



Biomedical Marketing Communications

December 13

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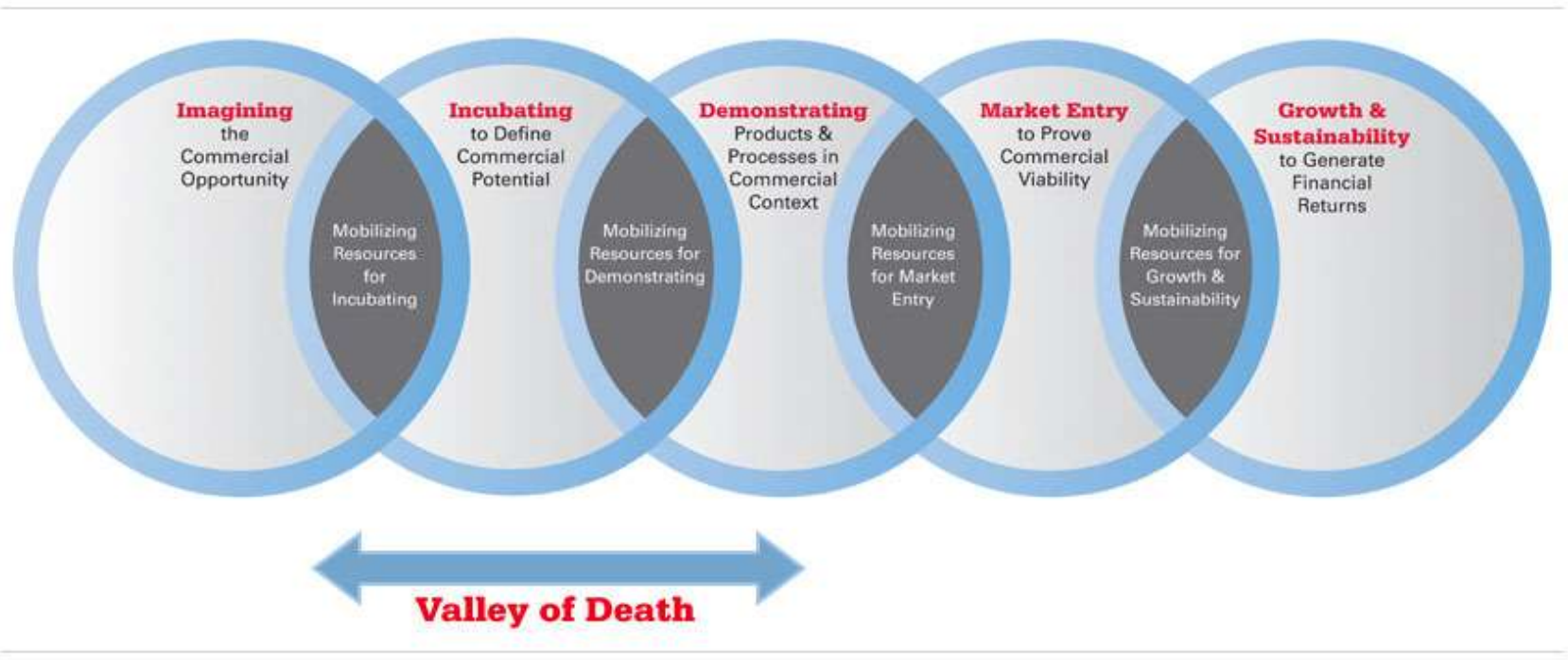
Thanks for joining us

Today's Agenda

- Rapid Review of Tech Company Life Cycle
- Get to know our panelists (quickly)
- MarComm Tactics & Tools
 - Branding/Identity/Messaging
 - Web & Social Media presence (corporate)
 - Public Relations (from events to cause support)
 - Media Relations
 - Advertising (digital, print, and broadcast)
 - Publications and print collateral (product/service sales promotion)
 - Measuring success

But first...

