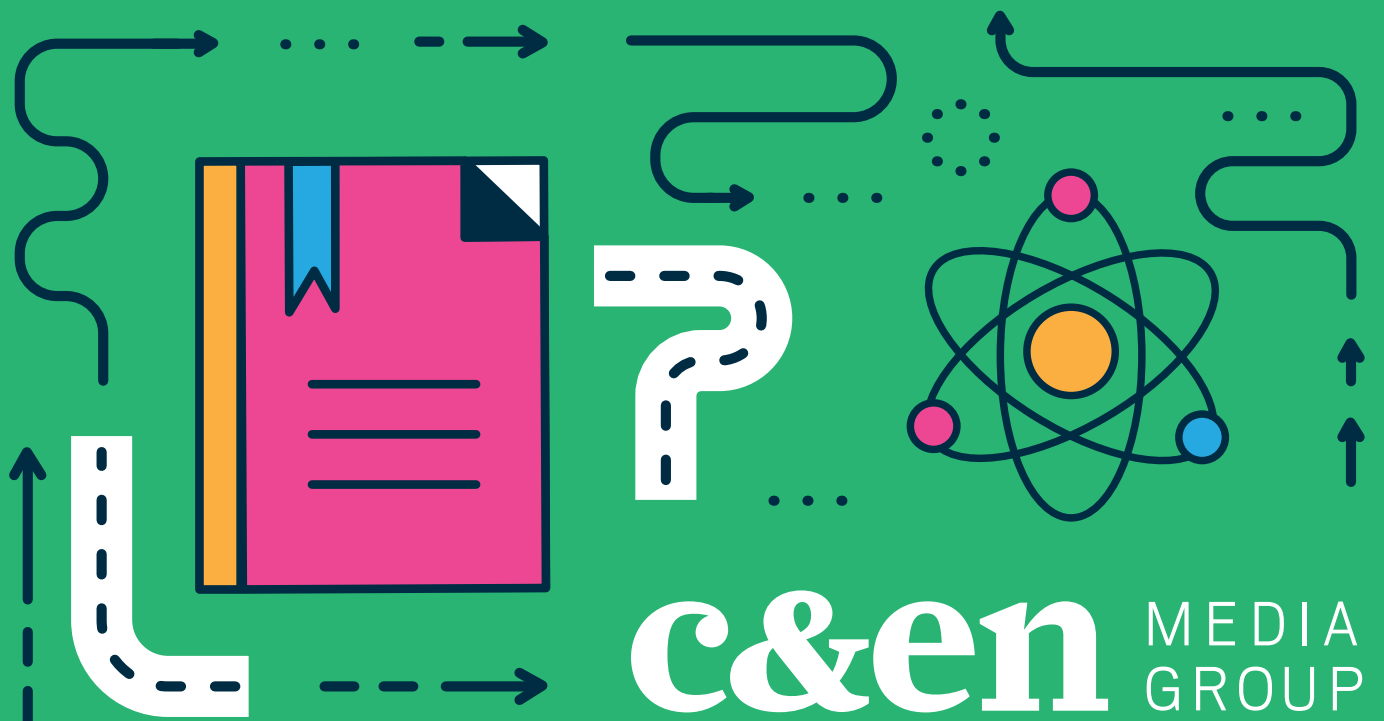


Movers & Shakers of Science Marketing



c&en MEDIA GROUP



Welcome to Movers and Shakers 2022

Back in 2017, the C&EN Media Group profiled industry leaders and agencies in the advertising and marketing space for our Mad Men and Women of Science Marketing series, where they talked about their approach to business, their ethos, and beliefs and provided expert insights into what makes scientific marketing great.

Fast forward to 2022 and the world has changed dramatically. The COVID-19 pandemic has radically changed the way we live and work. Businesses have had to navigate a 'new normal' and figure out challenges never before seen. We felt that the time was right to look again at some of the leading lights in science marketing agencies and gain their insight and expertise into the way they work, what they have experienced the past few years, the key trends they see and how they view the future. Not only did we profile six agencies with a series of Q&A interviews, but we invited them to take part in a roundtable discussion about the COVID-19 pandemic and its impact on marketing, agency life, and how life has changed.

We hope you enjoy these open, frank, personal takes on the state of science marketing.

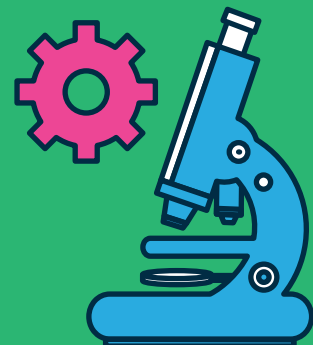
Be well!

The C&EN Media Group Team



Table of Contents

3 BioStrata	21 LINUS
9 CG Life	27 Notch
15 HDMZ	33 Orientation Marketing





←
**Dr. Clare
Russell**

...

**Dr. Paul
Avery**
→

Dr. Paul Avery, BSc, PhD, and Dr. Clare Russell, BSc, PhD, are Co-Founders of BioStrata. Paul, CEO, is a renowned leader in the industry and brings over a decade of biology expertise spanning a degree in Genetics and a PhD from Cambridge University in molecular biology. Clare, Chair of Board, couples her many years of agency experience with her extensive background in physiology, immunology and medical research.



About BioStrata



Tell us a little bit about BioStrata.

PAUL AVERY: BioStrata is an integrated, full-service marketing agency. We offer traditional services such as strategy, marketing planning, design, science writing, PR, social media, etc., as well as outcome-based service packages, for example, brand awareness, lead generation, lead nurturing, and sales enablement. We also offer specific project services (e.g., product launches, website development, rebranding, etc.). We regularly deliver fully integrated marketing programs for our clients that leverage the entire marketing mix.

CLARE RUSSELL: We connect scientists and other life science professionals with the tools, technologies, and information they need to help make the world a better place for everyone. We do this by helping clients identify the pains, challenges, and opportunities of their customers, then connecting them with the unique benefits of their solutions to create honest and impactful messaging that resonates. We then help clients take these messages to market through a variety of channels to raise brand awareness, drive demand, generate sales leads and help turn leads into customers.

What core values and philosophy are at the heart of BioStrata?

- Do the right thing
- Think team first
- Get stuff done
- Do a ridiculously good job
- Be a modest expert
- Be an analytical thinker
- Live to learn

Company

BioStrata

Website

biostratamarketing.com

Year Formed

2014

LinkedIn

[BioStrata](https://www.linkedin.com/company/biostrata)

Twitter

[@BioStrata](https://twitter.com/BioStrata)

Instagram

[@BioStrata](https://www.instagram.com/BioStrata)

Primary Industries Served

Life Sciences

Services Provided

Full Service, Integrated Marketing Communications

Target Audiences

Life Science Marketing and Commercial Directors

Office Locations

Cambridge, UK
Boston, USA

CLARE: Our core values aren't just words written on a wall, they're the compass that guides our ethos, behavior, and decision making every day. Our team genuinely lives and breathes them. We hire, reward, and appraise people with them.

What are the key factors that differentiate BioStrata and would influence a client to choose you?

CLARE: Our life science specialism, global reach, full-service offering, focus on outcomes (over outputs) and proven track record are key reasons that clients choose to work with BioStrata. In addition, our transparent, collaborative ethos and our core values, which build the trust and relationships required for long-term partnerships, have seen us keep clients for many years. Those open and honest conversations allow us all to stay aligned and pivot accordingly.

PAUL: I'd say our geographical position and market reach is also a key asset. We offer great value to those companies in Europe needing visibility, support, and expansion into the US market, as well as for those US companies needing specialist life science market expertise and support to grow within Europe.

