

Case Study – Bio-Rad Laboratories

Company



Bio-Rad Laboratories, Inc. (Bio-Rad) is a global leader in developing, manufacturing, and marketing a broad range of products for the life science research and clinical diagnostics markets.

Based in Hercules, California, Bio-Rad operates a global network of research, development, manufacturing, and sales operations with over 8,200 employees and \$2.8 billion in revenues in 2022.

The company's customers include universities, research institutions, hospitals, food safety and environmental quality laboratories, and biopharmaceutical companies. Together, they develop innovative, high-quality products that advance science and save lives. To learn more, visit [bio-rad.com](https://www.bio-rad.com).

Objectives of the project

Since 2018, Zyme has worked with Bio-Rad to elevate the profile of the Company and its life science research products, to support the generation of new commercial leads and increase sales revenues.

Tailoring communications and activities to engage with the target audiences, the PR programme has focused on raising awareness of key products and services across Bio-Rad's Life Science business teams, spanning antibodies, bioprocessing chromatography, qPCR, western blotting and immunoassays, and drug discovery.

Zyme's approach

Our approach to the PR programme has included:

- Providing strategic communications advice, guidance, and support
- Development and ongoing maintenance of a PR plan to coordinate all activities, highlighting opportunities relevant to each business team
- Drafting, editing, and distributing press releases to a tailored audience of life science media
- Securing editorial opportunities with key publications to build awareness and thought leadership, via contributed articles as well as interviews, providing copywriting support as needed

- Content development for in-house publication Bioradiations, white papers and other marketing materials
- Providing support around conferences, including media outreach and arranging briefing meetings/interviews with editors
- Drafting and managing the submission of entries for product-focused industry awards

Additional projects to supplement the PR programme have included:

- Providing media training to prepare spokespeople for conferences, media briefings and interviews
- Content development for Bio-Rad's content series, covering cell and gene therapy, downstream purification, and drug discovery
- Researching and managing advertising campaigns for Bio-Rad's antibody reagents to generate new commercial leads

Achievement highlights

Key achievements across the PR programme have included:

- Drafted, edited and distributed 30+ press releases / new product announcements
- Extensive coverage on product and service launches regularly secured across over 40 of the top target life science publications, including 360Dx, American Laboratory, BioTechniques, Clinical Lab Products, European Pharmaceutical Manufacturer, GEN, GenomeWeb, Lab Bulletin, Lab Manager, Labcompare, Labiotech, Labmate-Online, Manufacturing Chemist, Science, Select Science, Technology Networks and The Scientist
- Secured 70+ feature article / editorial opportunities in top target life science publications, tailoring pitching to align with Bio-Rad's dynamic business and product focuses
- Developed high quality and engaging content for technical white papers, and articles for trade publications and Bioradiations, across a broad range of scientific topics, from drug discovery, development, and commercialisation to recent advances in cell and gene therapy
- Secured regular media interviews / briefing meetings at conferences to ensure media contacts are up to date with Bio-Rad's latest product news and developments, often resulting in editorial coverage
- Supported industry awards entries, achieving a shortlisting for Bio-Rad's Foresight Pro Columns in The Medicine Maker Innovation Awards 2022

Client comment *“Zyme has been an integral part in maximizing our media coverage in trade publications. They are highly knowledgeable in the life sciences space and have done an exceptional job in identifying and securing various opportunities to elevate Bio-Rad within the industry. It has been a pleasure to work with Zyme as they are organized, responsive, flexible, and transparent on all our projects.”*

Katrina Academia, Inbound Marketing Manager, Bio-Rad

Examples of coverage

