

Cobra Biologics Case Study

Company	Cobra Biologics <p>Cobra Biologics (Cobra) is an international contract development and manufacturing organisation (CDMO) providing biologics and pharmaceuticals for pre-clinical, clinical and commercial supply to an international customer base. In 2019, Cobra became part of the Cognate BioServices family.</p> <p>Headquartered in the UK, Cobra has two GMP approved facilities in Sweden and the UK, each with specific expertise tailored to serving its customers around the world. The Company offers a broad range of integrated and stand-alone contract development and manufacturing services for gene, immune-oncology and live bacterial therapies.</p>
Objectives of the project/programme	Zyme has worked with Cobra since 2015 providing project-based PR support to maximise visibility across its target audiences within the pharma and biotech industry, and to raise awareness with potential industry partners and ahead of M&A activity.
Zyme's approach	<ul style="list-style-type: none">• Providing strategic communications advice, guidance and support• Drafting and distributing press releases to increase coverage in life science trade and local Swedish press, increase website traffic/commercial enquiries and opportunities for media interviews• Securing articles and interviews in trade media publications to establish and strengthen the Company's perception as an industry leader
Achievement highlights	<ul style="list-style-type: none">• Advised on communications strategy around infrastructure investment and expansion plans, key appointments, collaborations and awards, etc., ensuring the PR programme remained flexible to adapt to the changing needs of the Company• Input to internal communications, advising on employee engagement and Q&As around site closures• Achieved regular coverage in key target publications, for news announcements and through securing opportunities for thought-leadership and technical style articles
Client comment	<p><i>For the last 5 years that we have engaged Zyme they have provided fast and efficient support to Cobra's growing needs where good communication in the rapidly growing biologics area is critical to our growth strategy</i></p> <p>Philip Ridley-Smith, Sales & Marketing Director, Cobra Biologics</p>