Digital Marketing is always evolving. What are the essential challenges of developing a digital toolkit marketing strategy particularly focused on the needs of science companies?

CLARE: A world-class website is essential for every life science business, regardless of their offering. One simple piece of advice is to focus on optimizing your website before running wider digital marketing campaigns, such as search engine ads, banner advertising, paid email blasts, or other digital marketing tactics. The goal behind digital marketing campaigns is to drive website traffic and convert a visitor into a lead. Optimizing a life science website around this goal isn't easy, but for customers, visiting a website that's not optimized and simple to use is very frustrating and ultimately leads to poor lead generation and sales results. Scientists and tech-savvy people will not stick around on a website where: it's not clear who you serve or what prob-



Find your passion

“Cliche alert! If you do what you love with people you love spending time with, it won't feel like work. Find a role and organization where you can be the best version of yourself.”
— Clare Russell

“Having embarked on an academic research career, including a PhD in developmental biology, I realized that I love talking about science more than actually doing it myself in a lab. I also love the impact science can have on the world and I wanted a role where I could indulge my scientific passion and still play an important role in the scientific community.”
— Paul Avery

lem you solve; the messaging is verbose, dull, or confusing; it's hard to navigate or find relevant information quickly; or there is a lack of proof points/reasons to believe. It's critical that a company optimizes its website for lead conversion BEFORE it starts investing large sums in digital marketing to drive traffic to its site.

Measurement and demonstrating ROI to clients is a complex discipline. How do you employ algorithms and digital tools to measure market performance, ROI, and lead generation?

CLARE: There are several interesting facets to this question. The first is accurate measurement: How do you precisely measure the performance of your marketing campaigns, from “click to close?” Fortunately, all-in-one software platforms like HubSpot and Salesforce have made this much easier by allowing marketers to automatically track prospects through their buying journey, and then report on which marketing activities give the best results. However, it can be hard to know “what good looks like,” especially as relatively few life science industry benchmarks are available, and even if they were, they would vary a lot across different segments of the life science market.

The second key factor here is the aspects of marketing and brand building that are still hard and expensive to measure, such as brand recognition, awareness, and credibility. The factors that trigger customers to think of a brand, trust that brand and decide to buy are still a mix of measurable things (e.g., a click on an ad) and impossible to track or measure things (e.g., a conversation at the drinks reception of an industry trade show with a peer who loves the instrument they just bought for their lab).

What are some future trends or possibilities you're seeing that excite you about your work and the wider industry?

CLARE: Some of the trends we are keeping an eye on include the emerging role of AI and machine learning to improve automation in many aspects of marketing, such as managing large ad programs at scale. This includes the ability to make iterative ad copy and creative optimizations automatically, running lots of concurrent tests, and improving results based on performance. As we enter the latter stages of the pandemic, it will also be interesting to see how the industry returns to the major trade shows and events, including what role hybrid events play, and how marketing and sales teams will need to adapt to get the best results and ROI.

How has the marketing industry changed as a result of the COVID-19 pandemic? Which marketing channels have you seen elevated?

PAUL: With tradeshow being canceled, we saw big swings at the start of the pandemic towards paid digital media tactics and spending. Another area where we saw acceleration was in digital marketing transformation. Companies that have been putting off modernizing and improving their website and back-end marketing infrastructure decided this was the time to invest in this activity. The increased use of video in marketing is well-known, but the pandemic made it much more acceptable to produce content using readily available tools like mobile phones and screen

recording apps. While this content is often less professionally polished, we've embraced the value of the information over the quality of the recording. That being said, this has created an opportunity for professionally produced content to really help a company stand out.

What do you feel are the wider lessons from the pandemic for the science marketing industry as a whole?

PAUL: The power of a strong, memorable, trustworthy, credible brand is making a comeback. In many ways, it never left (and it never should have). But with many companies switching budget to digital lead generation activities (and perhaps reducing their investment in general brand-building activities), this homogenized how companies appeared to people browsing the web, perhaps with the belief that prospects will click on paid search results and even banner ads without much preference for the brands they know and trust. I think some companies are now challenging this notion, building a strong brand as a "rising tide that lifts all boats" when it comes to boosting the performance of their other marketing activities (especially paid digital ads for lead generation).

“Our team is driven by the spectacular industry that we work within, full of the brightest and most inspirational minds. I feel lucky to be part of that community, where I can help facilitate change and further the incredible developments and technologies that are driving progress across our planet in some of the most exciting areas of technology and medicine.”

— Clare Russell



Insights from BioStrata



Always remember the fundamentals

Do your research and understand your target market — you can't communicate the right messages to the right people if you don't know who they are or what they care most about.

Carry out "voice of customer" research and ensure it strongly influences your messaging strategy, and it's not only based on internal client insights.

Keep things simple, focus on creating intrigue and planting simple, memorable messages about the benefits to the audience.



Building awareness is a long-term commitment

Building brand awareness and equity are fundamentally about building demand and that does not always generate clear, measurable results in the near term — it is an investment in the future growth of a company.

To effectively do this requires faith and commitment to that longer-term view and company vision, as opposed to success in the next quarter.

It's the companies and the brands that invest in this way that can create a cache of brand equity that leads to sustained and consistent levels of growth over time.

These companies are also better positioned to ride the waves of market fluctuations and unexpected global events, like those that we've experienced over the last few years, as customers tend to turn to the brands they know and trust when times get tougher.



Marketing isn't a one-size-fits-all proposition

Every client engagement is different — company context, audiences, products, value propositions, brand personality, and current marketing performance can vary a lot, even for companies that are very similar.

Approach each engagement like a medical consultant. Define the challenges and opportunities, gather data, set goals, and build a plan to deliver on those goals.

The precise tactics will vary from client to client, but some things are always essential. For example, a strong, unique brand identity and clear, compelling messaging that explain who you serve, how you help, and the unique benefits you offer.



Erik Clausen



Erik Clausen is a Managing Partner at CG Life. He is a marketing and communications executive with more than two decades of international experience building brands and telling stories. Since 2010, he has been a leader of CG Life. He is also the founder of the Life Science Network, a professional networking organization that reaches more than 25,000 professionals. When he's not telling stories, you can find him backpacking, fishing or making noise with his guitar.



About CG Life



cglife®

CG Life has been around since 2003, but to the uninitiated, describe what you do for clients.

ERIK CLAUSEN: CG Life is an integrated marketing and communications agency. We provide nearly every aspect of B2B branding, marketing, and communications — always aimed at a specific business or organizational outcome. It could be a sales target or perception or awareness goal, but we set a strategy and drive towards that goal. What we do for clients is provide a thought partner that can solve business problems through direct communication, experience, honest perspective, and humor. We are a family of scientists, creatives, and marketers who share a passion for translating science and technology into brand experiences that deliver impact and drive results. We're ALL people who love science.

Do you specialize in any particular area of the 'marketing mix?'

ERIK: I would say our "sweet spot" is really creating marketing campaigns that seek to understand the motivations and needs of a specific technical audience, and then creating a compelling creative concept to reach them on an emotional level and an application level. From there, we use the channels where they live to reach them, typically integrating advertising campaigns, media relations, events, engaging content, and social media.

What would you say are the key factors that differentiate CG Life and would influence a client to choose you?

