

## Case Study

<b>Company</b>	<b>Abcam plc</b> <p>Abcam is a provider of life science research tools, with a wide range of products and expert technical support, enabling scientists to analyse living cells at the molecular level and improving the understanding of health and disease.</p> <p>The Company was founded in 1998, and now employs over 800 people. Abcam was admitted to AIM in 2005 (AIM:ABC).</p>
<b>Objectives of the project/programme</b>	To support Abcam's marketing team, and to maximise coverage of Abcam in the life science trade publications (particularly online to help improve SEO), and local press, to increase awareness and generate commercial interest.
<b>Zyme's approach</b>	Our approach has included: <ul style="list-style-type: none"><li>• Devising and facilitating messaging workshops, to define Abcam's proposition and key messages, and drafted messaging to be used across communications materials</li><li>• Providing strategic communications advice, in line with the PR objectives</li><li>• Delivering a bespoke copywriting training course for Abcam employees</li><li>• Advising on conference attendance and supporting key trade shows with media relations activities, including arranging interviews and media briefing meetings</li><li>• Drafting copy for press releases, articles, and awards entries</li></ul>
<b>Achievement highlights</b>	Key achievements have included: <ul style="list-style-type: none"><li>• Regular coverage for news and new product announcements in target publications including GEN, Nature publications, Science, GenomeWeb, Cambridge News, Business Weekly, Technology Networks, Pharma Asia, DDNews</li><li>• Secured opportunities for interviews and contributed articles in target publications, for example GEN, Nature publications, DDW, Les Echos</li><li>• Arranged regular briefing meetings at trade shows with publications including The Scientist, GEN, Science, Nature publications, Biocompare, BioTechniques</li><li>• Successful nomination for Life Science Industry Awards 2014, where</li></ul>

Abcam won 'Best Use of Digital Media'

**Client comments**

*"Zyme's expertise and experience in the life science sector has provided Abcam with the support it desired. We value their willingness to work flexibly and responsively with us on our public relations campaign".*

CEO, Abcam.