- Thank you to our sponsor: **Business Wire**
- And to our host, **Austen BioInnovation Institute**



Our Experts

- **Jim O'Hare**, President, BioMedia
- **Bill White**, CEO, Offenberger & White (OffWhite)
- **Tim Baker** and **Erik Yorke**, Partners, Baker & Yorke

MarComm Tactics & Tools

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Branding and Messaging

- **Messaging should be:**
 - Evocative of your company's core offering and identity
 - Descriptive using as few words as possible
 - **COMMERCIAL**
- **It is vital that your messaging communicates why stakeholders should do business with you:**
 - Invest in R&D, manufacturing
 - Buy product
 - Acquire or license your technology
 - Acquire your company

Center for Drug Design and Development (CD3)
 Jeffrey G. Sarver and Paul W. Erhardt
 Medicinal and Biological Chemistry, College of Pharmacy
 The University of Toledo, Toledo, OH 43606

Enzyme Strategies

Case 3: Synthetic strategy toward optically active amino-related chiral synthetic auxiliaries

Formal synthesis

Case (%)	E	Recovery (%)
43.2	20	36
46.1	10	47
5.1	0.42	64.1
8.75	0.88	45.4

Chemistry, University of Toledo

Identifying FAH-responsive Genes in Bioremediation Systems Using Microarrays
 Authors: [unreadable], [unreadable], [unreadable]

Objective
 This study was conducted to identify genes responsive to FAH in a bioremediation system. The objective was to identify genes that are up-regulated in the presence of FAH. The results of this study will be used to identify genes that are up-regulated in the presence of FAH.

Abstract
 Phytoremediation (Phyto) is a natural process that uses plants to remove contaminants from the environment. This process is a promising alternative to traditional remediation methods. The objective of this study was to identify genes that are up-regulated in the presence of FAH. The results of this study will be used to identify genes that are up-regulated in the presence of FAH.

Method

- Gene expression was measured by microarray.
- Microarray data was analyzed using software.
- Genes that were up-regulated in the presence of FAH were identified.
- The expression of these genes was confirmed using RT-PCR.
- Microarray data was validated using qPCR.

Results

Microarray analysis identified several genes that were up-regulated in the presence of FAH. These genes were confirmed using RT-PCR and qPCR. The results of this study will be used to identify genes that are up-regulated in the presence of FAH.

Conclusion

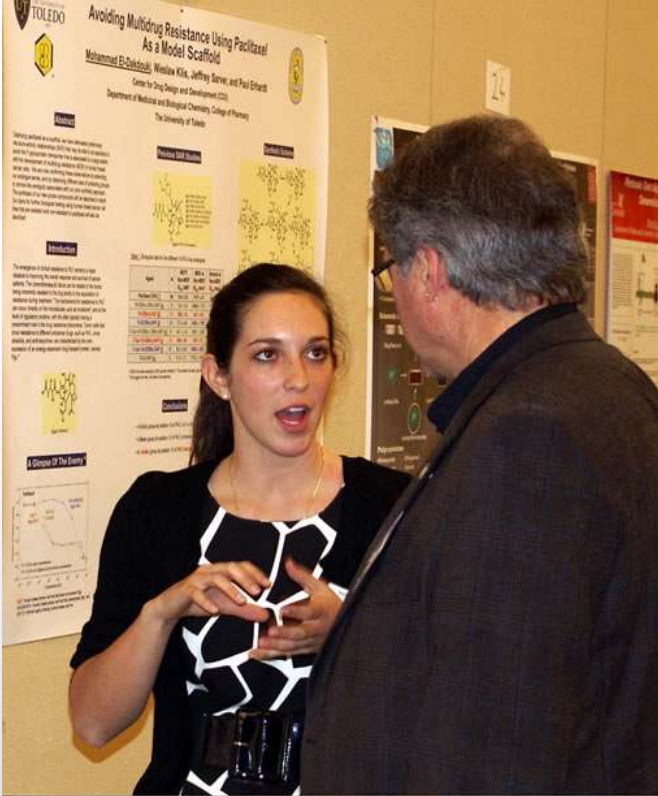
This study identified several genes that are up-regulated in the presence of FAH. These genes are potential candidates for further study. The results of this study will be used to identify genes that are up-regulated in the presence of FAH.