ERIK: I'm biased, but CG Life is a family of damn good marketers and thinkers. But, in our assessment, every

Company

CG Life

Website

cglife.com

Year Formed

2003

LinkedIn

[GLife](https://www.linkedin.com/company/cglife)

Facebook

[@CGLifeAgency](https://www.facebook.com/CGLifeAgency)

Twitter

[@CGLifeAgency](https://twitter.com/CGLifeAgency)

Instagram

[@CGLifeAgency](https://www.instagram.com/CGLifeAgency)

Primary Industries Served

Life Science, Medical Devices, Fine Chemicals, Contract Manufacturing, Contract Research, Biotechnology, and Pharmaceuticals

Services Provided

Brand and Marketing Strategy, Digital Marketing, SEO, Creative Services, Public Relations, Content Development and Marketing, Advertising and Paid Media Strategy, Market Research and Insights, Social Media, and A Good Time

agency should be able to claim that. Where we break apart from the pack is in a few areas: our ability to go very deep in our understanding of science, our desire to be non-transactional in our relationships (we've had some clients for 15 years), and our commitment to being open, direct and transparent with our opinions and counsel, something rare among agencies that only tell clients what they want to hear.

Marketing isn't a one-size-fits-all proposition, especially within the diverse science business space. What are some of the ways that you tailor your work towards client individuality?

ERIK: This is a great question. Because of the science specialization in a complex B2B landscape, every program we develop is customized. Sure, it would be much easier if we took a cookie-cutter approach to new engagements, but that's not the right way to do it. We do deep discovery with the client and ask SO MANY QUESTIONS so we don't have to ask them later. It's interesting, too, that companies often approach us with a tactical need, such as a press release, website, or ad, but when we start asking questions and get into why they think they need that, the picture forms. They have a deeper or more complex business problem to solve. When we see that, we share that observation. Companies that get it, start thinking through their challenges with us. Those that don't, go buy a press release, website, or ad from someone else.

What inspired you to become a science marketer?

ERIK: I've been curious about the world around me since I was a kid. I also loved to debate anyone and to influence them into thinking about a subject the way I did. I pursued a degree in science, but I didn't want to do science. While working in politics at the beginning of my career, I discovered public relations as a concept and a field of work. When I realized I could combine science with public relations and reach and influence groups of people, well, that was about the craziest thing I'd ever uncovered. I've been doing that ever since — almost 23 years.

Target Audiences

CG Life helps organizations of all shapes and sizes to reach scientists, physicians, patients, executives, investors, partners, and the public.

Office Locations

Chicago, San Diego, Denver, and Philadelphia

What are the challenges as a science communicator to introduce something new to a conversation?

ERIK: The biggest challenge is having something unique to say. There are so many campaigns in our industry saying the same thing or targeting the same audience. Be original. Find a unique position to own, and then, double down on it in all channels.

Social media is an area that is continually changing. Can science brands truly engage meaningfully with, and derive value from, platforms such as TikTok, which are driven entirely by short-form, user-generated content?

ERIK: Absolutely. But, like any tactic, they must commit to it to get a meaningful sample size to measure success. One social media post isn't going to go viral by itself.

How do you find that balance between storytelling and extremely technical concepts in facilitating communication between a science company and their audiences?

ERIK: Usually with analogies or relatable issues that any audience can understand. You have to give the audience context and make it relatable for them — not just whatever we have decided is our “marketing message.”

What are some future trends or possibilities you're seeing that excite you about your work and the wider industry?

ERIK: If there is one silver lining from the global pandemic of the past two years, it is a renewed faith and increased understanding of science. This is a wonderful by-product of an ugly period in the world. I firmly believe there will be a generation coming up who will not only understand and pursue science, but will also champion it. This might be our only shot at adapting to climate change and avoiding the next global pandemic or other threats that we don't even see around the next corner. This concept excites me a great deal.



What advice do you have for anyone starting out in science marketing?

“Care about the science. Be passionate about it. You don't always have to completely understand it, but you have to be curious about it enough to try to understand it. The demand for science marketing has exploded and shows no signs of stopping. It's a great time to be a science marketer and communicator.”

— Erik Clausen

Do you have a marketing mentor or hero that inspires you?

ERIK: My boss at my first agency (Jim Weinrebe) was the first person I saw create an actual thematic narrative for a campaign. Until then, I was thinking in terms of press releases and media placements. In working on campaigns together, I saw the effort and deep attention paid to creating the bigger story — the framework through which the press release, media relations, and other marketing tactics had to flow. That’s a more emotive, human way of marketing. I’ve strived to apply that thinking ever since.

Has your business changed in the past few years under the pandemic? If so, how?

ERIK: It’s interesting. Because we are such a social entity, we thought our culture required us to be in a physical location, interacting with each other daily. What we have learned is that our culture is our shared values that exist no matter where we are. So, even as we are welcoming people back into the office now (on their terms) we have seen our culture thrive during the pandemic in supportive ways for everyone.

On the client side, the past two years have seen a renaissance in science. The demand for marketing and communicating science has been at an all-time high as investment and focus shifted to new therapies, tests, and the tools and services that support their development. After an initial pause in the marketplace in Q2 2020, our business, and that of many of our clients, has surged. In 2021, CG Life grew by nearly 50%.

Looking ahead, how can marketing agencies look at preparedness for possible future pandemics?

ERIK: The main thing is probably to keep a nimble structure that allows for flexibility in our recruiting, resourcing, collaborations, and production. Stay loose and open-minded about the way in which we do business, but also whether we want to work in the same ways as before. We can’t go back to the status quo. We need to reimagine what marketing agencies want to be and be good stewards of our people and the science. We have been able to do well for two years, so there is no question we can do so as the world returns.

“Our agency philosophy is simple and multi-faceted: Solve the problem. Care about the people around you — whether they’re a colleague or a client. Care about the quality of the work. And don’t be an ahole.” — Erik Clausen**



CG Life Insights



What would be your dream marketing innovation?

Jedi mind tricks! Not seriously, but it would be awesome.

In all seriousness, I think we're moving toward an era in which the data on our devices, online behaviors, and information we share voluntarily all will start to be compiled together in ways that allow marketers to rapidly reach and influence them in real time.

We're almost there in B2C marketing, so B2B isn't far behind. This worries me as a human due to data privacy and ethical concerns. It's all too easy to use this for propaganda purposes and influence large groups of people to take a political position or even influence a major election. That's deeply concerning. But, as a marketer, I see the potential in driving leads. We just have to be transparent about the practice.



What makes an outstanding science marketing campaign?

Great campaigns in science are not just about the science. They engage and provoke a human response.

Scientists are people, too. They're not a monolithic group. We have to engage them on a personal, human level AND balance that by honoring the science with accurate depictions that aren't

just a helix or a flask of purple solution held in the air by a model pretending to be a scientist.

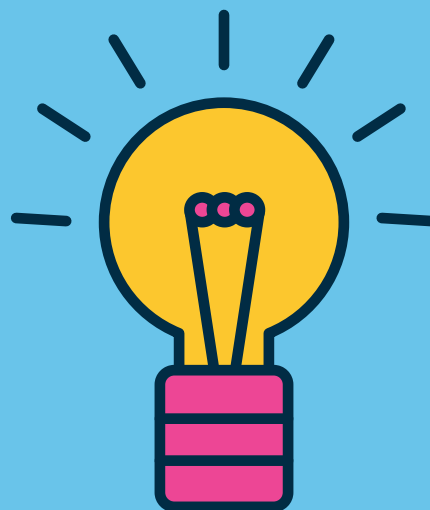


What are your top tips and 'must-haves' at the client engagement stage?

Start with open and direct communication. We ask our clients to trust us enough to share with us the good, the bad, and even the ugly. This is essential for us to internalize their science and story, and to be able to truly offer strategic thinking.

We also ask companies to put some serious thought far in advance about what might be needed for their marketing and communications.

