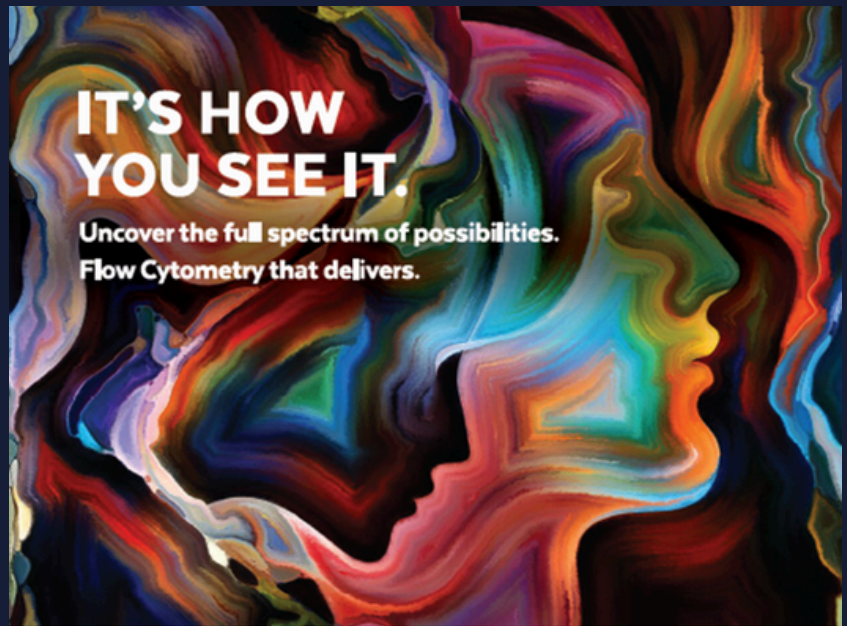


CREATIVITY MATTERS

Advertising



To break through the clutter in biotech advertising, we took a unique visual approach. While most ads in the industry feature typical imagery like test tubes, cells, and people in lab coats, we opted for something more artistic.



When one sample reveals more data than ever before, you see things in a whole new light. New insights. New discoveries. New scientific breakthroughs.

Cytek Bio's Aurora flow cytometry solution is where your vision begins. Our unique combination of patent-pending, innovative technologies that offer next-level performance and flexibility take what was once hidden and place it in full view.

It's all in how you see it.

The new reality is at work in labs around the world. See it for yourself at CYTO booth #33.

We can't wait to see where your vision takes you.



www.cytelbio.com/new_reality



UNCOVER THE FULL SPECTRUM OF POSSIBILITIES.

FLOW CYTOMETRY THAT DELIVERS.

[LEARN MORE](#)





We chose vibrant, abstract artwork that depicted the profile of a woman in beautiful, bold colors. These ads not only captured attention, but they also conveyed the power of color in the product, inviting viewers to look more closely—just as researchers do when making cellular discoveries. The human profile underscored the impact of color on health.

This visual approach extended beyond ads and was used across tradeshows, the website, and all marketing materials. With a modest budget, this campaign delivered high impact, elevating Cytek above even the industry giants.

