

## Case Study – Cambridge Epigenetix

### Company

#### Cambridge Epigenetix Ltd

Cambridge Epigenetix is a pioneer in the development and application of epigenetic technologies. The Company's mission is to change the way medicine is practiced by reducing several routine and important diagnostic screening tests to a simple blood draw using the 5-hydroxymethylcytosine (5hmC) epigenetic modification as a powerful biomarker for illnesses.

Following research at the University of Cambridge, the Company was founded in 2012 by Sir Shankar Balasubramanian, FRS FMedSci, Herchel Smith Professor of Medicinal Chemistry in the Department of Chemistry, University of Cambridge, Senior Group Leader at the Cancer Research UK Cambridge Institute and Fellow of Trinity College, Cambridge (co-inventor of Solexa sequencing) and Dr Bobby Yerramilli-Rao, to commercialise its founding technology, oxidative bisulfite sequencing (oxBS-Seq), which enables users to quantify, and discriminate between, functionally-distinct DNA modifications.

### Objectives of the project/programme

Zyme supported Cambridge Epigenetix to:

- Elevate the Cambridge Epigenetix brand, to position the Company as the leader in DNA modification and other epigenetic analysis
- Raise awareness of the partnership opportunities available with Cambridge Epigenetix, and the services Cambridge Epigenetix provides for epigenetic biomarker discovery
- Raise the profile of Cambridge Epigenetix management team, establishing them as credible experts in DNA modification analysis
- Build awareness to target investor audiences, with a view to raising investment

### Zyme's approach

Our approach has included:

- The development and successful implementation of a science-driven communications strategy and plan
- Messaging development, in line with corporate objectives
- Development of a strategic PR plan, focused on reaching target audiences via trade and local press, detailing timings for all PR activities
- Drafting, editing and issuing targeted press releases, to raise awareness Cambridge Epigenetix and its technology, by generating coverage in the life science business and trade press

- Securing opportunities to contribute or be included in thought-leadership style articles
- Securing opportunities for interviews with journalists
- Providing support around conferences, including arranging briefing meetings with attending media
- Drafting and supporting submission of entries to industry award

**Achievement highlights**

Key achievements:

- Developed communications strategy document and rolling PR plan
- Developed messaging framework for all communications
- A high level of coverage across a broad range of trade and local media outlets for all Company news
- Advised on media strategy and planning around high-profile appointments, ensuring the programme remained flexible to adapt to changing needs of Company as it has grown and developed
- Several opportunities secured to contribute articles to target trade publications including Drug Discovery World, Drug Discovery News, European Biopharmaceutical Review, GEN, International Biopharmaceutical Industry and The Pathologist
- Positioning the Cambridge Epigenetix team as industry thought leaders as experts in DNA modification analysis through 'Epigenetics Expert Interview' blogs, and highlighting relevant stories to share on social media.
- Securing media interviews and briefing meetings with press including PharmaTimes, LaBiotech, GenomeWeb at conferences, to ensure target media are kept up to date with the latest developments at Cambridge Epigenetix
- Supporting Cambridge Epigenetix in submitting industry awards, leading to a number being successful shortlisted, including Cambridge Independent Science and Technology Awards 2019 finalist

**Client comment**

*"It's been a pleasure working with Zyme Communications. They have secured targeted coverage for our stories, presented opportunities for media interviews, and offered innovative profile raising ideas for Cambridge Epigenetix. They are also an exceptionally friendly, scientifically knowledgeable and professional team to work with."*

Head of Communications & Administration, Cambridge Epigenetix Ltd