Too often, companies and organizations approach marketing agencies for support at the 11th hour (or 12th hour) to help them. We are nimble and agile, but we can only provide so much truly strategic thinking when a client gives us literally a few days or a week before a major announcement or launch or milestone. You'd be surprised just how often this happens.



A close-up portrait of Dillon Allie, a man with short, dark hair, smiling warmly. The background is a solid, warm orange color. The text 'Dillon Allie' is positioned to the left of his head. There are several decorative graphic elements: a blue line with a hook-like shape on the left, a blue arrow pointing right below it, a white line with a similar hook-like shape on the left, a white arrow pointing right below it, and a small blue arrow pointing right on the right side of his head. At the bottom, there are three dark blue horizontal bars on a white background.

Dillon Allie

Dillon Allie currently serves as President and Chief Executive Officer at HDMZ. He joined HDMZ in 2005 as an Account Executive, later becoming Senior Vice President and a member of the executive team. During his time on the executive team, HDMZ experienced unprecedented growth, doubling in size from 2014 to 2021 thanks to consistent wins in new business, an expansion of agency services and client retention that exceeds industry benchmarks. With more than 20 years of marketing experience Dillon brings infectious energy, deep expertise and a broad perspective to every client relationship.



About HDMZ



Tell us a little bit about HDMZ, Dillon. What do you do for clients?

DILLON ALLIE: HDMZ is a full-service marketing communications agency with expertise in life science research, medical devices, and digital health technology. We work with category-leading companies spanning the entire spectrum of the life science industry to launch new, innovative life-saving products and therapies; and to strengthen and transform our clients' brands for the sole purpose of connecting those brands to patients in need. Our specialized services include but are not limited to, highly scientific content and extremely sophisticated digital development. We're also listeners, confidants, psychologists, cheerleaders, coaches, and conductors, who work closely with our client partners to help advance their marketing programs. There is a certain nobility to that, and we take our responsibility very seriously.

What is your agency tagline?

DILLON: "Passion in. Out comes great." In summer 2021, we set out to develop a new five-year strategic business plan to ensure our employees have a role in shaping their individual growth opportunities for years to come. It resulted in the creation of a leadership team, which was responsible for developing our business plan. Part of that initiative included the evolution of our brand platform, which consists of our purpose, promise, and vision:

- ➔ **Purpose:** To advance scientific progress, discovery, and development through meaningful connections and compelling communication.
- ➔ **Promise:** Passion in. Out comes great.
- ➔ **Vision:** To be the most admired marketing communications firms for the life sciences and biotech.



Company

HDMZ

Website

hdmz.com

Year Formed

1936

LinkedIn

[HDMZ](https://www.linkedin.com/company/hdmz)

Facebook

[HDMZAgency](https://www.facebook.com/HDMZAgency)

Twitter

[@HDMZHealth](https://twitter.com/HDMZHealth)

Instagram

[@HDMZHealth](https://www.instagram.com/HDMZHealth)

Primary Industries Served

Life Sciences, Biotech, Clinical Development, Healthcare IT, and Applied Sciences

Target Audiences

C-Suite, Corporate Communications, VPs and Directors of Marketing, Product Leadership, VPs of Public Relations, IT, Creative Directors, and VPs of Media

Office Locations

Chicago, IL
San Francisco, CA

Life sciences marketing encompasses clients ranging from start-ups to huge, well-established household name brands. What would you say are the main differences in marketing for young companies versus more established brands?

DILLON: We enjoy the challenge that both types of assignments can bring. Young companies are typically more willing to take risks and embrace a “challenger brand” mentality. And we appreciate the opportunity to have more of a footprint over their entire brand presence. The advantage of working with established brands is typically infrastructure. They’re often set up well to work with agencies and have the budgets to support more comprehensive initiatives. Our approach to building and evolving a brand’s voice really starts by holding up a mirror to the company and its communications team. The brand on the outside can only be as strong as the brand on the inside. A “brand,” too, encompasses so much more than a corporate identity system or ad layout. It’s really a collection of experiences and expectations people have with a company. Our team will often work with companies in a brand workshop to help establish a framework for consistent delivery of those brand experiences, in a voice that’s authentic to the company and its culture.

Strategically speaking, what are the challenges as a science communicator to introduce something new to a conversation? How does PR help act as a conduit for these brands?

DILLON: The life science industry is an incredibly exciting, yet crowded space with many thought leaders, companies, technologies, and therapies. Science, by its very definition, is constantly evolving and iterating upon (and sometimes even disproving) established concepts. This can present unique challenges for scientists or brands looking to keep up and differentiate with compelling communications to build awareness and trust with the public. Because PR also uses the credibility of respected media outlets to build awareness and trust for a company and its technologies — as well as insulate it from damage in times of crisis — a proactive public relations strategy can be a powerful brand-building and storytelling tool for science communicators. Additionally, the ROI of PR is magnified by the longevity of published content online. An ad will eventually disappear from public view, but an article about a company will never completely go away and will pop up when a potential customer initiates a relevant search engine query.

Digital Marketing is always evolving. What, in your mind, are the essential challenges of developing a digital toolkit marketing strategy, particularly focused on the needs of science companies?

DILLON: The most important principle here is that our target audience is comprised of smart people who know their subject matter extremely well and are very busy. We need to respect their intelligence and their time. Ads need to be short and to the point and tell our audience exactly what’s new and why they should pay attention to it. Also, science audiences don’t behave anything like consumer audiences or even traditional B2B. So, there’s a lot more research involved to find out where they spend time online, to whom they speak, and what those conversations are like. A good digital marketing strategy discovers the right opportunities to catch their attention in brief instances and then puts forward a message that spurs immediate action to learn more.

Outline, what, in your experience, makes an outstanding science marketing campaign.

DILLON:

1. Does it make you stop and think differently about a preconceived notion?
2. Does it have staying power?
3. Did it generate the results the client wanted?

If the answers to those questions are “yes,” then we have a winner.

How has HDMZ been able to retain top talent and reduce turnover?

DILLON: Our agency’s success is the result of not only a carefully concerted effort to curate a compelling client portfolio, but more importantly, an ability to create a great place to work where team members feel inspired. We place particular emphasis on the professional career development of our people since we believe our success is dependent on committed and engaged employees who enjoy what they do and the clients they serve.

Our employees meet with their direct managers throughout the year to ensure professional development goals are clear and actionable. Additionally, we encourage them to further their career growth with courses, classes, and workshops — including continuing education programs. This training is solidified through our twice-weekly, virtual town halls, which create camaraderie, encourage teamwork, build community, and make it easier for contributions to come from a broader group of individuals.

We encourage a healthy work-life balance. Our offices close at 1 p.m. on Friday during the summer months. During the winter holiday season, HDMZ closes for one week, so that employees can use that time to recharge. Also, we take steps to ensure our people use all their yearly vacation days. Moreover, we offer flexible work opportunities. Nearly all employees work remotely, which is the new normal. However, for those who prefer to work in an office setting, our Chicago headquarters corporate office is always available.



Knowledge is power

“Our clients look upon us not only as experts in the field of integrated life science marketing communications but also as specialists in every aspect of their businesses. This has not been an easy task. That’s because we’re expected to know every nuance of their specific scientific disciplines, therapeutic areas, and industry verticals. Nevertheless, our team members are up to the challenge. We’re curious about the world, excited to learn, and grateful for the opportunity to play a small, but meaningful role in helping our client partners achieve their goals.”

— Dillon Allie

The COVID pandemic changed a lot of things fundamentally for all of us. How do you think the industry has changed and have there been positives to take from these changes?