Branding from the beginning

My Friendly Quarrel with “Branding”

- **Pixie Dust?**
(“we’ll need to tweak the branding a bit.”)
- **A logo competition?**
- **PMS colors and typefaces?**
- **An elevator pitch**

*You do not “own” your brand – instead, it is closely
in the heads and hearts of your audiences.*



**The foundation
of your brand is
not built by a
logo or a
typeface**

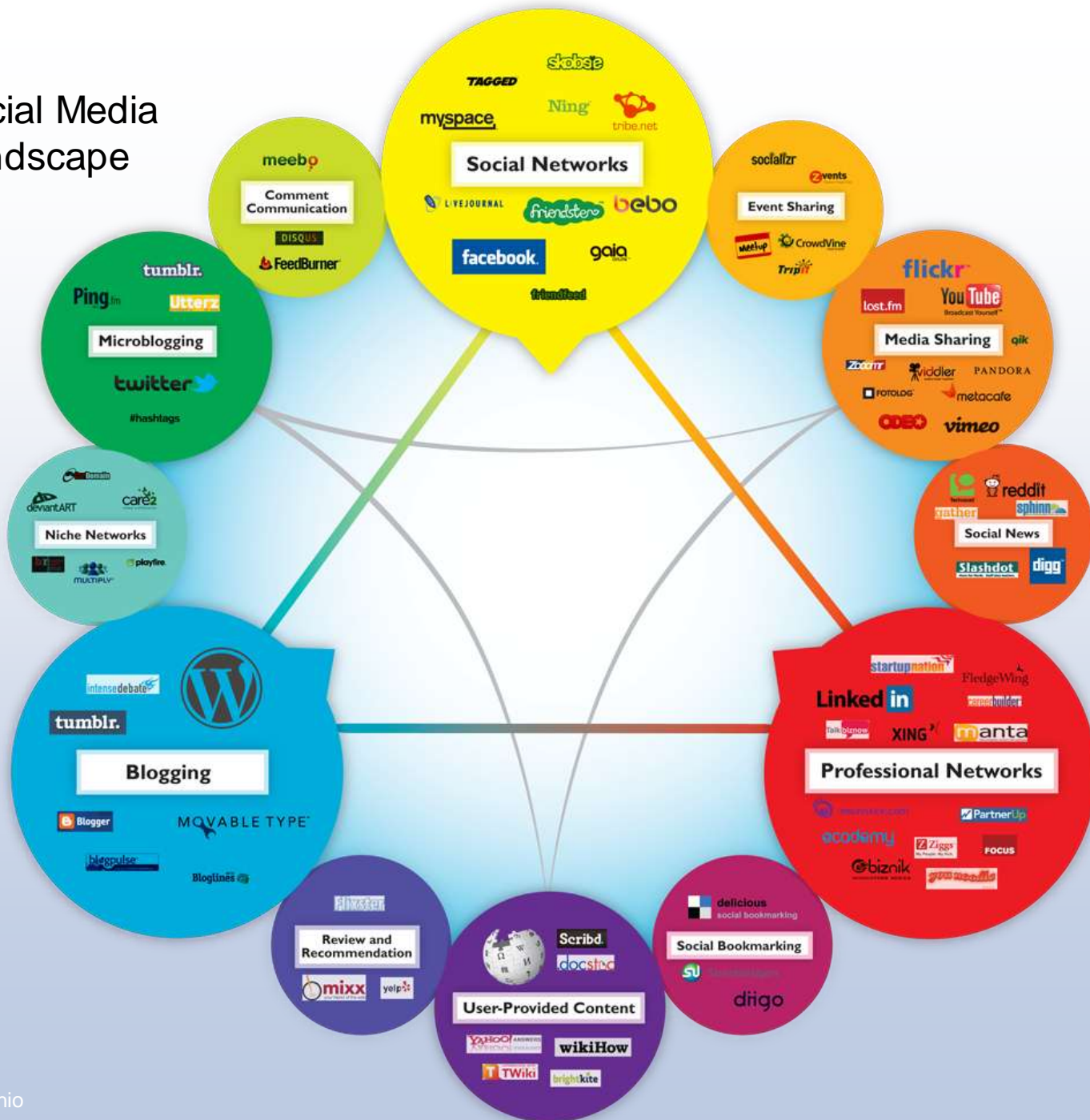
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**Web & Social:
then, now,
always**



Social Media Landscape



Every picture tells a story (don't it?)

