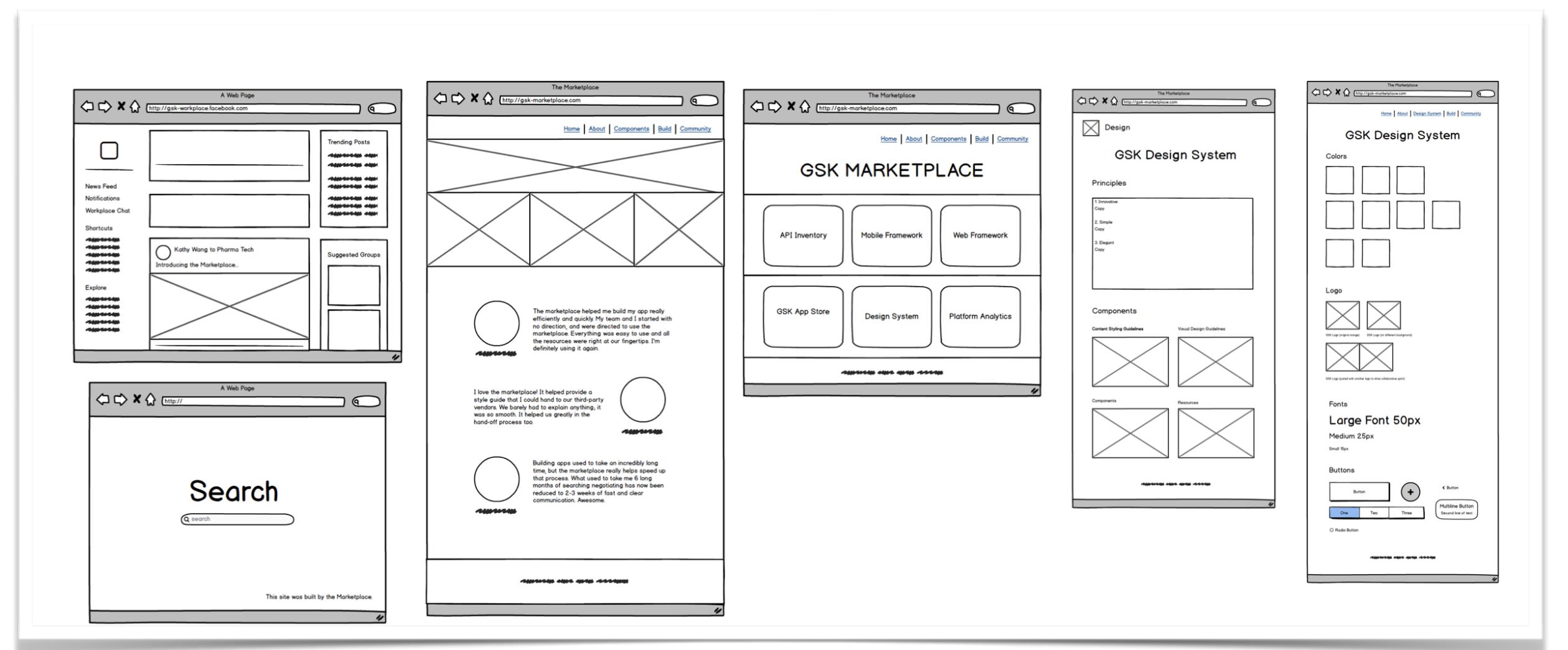
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Prototyping

Prototyping Final

I used Balsamiq to wireframe, and Sketch to create my final prototype.





Kathy Wang 1

- News Feed
- Notifications
- Workplace Chat

Shortcuts

Navy Yard Interns & Co...

- Pets @ GSK 3
- GA&D Tech Team ...
- GSK Global News 13
- Chat to Kat 20+
- Workplace Help @GSK 20+
- Mac Users @ GSK 2
- Chat with Platforms 9
- Future Leaders Podcas...
- EMBRACE ERG 2
- [See More...](#)

Explore

- Groups 1
- Create Group
- People Directory
- Org Chart
- Saved
- Events
- Follow Coworkers

Kathy Wang shared a post.
August 6 at 10:05 AM
Introducing to you...the Marketplace! <https://gsk-marketplace.com>

370 Views

Alex Voorhees is with Kathy Wang and 2 others.
August 6 at 9:42 AM

It's been released. Marketplace is L I V E !!! <https://gsk-marketplace.com>

39 9 Comments Seen by 278

[Like](#) [Comment](#)

[View 7 more comments](#)

Jack Karavich Well done Kathy, Alex, and team. What a truly exciting time to be at GSK.
Like · Reply · 6h

Nick Sheehan Awesome, this is a huge first step!
Like · Reply · 56m

Write a comment... (BOT) (camera) (smiley)

Kamal Shah Yesterday at 4:51 AM

Probably the best go-live gig I have seen to date! Congratulations Zebulon. Site and Core teams did it!!!