DILLON: The COVID-19 pandemic has left an indelible, catastrophic mark on the world that none of us who have lived through it will ever forget. Perhaps it's my Catholic education or my glass-half-full outlook on life, but it has also been responsible for several positive outcomes — including an increase in science literacy among the lay press and the general population — that can only result in improved health outcomes for society moving forward. Also, for businesses such as ours, it's opened our eyes to the efficiencies of remote work, enabling us to confidently bring on new employees in locations other than cities where our flagship offices are located. And we're a better company for it.

How should science marketers be thinking as we seek to come out of the pandemic?

DILLON: Be mindful of the pressures your client partners are under, particularly given the recent retreat of stocks. We're clearly in an incredible age where there has never been more investment in the sector, balanced by one of the largest market corrections in recent history. We must find better ways to demonstrate the value our marketing activities and engagements bring to our client partners' business objectives and company valuations.

“Several years ago, a speaker at a 4As event told me that the key to keeping clients and employees happy really boils down to trust and love. Do they trust that you'll do what you say, and deliver what you promised? Do they know that you care about them as people? We've tried very hard to live that every day. We do things for other people. Not for brands, or clients, or positions in an org chart — but for people.”
— Dillon Allie



HDMZ Insights



Never underestimate the advantage of culture

Culture is our competitive advantage. We firmly believe that whatever meetings our clients have with us should be their most enjoyable meetings of the day. These should be meetings our clients look forward to attending. More importantly, our clients should walk away from these meetings knowing they're appreciated and valued and feeling that we listened to their needs and concerns, and genuinely care about the success of their products and therapies.



The power of great storytelling

Great stories have the power to inspire, persuade, influence, entertain, build connections and bring people together. More importantly, they can withstand the test of time.

Focus on telling great stories that help simplify technically complex products and therapies and get them the proper attention they deserve.

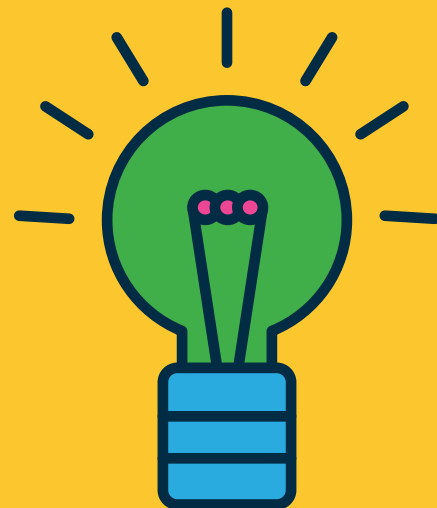
It really comes down to understanding your client's target audience as people, not as demographic profiles, and communicating in a manner where they can relate.



Look at growth through different lenses

Growth is often a word thrown around by senior executives, and most would interpret that to mean revenue or profit. While those are important to any business, they're lagging indicators of a different kind of growth that happens every day.

At HDMZ, we're more interested in growing relationships with our colleagues and clients, enhancing our experiences and capabilities, and creating a work environment where everyone's role is different but important.





**Hamid
Ghanadan**



**Kristin
Apple**



Hamid Ghanadan is Founder and CEO of the LINUS Group. As a biochemist turned marketer, Hamid has dedicated his career to redefining the way we communicate to the life science and healthcare industries.

Kristin Apple is President of the LINUS Group. As a healthcare leader and passionate brand strategist, Kristin has advised the world's largest consumer healthcare, CPG, and pharmaceutical companies.



About LINUS



Please tell us a little bit about the LINUS Group. What do you do for clients?

KRISTIN APPLE: LINUS is a strategy and innovation consultancy headquartered in Boulder, Colorado. We help leaders in life science and health-related organizations make decisions that will transform, grow and gain relevance with their audiences. All of our work is based on our fundamental understanding of how people make decisions in technical settings, and how to influence those decisions using behavioral psychology. We apply our frameworks to create brand and marketing strategies, market development, brand direction, and future visioning.

What is in your portfolio of services?

KRISTIN:

Our services include the following:

Insights: Qualitative research, quantitative research, target audience illumination, persona development, brand benchmarking and direction, segmentation, and mapping decision journeys and experiences.

Strategy: Message development and optimization, positioning, product launch and commercialization, market landscaping, and scenario planning.

Innovation: New brand and product creation, ideation and facilitation, pipeline development and strategy, and concept writing and testing.

How would you describe the personality of your business?

KRISTIN: Insatiably curious. Dedicated. Obsessed with delivering value.

LINUS

Company

LINUS

Website

thelinusgroup.com

Year Formed

1996

LinkedIn

[The-Linus-Group](https://www.linkedin.com/company/the-linus-group)

Twitter

[@LinusGroup](https://twitter.com/LinusGroup)

Instagram

[@LinusGroup](https://www.instagram.com/LinusGroup)

YouTube

[TheLinusGroup](https://www.youtube.com/TheLinusGroup)

Primary Industries Served

Life Sciences, Biotech, Health Tech, Healthcare, and Consumer Health

Services Provided

Insights, Strategy, and Innovation

Target Audiences

Key Decision Makers in Pharma, Biotech, Diagnostics Laboratories, Academia, Clinicians, Patients, and Consumers

What would you say are the key factors that differentiate LINUS and would influence a client to choose you?

KRISTIN: We often compete with large consulting firms or innovation firms that bring general business experience, but they lack the specific frameworks or in-depth knowledge of the life science and health-related industries. We translate our clients' objectives to specific behaviors that they want their audiences to change, and we apply fundamental behavioral psychology to develop strategies for achieving such change.

What is unique about working for your agency?

HAMID GHANADAN: We take our work seriously and gain tremendous satisfaction from being able to devote our intellectual and emotional energy toward the objectives of our clients to make a significant impact in the world, and relish in the fact that we get to do this together as a team.

KRISTIN: Every team member at LINUS is passionate about health and wellness, and the firm supports these endeavors. Above our benefits packages, we provide the team with an annual stipend to spend on health or wellness activities of their choice. This can range from an annual ski pass, new running shoes, annual National Parks pass, or subscription to a wellness-related digital app. Also, we support our team by covering any race or benefit activity of their choice. And in September, we have a month-long program, called LINUS RISE, when we focus on our health and wellness on an ongoing basis. Last year, in honor of our 25-year anniversary, our LINUS RISE program included supporting The Upswing Fund, a nonprofit organization that provides mental health services for adolescents and youth, especially those who are underserved.

Social media is an area that is continually changing. Can science brands truly engage meaningfully with, and derive value from, platforms such as TikTok, which are driven entirely by short-form, user-generated content?

KRISTIN: Of course! But it's important to recognize that no channel alone drives success. The key is to create brand-authentic content that also fits the context of the channel.

If you were tasked with recruiting a science marketing agency, what are the key questions that you would ask?

HAMID: We are often asked by our clients to help them identify an agency. To us, the biggest questions to ask are:

1. Does the agency team and the client team have chemistry and can work toward mutual respect and mutual trust?
2. Does the agency deeply understand the objective and know the market dynamics well enough to navigate the client through the barriers to meet their objective?
3. Does the agency provide frameworks that they leverage to predict success? Many agencies have demonstrated beautiful studies as proof of their capabilities, but past success alone does not signal the agency's capability to succeed in the problem at hand. For us, an agency that uses fundamental frameworks is much more likely to deliver success to their clients.

What are some of the fundamentals of science marketing that remain constant?

KRISTIN: Human behavior, decision-making psychology, and reaction to narrative are inherent and timeless. Understanding and leveraging these fundamentals in a scientific context ensures a timeless and effective strategy.

What are some future trends or possibilities you're seeing that excite you about your work and the wider industry?