Visuals: the great untapped potential for organizations on the web

Photos & graphics

- Get close, get candid
- Select the best
- Name smart
- File online with metatags (Flickr, others)
- Bitmap (JPG) for photos, Vector (EPS) for graphics

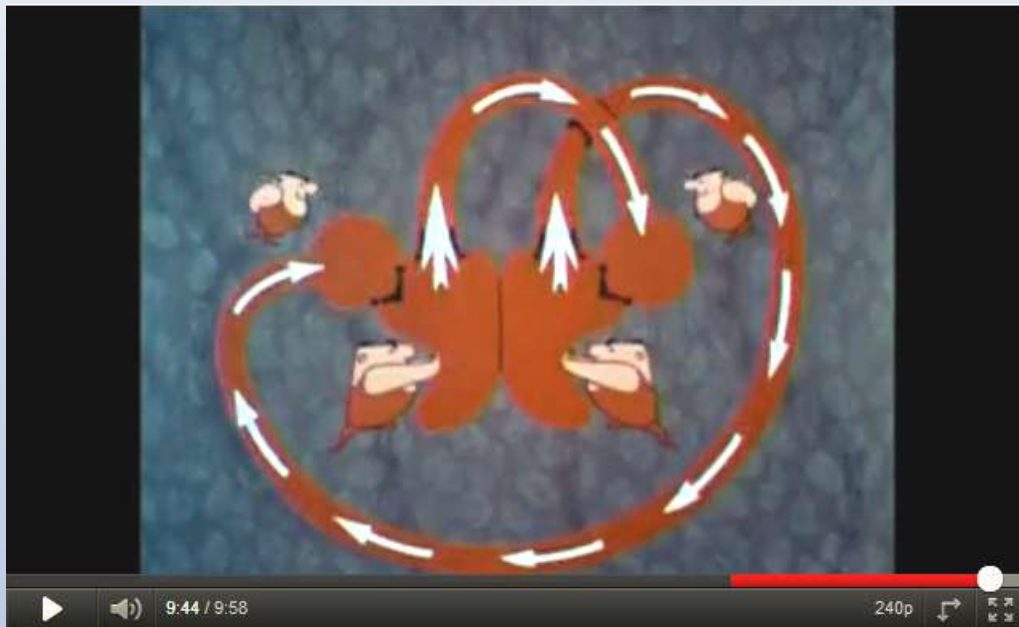
Video

- “make this, buy that”
- The rule of 3
- Overlooked broll
- Complete in a week

Invest in illustrations key technologies or processes

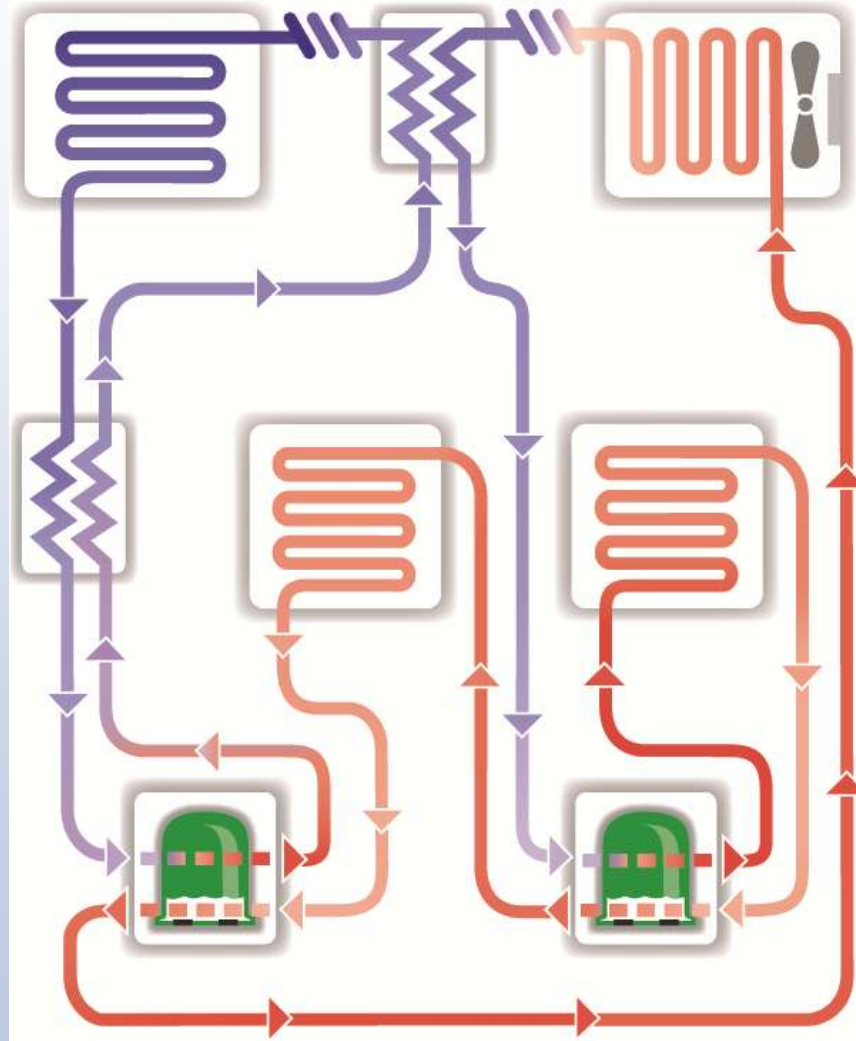


Search:
“Hemo the Magnificent”



Invest in illustrations key technologies or processes

Functional illustration:
Chromatographically
correct expression of
refrigerant
temperatures and
phases in an ultra low
temperature cascade
refrigeration system.



Social Media

- Let your audience dictate your use of social media tools and platforms



Social Media

- **Simply put, if your customers (investors, buyers, etc.) are tweeting, Facebooking, etc., you should be too**
- **Items to consider:**
 - **How do your customers access data (smart phones, iPads, PCs, etc.)**
 - **If they are active in online communities, what are they doing?**
 - **Talking shop? Looking for expert information? Researching products/services to buy?**

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Public Relations

- **PR in a nutshell is about reputation:**
 - Awareness
 - Enhancement
 - Protection
- **Traditional vs. Non-Traditional:**
 - The clip-gathering, event-participation and Thought Leadership model may not be right for your company
 - This is true particularly for early-stage companies

Public Relations

- **PR for Sales (hold for gasps):**
- **Yes, Public Relations can be used to impact the bottom-line directly**
- **Example: Key Opinion Leader Campaigns**
 - **By identifying third-party champions for your idea, product or company, and activating these powerful individuals, you can more directly build demand for what you're selling – whether it's your concept, your product or your company**



