

## Case Study

### Company

### Cancer Research Technology



Cancer Research Technology Limited (CRT) is a specialist commercialisation and development company, which aims to develop new discoveries in cancer research for the benefit of cancer patients. CRT works closely with leading international cancer scientists and their institutes to protect intellectual property arising from their research and to establish links with commercial partners. CRT facilitates the discovery, development and marketing of new cancer therapeutics, vaccines, diagnostics and enabling technologies. CRT is wholly owned by Cancer Research UK, the world's leading cancer charity dedicated to saving lives through research.

### Objectives of the project/programme

To support CRT with the launch of Ximbio, an online reagents portal for the life science community to exchange knowledge and trade reagents.

### Zyme's approach

Our approach included:

- Devising and facilitating a messaging workshop, to define Ximbio's proposition and key messages, and drafted messaging to be used across communications materials
- Developing a detailed strategy plan including recommendations for mapping out all activities relating to the programme over the initial six months period
- Advising on format and content of supporting materials, including flyers, emailers and case studies
- Advising on conference attendance and supporting key shows with outreach to media and scientists
- Advising on opportunities for awards entries
- Drafting copy for press releases, articles and awards entries

### Achievement highlights

Key achievements included:

- Generated coverage for news announcements in target publications including GEN, Nature Biotechnology, Technology Networks, Outsourcing-Pharma.com, Drug Discovery Today
- Successful nomination for One Nucleus BioNewsRound Awards 2014, where Ximbio made it to the semi-final stage, and Business Weekly

Awards 2014, where Ximbio was shortlisted for 'Life Science Innovation'

- Secured media briefing meetings with International Labmate, Technology Networks
- Arranged hosted table at Genesis 2014 plenary lunch
- Secured opportunity for promotional video recording with 4TV, and posted video to LabTube, where it received 3,441 views as of June 2015

**Client comments**

*"Zyme Communications brought strategic guidance and sector expertise to the Ximbio launch project. Working to a very tight deadline, they successfully delivered a strategy plan and messaging document which informed all of our launch communications. The Zyme team quickly grasped the Ximbio concept and had a clear understanding of our target audiences. As a result, they were able to draft highly targeted communications and advise on key conferences and events. We enjoyed an excellent working relationship with Lorna and Katie, who also collaborated closely with our platform developers to deliver the project."*

Melanie Hardman, Head of Ximbio.