RECENT GROUP FILES

- July stats.pptx Chris Pugsley updated 4 hours ago
 - Windows 10 paused communication.docx Praveen Sabba updated last Thursday
- [See More](#)

CREATE NEW GROUPS

Groups make it easy to share with coworkers about specific projects and topics.

[Create Group](#)

RECENT GROUP PHOTOS



[See All](#)

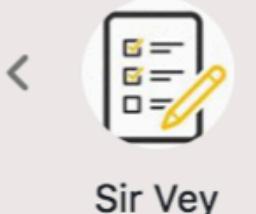
Suggested Groups

Global Finance 1,705 members [+ Join](#)

[See All](#)

Inclusion & Diversity 657 members [+ Join](#)

BOTS



Sir Vey



Workplace Data Extract

YOUR TOP GROUPS

- Navy Yard Interns & Co... 1 new post
- Pets @ GSK 1 new post
- GA&D Tech Team
- GSK Global News 4 new posts
- Chat to Kat 11 new posts
- Workplace Help @GSK 20+ new posts

GROUP CONVERSATIONS

- Rebecca, Scott, Nick...
- Marketplace Workstr... Rebecca, Jack, Brian, 11...

CONTACTS

- Alex Voorhees
- Vivian Li
- Justin Ehret
- Odean Maye
- Robert Dudas
- James Nugent
- Dave Brown
- Nick Sheehan
- Suilong Luo

Landing Page Exploration 1

The landing page features a dark wood-paneled background. At the top, there's a navigation bar with links for API, Products, Mobile, Web, Design System, Platform Analytics, and Community. Below the navigation is a large header with the word "MARKETPLACE" in bold capital letters. A sub-headline reads "Build digital products quickly." Underneath, a section titled "OUR MISSION" contains a paragraph about GSK employees' innovative ideas and the marketplace's role in enabling users to build their own apps, websites, or whatever digital product it may be. Below this is a "WHO IS THIS FOR" section with three columns: Developers, Designers, and Product Managers, each with a brief description and a small icon. The next section, "WHAT YOU CAN DO WITH IT," shows four images: "Use components from the mobile framework to build an app," "Use components from the web framework to build a website," "Access standards and guidelines from the design system," and "View platform analytics." The bottom section, "OUR TEAM," displays a grid of eight team member profiles with their names, titles, and short bios. The footer includes a "Quick links" sidebar with links to About us, Products, Careers, Media, Research, and Responsibility, along with standard legal links like Legal, Terms of use, Privacy Notice, and Accessibility. It also features a "2018 No.1 Best Place to Work" badge.

Landing Page Exploration 2

This landing page has a dark background with a faint image of a keyboard and some cables. The layout is identical to Exploration 1, with the "MARKETPLACE" header, "Build digital products quickly." sub-headline, "OUR MISSION" paragraph, "WHO IS THIS FOR" section, "WHAT YOU CAN DO WITH IT" section, and "OUR TEAM" section. The footer is also the same, including the "Quick links" sidebar and the "2018 No.1 Best Place to Work" badge.

Landing Page Exploration 3

The background for this exploration is a wood-paneled wall. The rest of the page follows the established structure: "MARKETPLACE," "Build digital products quickly.," "OUR MISSION" paragraph, "WHO IS THIS FOR" section, "WHAT YOU CAN DO WITH IT" section, and "OUR TEAM" section. However, the footer is modified to include a "Sitemap" link under "Quick links" and a "Report a possible side effect" link under "Business to business". The "2018 No.1 Best Place to Work" badge is present at the bottom right.

Landing Page Exploration 4

The background for this exploration is a wood-paneled wall. The layout is consistent with previous explorations. The footer is updated to include "Supplier website" under "Business to business" and "Business to business" under "Supplier website". The "2018 No.1 Best Place to Work" badge is located at the bottom right.

