

Reaching an active audience with high-impact ads

BioTools Rich Media Ad Case Study
with C&EN Media Group

CASE STUDY DEVELOPED BY THE AMERICAN CHEMICAL SOCIETY / 2023



BioTools' Business Challenge

BioTools is a breakthrough biotechnology company that manufactures tools for scientists working in the pharmaceutical industry. BioTools approached C&EN Media Group to help them generate awareness of their VCD measurement software and instrumentation product. C&EN was the optimal platform for BioTools to reach an active audience of chemists and engineers.

C&EN was tasked with solving this question from the team:

How can we increase awareness and interest in our software product?

The Solution

BioTools ran a 3-month rich media campaign with our high-impact In-Article revealer ad on C&EN online. This type of ad appears within editorial content and allows the user to seamlessly scroll through the ad while reading an article. This non-intrusive ad unit receives a higher engagement rate when compared to our standard display banner ads.

Unlock Stereochemistry with the Power of VCD

- Fast
- Unambiguous
- In Solution
- No Crystallization
- No Derivatization

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BioTools 561.625.0133 | biotools.us
Characterization Experts: Chirality & Biologics

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The Québec-based... Normandy, as the location to build its own depolymerization unit with the French environmental services firm Suez.

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SCROLL TO CONTINUE WITH CONTENT

That plant, which will also use methanolysis to break down PET, will have a capacity of 70,000 t per year and cost about \$280 million. The companies expect to begin construction in 2023 and have the plant ready 18 months later. Loop is also building a plant in Bécancour, Québec.

On Jan. 17, Macron toured BASF's facility in Chalampé, France, where the company announced a new plant to make the nylon 6,6 raw material hexamethylenediamine (HMD). BASF acquired the site through its **2020 purchase** of Solvay's nylon business. BASF already makes HMD and its raw material adiponitrile at the site through a joint venture with Invista.

In pharmaceuticals, Pfizer said it will invest \$590 million in France over the next 5 years. A big part of this plan is a collaboration with the pharmaceutical chemical firm **Novasep**, which will manufacture the active ingredient for the **COVID-19 antiviral Paxlovid**. Novasep plans to begin production at its plant in Mourenx, France, later this year.

Additionally, Pfizer plans to spend on research collaborations with French biotech companies and expand clinical trials at French health-care institutions. According to local reports, other drug firms, including GlaxoSmithKline, Merck KGaA, and Bristol Myers Squibb, are planning French investments

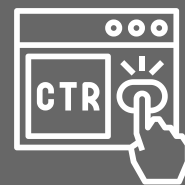
The Results

BioTools' graphic included eye catching colors and concise, easy to read information about their cutting-edge product which resulted in high engagement from the C&EN audience. The campaign performed twice as well as the average CTR of all C&EN In-Article Revealer ads in 2022.



Impressions

10,002



Click Through Rate

.26%

C&EN Avg. CTR is .13%



Clicks

26



Plan your next campaign with us.

C&EN Media Group is available to consult with you on your marketing challenges. We pride ourselves on driving real business results for our clients. Contact us at advertising@acs.org or download our [Digital Advertising Toolkit](#) to learn more.

Contact Us