KRISTIN: Even before the pandemic made techniques such as PCR into a household name, science was steadily marching into the lives of everyday people. Today, practically every industry is searching for or implementing a health strategy. We believe that those companies who control the health economy will control the global economy, with a more scientifically literate average consumer, getting scientific and healthcare knowledge, goods, and services from a much broader array of brands. This will create a tectonic shift in the science industry, and we are already seeing this with brands such as Google, Microsoft, Amazon, Best Buy, Bose, Mastercard, Lyft, Strava, Calm, and many others providing offerings in the science and healthcare markets.

Has your business changed in the past few years under the pandemic? If so, how?

HAMID: For our team — We embraced a ‘geoflexing’ model in 2019 and moved our entire operations to cloud-based systems that allowed us to work remotely. At the start of the pandemic, our team was already in the habit of collaborating virtually. However, with employees spending even more time at home, we began a series of traditions, such as ‘walk and talk’ meetings to curb Zoom fatigue and encourage our team to get outside when they could.

For our clients — In the early hours of the pandemic, many clients were assessing how to change their strategies. We decided to launch a global survey to our database of scientists and executives to generate insights



Which areas do you specialize in?

“Focusing on insights and strategy, we are less of a traditional agency and do not engage in downstream, tactical work. We evaluate (or create) all possible channels for our clients to foster relationships with their audiences and recommend a marketing mix strategy that best delivers on our clients’ objectives and demonstrates the meaning behind their brands.”

— Hamid Ghanadan

as to how the pandemic was affecting them and their businesses. Within eleven days of the WHO declaring COVID-19 as a pandemic, we collected data from nearly 2,000 respondents within the industry. We were the first organization with this information, and we shared it with thousands of professionals in the life science industry, from executives to marketing, sales, product management, and R&D teams. This was our way of supporting our industry and demonstrating our promise to help leaders with their decisions at pivotal moments.

For our business — As with any turbulent conditions, key, actionable insights are often the most important knowledge that is needed. We have had the great fortune of developing insights for our clients to create winning strategies that enable them to navigate these times.

The COVID pandemic changed a lot of things fundamentally for all of us. How do you think the industry has changed and have there been positives to take from these changes?

KRISTIN: Science is the earliest form of organized social media. Scientists have long relied on publishing their work and the acceptance of their theories as a necessary part of progress. The pandemic has forced the science community to re-think its dependence on legacy, analog, and outmoded social interactions. However, new modalities have not yet proven good enough to replace these old techniques of socializing and communicating.

“The biggest challenge for any communications professional is to engender trust between a brand and its audience. Paradoxically with every new communications technique, technology, channel, or tactic, communications become less trusted and more quickly cancelled or ignored.”

— Kristin Apple



LINUS Insights



A word on inspiration

We believe in helping humankind reach the potential of its performance.

Fundamentally, we believe that science suffers from a usability problem.

As a species, we possess the knowledge, but we suffer from not being able to truly use that knowledge to change our individual or collective actions.

If we can make even a small difference in the way decisions are made and actions are taken — for the better — then we feel that we have left the world a better place.



Do science brands lag in the marketing and advertising space, compared to other B2B and B2C companies?

We disagree with this sentiment. We have worked with many brilliant executives who create, execute, and manage excellent strategies.

Marketing from B2C brands is visible to broader consumers and many times shapes cultural discourse, which gives the illusion that they are more forward-thinking.

Also, B2C marketers work on marginal increases. A 1% boost to traffic for a major consumer brand can translate to substantive revenue increases.

Instead, the B2B-centric science markets require deep, quality interactions with much fewer

audiences, and many companies wouldn't even notice a 1%, or even a 10% increase in traffic.



What would you say are the main differences in marketing for young companies versus more established brands?

Irrespective of the size or maturity of organizations, every company needs three things:

1. A clear and specific understanding and articulation of who they are, why they exist, and what they are trying to accomplish. Without the ability to articulate this narrative in its most compelling form, teams will hit a wall sooner than later in their journey.
2. An understanding of the specific behavior change that they want their audiences to make, whether it's changing products or embracing a new workflow.
3. At least one highly actionable insight about the audiences they are trying to influence, that is unique to the company or team.



Kate Whelan



Kate Whelan is Notch's COO & Head of Notch Scandinavia. She completed a PhD and three years' postdoctoral research on spinal cord injury at the University of Cambridge, Centre for Brain Repair, before moving into PR, branding and advertising for life science companies. Kate co-founded Notch in 2011 and now heads up Notch Scandinavia, where she is largely involved in clients' marketing strategy, PR and technical writing. She enjoys keeping in touch with scientific discoveries, as well as ice skating, running and learning Swedish.



About Notch



Tell us about your business. What does Notch do for its clients?

KATE WHELAN: We create brilliant standouts for our clients within their industry. Through our unique mix of trained marketers and scientists, we get to the heart of what makes each of our clients' offerings unique and then provide a customized program of strategic marketing services to deliver their messages to their target audiences.

What is in your portfolio of services?

KATE: We are a full-service marketing and digital marketing agency. Most of our clients are in the B2B sectors, specifically life science, specialty chemicals, contract development services, biotech, and drug development, but the list is long! We help our clients with everything from launching a new product or defining a new brand message, to event support, web development, social media, or even podcasting. Areas in which we have noticed an increased demand recently are digital advertising and campaign development alongside our expert-led creative content and PR services.

How do you differentiate yourself from your competitors?

KATE: We have a unique blend of scientists and marketers to ensure that our agency has a deep understanding of our clients' (and their customers') technologies and pain points, which we combine with forward-thinking marketing tactics to deliver outstanding campaigns with ROI for our clients' brands. Clients initially choose us for our demonstrable expertise, ability to speak their language and boldness. They

notch

Company

Notch Communications

Website

notchcommunications.com

Year Formed

2011

LinkedIn

[Notch-Communications-Ltd](https://www.linkedin.com/company/Notch-Communications-Ltd)

Facebook

[@NotchCommunications](https://www.facebook.com/NotchCommunications)

Twitter

[@NotchCom](https://twitter.com/NotchCom)

Instagram

[@NotchComm](https://www.instagram.com/NotchComm)

Primary Industries Served

Life Sciences — CROs, CDMOs, Fine Chemicals, Catalysts, Reagents, and Analytical Lab Equipment

Services Provided

Full B2B Marketing Services: Brand Strategy and Positioning, Brand Development, Planning, Market Research, Creative Design, Digital Marketing, Website Design and Development, Social Media Management and Content, Scientific Content Writing, PR and Media Relations, and Event Support

remain with us in the long term for our passion and commitment to their campaigns, our open, collaborative work, and the results we deliver.

Life sciences marketing encompasses clients ranging from start-ups to huge, well-established household name brands. What would you say are the main differences in marketing, or use of PR, for young companies versus more established brands?

KATE: It's no secret that the biggest differences are linked to budget and resource availability, allowing larger household names to do more, reach more customers, and produce more content that speaks to many mindsets, or audience personas, at a time. However, we also find ways to make this work for smaller clients and it really depends on each company: What their targets are, and how brave they want to be. For example, we developed a Times Square takeover for one smaller client, but that might not be seen as right for another. Other clients may only be able to afford a refresh to brand messaging and not a full re-brand, but they may need help to get to the next stage of investment — and we do all we can to get them on that journey. We have even developed PPC campaigns that blow industry stats out of the water on a low budget — all because we approach each client project in a unique way and conduct a deep dive early on to fully understand how best to serve them with the budgets they have.

Strategically speaking, what are the challenges as a science communicator to introduce something new to a conversation? How does PR help act as a conduit for these brands?

