

Case Study – Cobra Biologics (now part of Charles River)

Company



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 before being acquired by Charles River in 2021.

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 clinical trials and the commercial market.

Objectives of the programme

Zyme worked with Cobra from 2015 up until its 2021 acquisition 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

Our approach included:

- 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

Key achievements have included:

- 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**

For the 6 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

Philip Ridley-Smith, Sales & Marketing Director, Cobra Biologics (now part of Charles River)

Date 2021