**Public
Relations:**

*has the world
every been so
public?*

“Live events happen” (live & on the web)

Show or conference

- **Pre-market:**
Audit
- **At market:**
Ancillary participation
- **Mature:**
Exhibit +

Webinar

- **Cost:** minimal out-of-pocket
- **Expensive:** honing your story
- **Minimize** attendance expectations
- **Segment** for best results
- **45 minutes** max
- **Promote, promote** – both live & archive

Welcome to 1997: challenges & opportunities of mobile PR

- Striking parallels with 1997
- Over 85% of bioscience professionals use smart phones, trending rapidly to 100%
- Three steps to employ:
 - Examine aspects of mobile technology that would provide a strategic advantage (publishing, location services, CRM-type services, ordering, etc)
 - Deploy the most simple implementation that will allow you to put your organization through its paces.
 - Investigate Brightcove or other syndicated services

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Media Relations

- **Publicity for your endeavor is a powerful tool to build buzz and awareness and create demand.**
- **Trade publications are looking for new voices to include – the opportunities are out there.**
- **Don't neglect your local media and resources!**
 - **There are several organizations interested in getting good news about Cleveland and Ohio out there – working with them can greatly expand your reach!**
 - **Austen BioInnovation, BioOhio, BioEnterprise, Cleveland Plus, Positively Cleveland, etc.**

Media Relations

- **For early-stagers, don't believe that you cannot get publicity for pre-approval products**
 - You can utilize KOLs to discuss the potential for your concept
 - You can offer your own subject-matter experts as sources for relevant trade publications – just be sure to speak in forward-looking statements!