KATE: One of the biggest challenges in this area is that the communication space can be crowded. This is particularly true for rapidly emerging scientific markets as the pace of innovation can saturate the space with companies looking to promote their latest breakthroughs. As a result, companies need to develop a communications strategy that can cut through the overall noise and highlight the value of their innovation or insight in comparison to their competitors.

Target Audiences

Marketing Managers, Other M- and C-level Decision-Makers in Biotech, Pharma, CROs, CDMOs, and Suppliers of Fine Chemicals, Materials and Instruments to the Life Sciences Industry

Office Locations

Manchester, UK
Stockholm, Sweden

PR can form an invaluable part of these strategies for several reasons. Firstly, in terms of announcing news, achieving coverage in well-known industry publications can play a vital role in validating its relevance. By gaining the ‘seal of approval’ from an editor and being published, the news covered in the press release is likely to be considered newsworthy and therefore of interest to the wider industry. Outside of press releases, establishing good press relationships can also help with gaining additional opportunities that can further demonstrate the value of a company’s offering and insights. These opportunities can range from contributing fully earned editorial articles for advancing thought leadership to providing quotes to feature articles for improving brand awareness. Taken together, these opportunities can help form an integral part of a content plan that, utilizing multiple channels, leverages a new development or insight to create a range of high-value and impactful content that gets noticed.

Is it true to say that science brands lag in the marketing and advertising space, as compared to other B2B and even B2C companies? If yes, why do you think this might be?

KATE: Yes, it is true, the science sector is the most innovative in nature but not as innovative when it comes to marketing! But for marketers, that also means there is lots of opportunity to push the boundaries. Also, it does depend on the goal: unlike consumer branding, you don’t need to create a virtual reality metaverse experience (yet) or go big and sponsor the NFL or run ads during the Super Bowl to take share of voice. The main thing is to create campaigns with purpose, get to the end goal, and connect with the right audience, efficiently.

What are some future trends or possibilities you’re seeing that excite you about your work and the wider industry?

KATE: There are three key trends we are seeing in this space. **First**, the buyer-seller dynamic has shifted. Sales teams no longer do traditional sales roles and are expected to be content creators and marketers. Buyers



What values lie at the heart of Notch?

“Our values are brilliance, passion, trust, people, boldness, innovation and collaboration. We are people-focused and believe in empowering our staff to challenge our clients’ industries through being bold and open-minded while upholding high standards.”

— Kate Whelan

expect smooth interactions across an omnichannel environment. This is also in reference to the online journey. Buyers are demanding more in terms of the online experience when looking at you as a service or product provider.

The **second** trend is that business leaders across multiple studies are planning to invest more in their marketing activities, especially in video, content, and digital marketing. So, the digital landscape will become increasingly competitive and if companies are not matching the marketing activity levels of their competitors, they will be left behind. Internally, across all client accounts, we are seeing this trend play out.

The **third** trend is that 'first-party data' strategies will increase as many online channels are being restricted when it comes to tracking campaign performance and targeting audiences effectively. This said, LinkedIn is becoming the place to be when it comes to effectively tracking campaign audiences as well as getting the best reach organically and building a following of prospects.

How has your business changed in the past few years under the pandemic?

KATE: Our business has changed in two main areas. First, our business doubled in size during the first 18 months of the pandemic (and has continued to grow). We experienced increasing needs for marketing support with existing and new clients who needed to communicate COVID-related services and products. We also found that some clients chose to outsource more of their marketing requirements to us as they faced personnel shortages linked to the pandemic. In addition, we picked up several new clients through direct referrals as business leaders switched jobs during the pandemic.

The second area of change relates to how we work. The switch to remote working was painless in terms of logistics since we have always worked with clients across the EU and US and were therefore fully accustomed to using digital forms of communication and cloud-based servers for easy and flexible collaboration. However, we all missed face-to-face contact and we introduced new initiatives to focus on employee well-being, as well as adapting our social activities and personal development and training programs. We value face-to-face meetings more than ever and now that COVID restrictions have eased, we have get-togethers at least once per quarter to reunite all our staff, even as staff have returned to office-based working on a voluntary basis.

“We are passionate about what we do, and it does come through when we meet with potential clients. We start every project with a deep dive to truly understand the problem at hand and provide a tailored solution. We love to bring new ideas to the table, pushing the envelope where we can.”
— Kate Whelan



Notch Insights



Digital Marketing is always evolving. What are the essential challenges of developing a digital toolkit marketing strategy, particularly focused on the needs of science companies?

There is still a lot that is unexplored territory in the B2B sector and digital marketing.

Half the battle is convincing other departments it is worth the investment, and we understand this. In fact, in recent reports by McKinsey and by Salesforce, most marketers in the B2B space are planning to up their investment in digital marketing, and it is a trend we are seeing with our clients.

That's why we work up campaigns with a clear ROI in mind.



How do you balance storytelling with communicating often extremely technical concepts?

The ability to strike this balance comes from our highly skilled, scientifically trained writing team, all of whom hold at least degree-level qualifications in scientific subjects. This background provides a solid foundation of scientific know-

edge which they can apply across a range of life science disciplines. It enables them to gain a complete understanding of any technical concepts and to distill the key details and utilize them to create informative and engaging copy.

Another instrumental factor in achieving this is the in-depth work that we conduct to precisely characterize the audience for each piece of content we produce. We ensure that the scientific content of our communications is correctly pitched at the appropriate level for the intended audience. Our experience working with a broad variety of different content types, from press releases to peer-reviewed articles, gives us the insight required to tailor the level of scientific detail to the expected level.



What makes an outstanding science marketing campaign?

An outstanding science marketing campaign must be technically sound with a creative spark, that speaks to and meets the audience where they are at, in an engaging and memorable way.



Chris Lawson

Chris Lawson is Director and Co-Founder of Orientation Marketing.

He has over 12 years publishing experience working for some of the world's largest media suppliers including Haymarket Publishing, Reed Business Information (RBI) and UBM. Chris has spent a number of years working in science industries and was most recently publisher for Pharmaceutical Technology Europe. Over the years he's amassed experience and knowledge into what works and what doesn't in technical B2B marketing, keeping ahead of the curve when it comes to modern, innovative marketing methodology.

About Orientation Marketing

Tell us a little bit about Orientation Marketing.

CHRIS LAWSON: We help ingredients, packaging, medical technology, contract manufacturing, development, and research organizations uncover opportunities to become more visible, increase engagement and generate more leads. Our portfolio of services includes media planning and buying, inbound marketing, content, PPC, and creative services.

How would you say you differentiate yourself from your competitors?

CHRIS: We are result-driven and strive for the very best results from our marketing campaigns for our clients. Clients generally choose us because of our outright focus on the sectors we work within — we do not work outside the pharma and life science sectors, so in the seven years we've been operational, we've built up valuable experience in the sectors.

Marketing isn't a one-size-fits-all proposition, especially within the diverse science business space. What are some of the ways that you tailor your work towards client individuality?

CHRIS: Our first port of call with any client project is a workshop to understand the client's target marketing — with a view of creating a buyer persona for the project — before looking at objectives, strategy, and tactics. Even though the audiences we target are similar, their roles and challenges are often diverse. Once we understand this, only then do we begin to review the possible way of communicating (as well as how to) with that audience.



