

Case Study – Mogrify

Company

Mogrify Ltd

Mogrify® has developed a proprietary direct cellular conversion technology that utilizes a systematic big-data approach (Rackham *et al.*, Nature Genetics, 2016) developed over a 10-year period via a multi-national research collaboration. By deploying next-generation sequencing, gene regulatory and epigenetic network data, the platform enables the prediction of the transcription factors (or small molecules) and culture medium conditions required to produce any target cell type from any source cell type.

The platform can be used to enhance existing stem-cell forward reprogramming methods or can bypass development pathways all together effecting a direct transdifferentiation between a mature cell type to another mature cell type.

Mogrify is applying its proprietary and award-winning platform to engineer an evergreen and scalable source of cell types that exhibit efficacy and safety profiles necessary to transform the development of cell therapies for indications of high unmet clinical need in haematological, immunological, ophthalmological and other disease areas.

Objectives of the project/programme

Zyme supported Mogrify to:

- Raise awareness of Mogrify as the expert in the process of direct cellular conversion, to generate interest from commercial partners, research groups and investors
- Position Mogrify as a pioneer in direct cellular conversion, focused on transforming the future of life-saving cell therapies, using its proprietary technology to produce cell types with unrivalled safety, efficacy and scalability profiles
- Support efforts to generate interest in the financial sector ahead of Series A close

Zyme's approach

Our approach has included:

- Working with Mogrify to establish a clear and consistent Company message and a strategy to meet outlined communications objectives
- Working with design partner, Douglass Digital to support development of Company branding, websites and stationery
- Developing a strategic PR plan, detailing timings for all communications activities and opportunities
- Distributing Company news to a tailored list of local and life science

trade press

- Establishing Mogrify as a thought-leader by highlighting and securing opportunities to contribute to relevant feature articles
- Raising awareness of Mogrify and the leadership team by securing interviews with life science trade, local and national media
- Developing a social media guide to build Mogrify's online profile, increase engagement with followers and drive web traffic
- Drafting and supporting submission of entries to industry awards
- Securing conference speaking and panel opportunities, and providing further support around media meetings at events
- Supporting advertising efforts, by researching and making recommendations on relevant opportunities to reach Mogrify's target audiences and support with recruitment

Achievement highlights

Key achievements:

- Developed communications strategy, messaging framework and tactical plan, to guide and ensure consistency across all activities
- Co-ordinated the development and launch of the alpha website and later the new [Mogrify](#) and [Chondrogenix](#) (a wholly owned subsidiary of Mogrify) websites and Google My Business page
- Supported development of branding and logo, and the design and production of branded business stationery
- Regularly secured coverage in key trade publications and local media for Company news announcements, including appointments, partnerships, awards, events, grants and Seed and Series A funding closures
- Secured over 30 article and interview opportunities in just over a year with national and local press including Business Weekly, Cambridge Independent, BBC Radio4 and The Times, and in life science trade publications including BioCentury, BioWorld, Biocompare, Drug Discovery Today, Drug Discovery World, European Biopharmaceutical Review, European Biotechnology, European Pharmaceutical Manufacturer, GEN, International Biopharmaceutical International, LaBiotech, MedNous, Scrip, Technology Networks and The Medicine Maker
- Set up and managed social media accounts, building up a following of 1100+ LinkedIn followers and 330+ Twitter followers in the first year
- Supported Mogrify in winning a number of local and industry awards, including 'Seed-Stage Finance Raise of the Year' at the LSX Lifestars

Awards, 'MSD's Award for Innovation' at the Scrip Awards and 'The One to Watch' at the Cambridge Independent Science and Technology Awards

- Secured interviews with press attending various conferences, and speaking and panel chairing opportunities at Bio Integrates 2019 and 2020 for Executive Leadership Team

Client comment

"Zyme has proved fundamental in establishing our brand and a strategic communication strategy targeting investors, collaborators, and customers. Zyme's domain expertise, network of media contacts, and proactive outreach has helped us to build awareness, identify quality feature and advertising opportunities, and maximize media coverage in local and life science trade press. Committed and flexible to requirement their team are a pleasure to work with and will continue to be an asset moving forward."

Marketing Director, Mogrify Ltd.