Media Relations:

*what's
brewing
now*



Define, differentiate from PR

- Media relations: never easy, seldom done well
- **OLD SCHOOL:** clear definitions (trade, consumer, scientific/professional), clear roles (organizations sell, editors buy)
- **NEW RULE:** Treat everyone as if they are media members (psst: they are)

Tactic for traditional & “citizen” media: Technology Bootcamp

- **Goal:** make people comfortable and conversant with core technology
- **Educate and share** – don’t sell
- **Ingredients:** Media interest, good speakers, strong marcom leadership.

Make media friends for life

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Is advertising dead?



If advertising is dead, long live some “new” alternatives

- **“Free” samples:** white papers, special access electronic content, special access tours, product or service sample, online configurator, “talk to the expert” session, consultation or evaluation
(make barrier to entry appropriate)
- **Sponsorship** – low-key, personal touch
- **Content Marketing** – see Junta42.com

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Printing: Let's get really small



Small printing opportunities:

books, Short run mags, QR codes, specialty pubs

Hardbound
books:

*Welcome
visitors,
explain your
org to
investors,
follow up
with
prospects*

QR
codes



HP MagCloud

Introducing New Digest Landscape and Flyer Products

- » Digest Landscape is compact at 8.5" wide by 5.5" tall.
- » Flyer is perfect for brief messages and promotions in an 8.5" wide by 11" tall double-sided single sheet.



Check Shipping Schedule

During the holidays the MagCloud elves tend to be extra busy so please order as early as possible and allow extra time for delivery. Here are our estimated time frames for December 23rd delivery.



Easy Holiday Distribution

The "Ship to Group" feature lets you mail publications to multiple recipients with a single order. That means you can design a holiday newsletter, annual report, catalog, calendar etc. and simply upload



Get inspired for 2012

Looking for design inspiration, tips on how to create a compelling publication or just want to get ideas from like-minded individuals? Check out our Publisher Spotlights from the past year for insights and

USPS
Deliver mag

*Surprisingly
good tips on
intelligent
employing of
printing*

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Measuring Success

- What's important to you?



Measuring Success

- **Establishing Meaningful Metrics**
 - Counting media clips
 - Sales numbers
 - Investment dollars collected
 - Products in market
 - Advertising impressions
 - Social media conversations
- There are many ways in which to measure ROI of marketing communications, most agencies have done these multiple ways and can help you determine what success looks like

LAST NAME

Eleanor Jeannine

YEAR
46

PERIOD

Weeks

Six Weeks

Six Weeks

Semester Grade

Six Weeks

Six Weeks

Six Weeks

Semester Grade

Days Present

Days Absent

Times Tardy

Conduct

Effort

Read Lit.

Spelling

Language

Arithmetic

Geography

History

Health Science

Civics

Drawing

Music

Writing

Phy. Ed.

Promotion In Danger

Height In Inches

Weight In pounds

20 8

17½ 14½

24½ 3½

70 18

28

29½ ½

31 0

88½ ½

A A B A B C B B A
 A A C B B B B C
 A A A B B B B B
 A A B B B A B B
 A A A B A A B B
 A A A B B B B B
 A A B A B B B B
 A A B A B B B B
 A A B A B B B B

B B C B
 A A C C
 A A C B
 A C B
 A A C B
 A A B B
 A A C B
 A A C B
 A A C B

61¼ 98
 62 100
 62½ 10
 62½

Measuring Success: ROI or ROI?

Teacher... Florillo
 "High Hono"

Different approaches for different stages

- **Pre-Market:**
professional representation with limited resources
meeting key deadlines
- **At- Market:**
limited gaps in media types, audience, segments,
opportunities
- **Mature:**
Bench strength to extend your reach with
confidence



Next?

- Topic “deep dive” webinars?
- A marcomm BioOhio member committee?
- Marcomm professionals contact info sharing?



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