Company

Orientation Marketing

Website

orientation.agency

Year Formed

2015

LinkedIn

[Orientation-Marketing](https://www.linkedin.com/company/orientation-marketing)

Facebook

[@OrientationMarketing](https://www.facebook.com/OrientationMarketing)

Twitter

[@OrientationMktg](https://twitter.com/OrientationMktg)

Instagram

[@OrientationMktg](https://www.instagram.com/OrientationMktg)

Primary Industries Served

Pharmaceuticals, Life Sciences, Medical Devices, and B2B

Services Provided

Digital and Traditional Marketing and Advertising

Target Audiences

Marketing Professionals, Product Managers, and Communications

Office Locations

UK, Canada, and Finland

What do you feel is unique about working for Orientation?

CHRIS: Our employees are provided an environment that encourages them to think on their own feet, without feeling micromanaged. We operate a hybrid approach, in which team members can choose when they attend the office. When we are together, we run socials to provide the opportunity to interact within a working and non-working environment.

What, in your experience, makes an outstanding science marketing campaign.

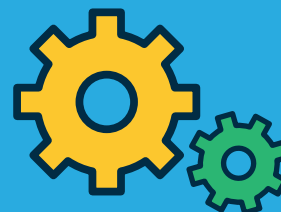
CHRIS: A multi-channel campaign, with a range of content types geared towards different buyer's journey stages.

Digital Marketing is always evolving. What are the essential challenges of developing a digital toolkit marketing strategy, particularly focused on the needs of science companies?

CHRIS: Selecting the right content formats is often difficult, especially due to the challenges of creating new content in the science sectors. It requires a number of stakeholders and review processes, therefore, developing the toolkit requires an understanding of the current capabilities of the client — what we might like to prescribe might not be feasible for that particular client.

Is it true to say that science brands lag in the marketing and advertising space, as compared to other B2B and even B2C companies? If yes, why do you think this might be?

CHRIS: Yes, absolutely. Especially with digital. The innovation in our sectors is centered around the products and services themselves, rather than how to promote such products. Business relationships are often formed within conferences and events, on a face-to-face basis, and this has always been the way things are done. This said, COVID-19 has forced things to change... for the better!



How do you find that balance between storytelling and extremely technical concepts?

“The audiences we target within our client campaigns are highly methodical and meticulous, not to mention super busy with their own research-based projects. So, whilst telling a story is often focused upon in marketing, our primary goal is to communicate technical concepts in a concise and clear manner, focusing on data and on the key benefits/functions of the technical product which we are promoting, rather than dress it up with marketing lingo!”

— Chris Lawson

Measuring and demonstrating ROI to clients is a complex discipline. How do you employ algorithms and digital tools to measure market performance, ROI, and lead generation? What is the value of using external quantifications to obtain these metrics?

CHRIS: All of our client campaigns are measured, reported upon, and perhaps more importantly, documented for benchmarking purposes. So, all our campaigns (via third parties or direct) are documented to help inform future campaigns for our clients. We find this highly useful for ROI. We also tend to A/B test campaigns so that we have data to dictate how to spend most of the budgets. Campaigns are also monitored as they run, so if we need to intervene to optimize those campaigns we can do so.

What are some future trends or possibilities you're seeing that excite you about your work and the wider industry?

CHRIS: It's great to see some of our clients understanding the need to improve their marketing systems, such as engaging in more complex operations with their email marketing and CRM systems via marketing automation, for example. Often, they can vastly improve the ROI just by being more efficient with the leads they already have. Also, our sector is becoming more digitally mature, and therefore the take-up in video content and search marketing, for example, is increasing, which we know that the scientific community uses.

Is there any one campaign from your career that you're particularly proud of?

CHRIS: I'm really proud of all the campaigns our team put out. One recent campaign of note was a multi-channel Benecol campaign aimed at HCPs. The client loved our work, and we tried some new ideas which really resonated with the audience.

Do you have a favorite campaign (from any company globally) that really blew your mind?

CHRIS: I'm a fan of Patagonia clothing. Their Don't Buy This Jacket campaign from a few years ago was bold with a really strong ethical message behind it.

How has the marketing industry changed as a result of the COVID-19 pandemic?

CHRIS: The pandemic shone a light on how focused the pharmaceutical industry still is on face-to-face events. We had several new clients contact us simply because there was no 'Plan B.' From a lead generation perspective, they did not really know what to do to replace the opportunities that physical events provided them. Many marketers had to reevaluate their methods and quickly become familiar with more modern marketing systems and tactics.

We also saw a shift in expectations on campaign performance. Many people could not immediately pivot to performing their role from home, so they filled their working days watching webinars or digesting content. This shifted the benchmark for registrations/views upwards and so we needed to manage client expectations that in time these would fall back to a natural

level, and we had to be mindful of the quality of the audience. We asked questions about how much marketing expenditure on physical events, physical advertising, etc. was necessary and I believe we have witnessed some fundamental and permanent changes.

Finally, we saw a rise in the appetite for content during this time. Traditional print advertising gave way to content opportunities, and we wrote more whitepapers and articles for our clients than in any other year. Our agency is still assessing how print publications have come out of the pandemic. We saw several titles that simply went to the wall, and those publishers who have survived best were the ones that invested in their readers, curated their audiences, and produced new ideas. 2020 was all about the start of change — for all of us.

Which marketing channels have you seen elevated, and which have receded?

CHRIS: We have always used a broad range of channels for client campaigns. We book a lot of webinars, eBooks, podcasts, email marketing, sponsored content, and, to a lesser degree, digital display ads. We did see an increase in demand for these tactics to the point that inventory was an issue. We saw a significant increase in demand for social media campaigns, Google ad campaigns, and marketing automation services.

We saw a drop in print advertising as questions were asked about delivery to subscribers working from home and we could not book events even if we wanted to. I do not anticipate either returning to pre-COVID levels. We must ask whether either platform has a place in a world where we increasingly need to consider our carbon footprint. I am not saying we should not run print ads or attend shows, we just need to be more selective when it comes to events, where a hybrid approach with a smaller team attending can be a solution.

They are certainly not new to us, but we have seen more engagement with our marketing automation and lead analytics software/services. We are offering more ABM (account-based marketing) campaigns to clients too. This way of marketing targets only a couple of hundred companies and key people within them. It is all about targeting the right people from the right companies with the right message.

“We have a great bunch of clients and when you consider that fundamentally, what they do improves the quality of life for their users, then I think it’s a great industry to be in.”
— Chris Lawson



Orientation Marketing Insights



What are some of the fundamentals of science marketing that remain constant?

Being too direct, pushy and 'salesy' to a highly intelligent and educated audience never works.

You need to demonstrate that you know what you are talking about and that you are not just another salesperson chasing commission.

Any marketing claim needs to be backed by science and by research. The more thorough you can be, the better.

A scientific audience can always be moved by the detail.



What inspired you personally to become a science marketer?

I studied marketing before working in sales and publishing for many years, so I always had an interest in marketing.

I'm not particularly technically minded so R&D was out. Marketing seemed like a great role. Understanding how your product can benefit the user and promoting it to your target audience, I find inspiring.



What advice would you give to someone considering a science marketing career?

Learn about the industry we work in. In general, the people are passionate about what they do and will always take the time to explain what they are working on and how it meets their customers' needs.

Try and get to some events and meet people face-to-face.





c&en MEDIA GROUP

The C&EN Media Group provides advertising opportunities targeted to our large, powerful audience through custom media and publications. Chemical & Engineering News (C&EN) is the award-winning news outlet that reaches the American Chemical Society's vast membership of over 155,000 scientists, as well as the worldwide chemistry community in academia, industry and beyond. Through our custom content studio C&EN BrandLab, or traditional print and digital opportunities, we work with marketers to grow their audience and their businesses. For more marketing and advertising content written for you, the science marketer, visit our C&EN Marketing Elements blog at cenmediakit.org/blog.