Design System Exploration 1

The landing page features a large teal header with the 'gsk DESIGN' logo and navigation links for Frameworks, Design System, Platform Analytics, and Community. Below the header is a prominent 'DESIGN SYSTEM' title. A 'OUR VALUES' section contains three cards: 'INNOVATIVE' (We are future-facing. GSK will be at the forefront of healthcare technology. We embody the spirit of innovation and creativity.), 'SIMPLE' (Simplicity is elegance. At GSK, we strive to make the complex simple. Good design is simple, intuitive, and functional.), and 'ACCESSIBLE' (We are a global company, with patients, consumers, and employees all over the world. We strive to make our products as open and accessible as possible.). A large teal 'CONTENT' section follows, containing the text 'Learn how to use language to design for a more thoughtful user experience.' and a right-pointing arrow. Below this is a 'DESIGN' section with a left-pointing arrow and the same text. The footer includes a navigation menu with links like Quick links, Legal, Accessibility, Contact us, Business to business, and social media icons. It also features a '2018 No.1 Best Large Co. Most Innovative' badge.

Design System Exploration 2

This version of the landing page has a dark background. It features a large 'DESIGN SYSTEM' title and a 'OUR VALUES' section with three cards: 'Innovative', 'Simple', and 'Accessible'. Below these are 'CONTENT' and 'DESIGN' sections with arrows. The footer is identical to Exploration 1.

Design System Exploration 3

This version of the landing page has a dark background. It features a large 'DESIGN SYSTEM' title and a 'OUR VALUES' section with three cards: 'Innovative', 'Simple', and 'Accessible'. Below these are 'CONTENT' and 'DESIGN' sections with arrows. The footer is identical to Exploration 1.

Design System Exploration 4

This version of the landing page has a dark background. It features a large 'DESIGN SYSTEM' title and a 'OUR VALUES' section with three cards: 'Innovative', 'Simple', and 'Accessible'. Below these are 'CONTENT' and 'DESIGN' sections with arrows. The footer is identical to Exploration 1.

Visual Design Exploration 1

gsk DESIGN

Frameworks Design System Platform Analytics Community

Visual Design

COLORS

#F56E0F

#2A8698

#BF0078

#65B32E

#E61F41

#00ADC6

#5063AC

#F8AA00

TYPOGRAPHY

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

LOGO

Full colour gradient GSK logo with purpose strapline
Recommended use

Full colour gradient GSK logo without purpose strapline
For use on all internal and external materials related to products or where space is limited

Full colour gradient GSK logo with white out purpose strapline
For use when orange type is not legible on background

Single colour orange GSK logo versions
For use when it is not possible to reproduce the full colour gradient logo due to production limitations

White out GSK logo versions
For use when full colour gradient versions are not legible on background

Single colour black – printing restrictions
Available by request only from the Global Brand team

Quick links

Behind the science

About us

Products

Careers

Investors

Media

Research

Responsibility

Legal

Terms of use

Cookie policy

Privacy Notice

Modern Slavery Act statement 2017

PDF - 199 KB

Accessibility

Sitemap

Accessibility

Contact us

Contact us

Partnerships

Report a possible side effect

Business to business

Supplier website

Business to business

<img alt="

Visual Design Exploration 2

DESIGN

Frameworks Design System Platform Analytics Community

Visual Design

COLORS

#F56E0F

#2A8698

#BF0078

#65B32E

#E61F41

#00ADC6

#5063AC

#F8AA00

TYPOGRAPHY

The quick brown fox jumps over the lazy dog. 36 px

The quick brown fox jumps over the lazy dog. 18px

The quick brown fox jumps over the lazy dog. 14px

The quick brown fox jumps over the lazy dog. 12px

This is where you write your overall description of how things are going. Bacon tukey cow ham shank brisket. Buffalo bacon turkey tongue brisket. kielbasa t-bone short loin pork. Bacon turkey cow ham shank brisket. Buffalo bacon turkey tongue brisket, kielbasa t-bone short loin pork. 12px

The quick brown fox jumps over the lazy dog. 10px

The quick brown fox jumps over the lazy dog. 10px

LOGO

Full color gradient GSK with purpose strapline

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For use on all internal and external materials related to products or where space is limited

Single color orange GSK

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White out GSK

For use when full color gradient versions are not legible on background

Quick
links
Behind the
science
About us

Products

Careers

Investor
relations

Research
and
Responsibilit
y

Legal

Terms of
use
Cookie
policy
Privacy Notice

Modern Slavery
Act statement
2017

Accessibility

Sitemap
Accessibility

Contact us

Partnerships
Report a
possible side
effect

Business to business

Supplier
website
Business to
business

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