



CASE STUDY

CREATING A PREFERRED, PREMIUM CDMO, TRIPLING REVENUE & ESTABLISHING THOUGHT LEADERSHIP

WELLSPRING

The Client:

Since 2001, this Canadian company had operated in one location as an integrated over-the-counter and prescription product business and also as a contract manufacturing organization offering solid, semi-solid, and non-sterile liquid manufacturing services. The company sought to create a stand-alone, best-in-class CDMO, with an expanded client and prescription product base within five years. It engaged SCORR as its full-service marketing partner to:

- > Perform a complete strategic marketing review
- > Evaluate and recommend a logo, tagline, and branding that define the CDMO business
- > Develop core messaging coupled with brand visuals to convey the company's competitive differentiation
- > Plan and execute a comprehensive launch of a new brand to raise visibility while showcasing credibility, increased capacity, and expanded CDMO service offerings
- > Support BD efforts via complete website development and sales tools
- > Capitalize on team's growing technical expertise and leadership experience



- > **Target Audiences:** Pharmaceutical & biotech companies
- > **Product/Services:** Solid, semi-solid, & non-sterile liquid manufacturing & packaging services
- > **Specialty:** Scale-up & commercial manufacturing services primarily for Phase IIb – commercialization
- > **Headquarters:** Canada
- > **Size:** 100+ employees



Align



Assess



Integrate



Leverage





The Challenge:

To enable this company to reach its goals, SCORR launched our proven SCORR CORE approach, starting with perception surveys with the company's past, present, and prospective clients. Among the intelligence unearthed, we discovered:

- External perceptions that the company lacked scientific expertise and had dated equipment, which misaligned with internal perceptions
- Feedback indicating that the company's growth opportunities were in adding formulation development and analytical method development capabilities

The Solution:

Announcing the New Logo and Branding

With this insight, the SCORR team started to develop the name, logo, and the Big Idea – the messaging and visuals to articulate the company's value proposition – focusing on the quality deliverable customers could expect from a smaller, premium CDMO dedicated to client solutions. Because it was important to maintain a link to the company's heritage, SCORR developed a logo featuring a modern and inviting color scheme that also incorporated aspects of the company's previous logo and colors.

With logo and name ready, SCORR prepared for the internal and external launch. This included multiple tactics, from employee communications, website development, and sales collateral as well as a comprehensive announcement plan and deliverables such as a press release, distribution plan, emails to all stakeholders, and social media posts. All this was accomplished in three months so that we could launch the company's new branding to coincide with the upcoming trade show season.

Increasing Thought Leadership

Meanwhile, to address the perception that the company lacked scientific thought leadership – identified earlier by SCORR's market research team – SCORR collaborated with the client on an aggressive content creation plan. In weekly meetings with the client's subject matter experts, buyer personas were identified and blog and e-book topic calendars were developed to attract new website visitors and generate new leads.

Sensitive to the technical experts' time constraints, SCORR conducted interviews and managed the blog article writing and e-book/white paper development. In addition, SCORR directed all media and promotional strategies and tactics and developed the company's lead generation and lead nurturing program within its HubSpot portal, including list segmentation, email marketing, and workflow creation.



It's been my privilege to work with highly motivated and dedicated marketing professionals at SCORR. Developing a marketing strategy and plan involves thoughtful attention to detail as well as vast knowledge, technical depth, and experience. The team at SCORR performed this with skill and dedication, succeeding to manage the transformation of our brand in a short period of time."

**Former Vice President,
Business Development,
Wellspring**





The Outcome:

- › In less than five years, the company successfully achieved its vision and became a best-in-class CDMO. Because of the increased attention garnered by the company after its successful transformation, the company was subsequently acquired by a strategic investor.

Launch Press Release:

- › Over 11,000 headline impressions
- › Nearly 2,700 views within first week
- › Pickups from major outlets: Pharmaceutical Manufacturing, Outsourcing-Pharma, Contract Pharma, PharmaVOICE, and more

Thought Leadership:

- › Within a year, two of the company's technical experts were named on SocialEars' list of the top 10 industry influencers
- › In two years, two of its blogs ranked #2 and #4 on Outsourced Pharma's list of the top 10 industry insights

Additional Results:

- › Healthcare Advertising Awards: Gold for branded giveaways
- › Contract Pharma web banner ad CTR was 2.07%; PharmaTech ad had 2.52% CTR; Pharmaceutical Outsourcing ad had 2.49%; average industry CTR is .025%
- › During first two years, company's website traffic increased 94%
- › Over 50% of the contacts generated had job titles of director level or above
- › Company's website traffic ranked fourth in the CDMO industry as measured by Alexa; received top website effectiveness grade by marketing-grader.com

About SCORR Marketing

SCORR Marketing is the leading full-service marketing agency for the health science industry. Executing globally, SCORR partners with companies involved in the research, development, and commercialization of biopharmaceutical and device products, as well as those delivering health care products and services. SCORR provides integrated programs to help clients achieve their goals and improve health and well-being worldwide. Learn more at www.SCORRMarketing.com.

