

Case Study

Company

Horizon Discovery Group plc

Horizon Discovery (Horizon) is a UK Biotechnology company that combines deep scientific experience in translational research with a precision gene-editing platform incorporating rAAV, CRISPR and ZFN technologies. The company provides custom cell line and in vivo model generation services for research and bioproduction applications, molecular reference standards, in vivo disease models, and contract research and screening services to over 1,200 organisations engaged in research; drug discovery and development; clinical diagnostics; and biopharmaceutical process optimization. Horizon aspires to provide science-driven research solutions that lead to better understanding of the genetic basis of disease and better outcomes for patients, from sequence to treatment.

Objectives of the project/programme

Zyme has worked with Horizon continuously since 2010, initially to support the Company with the development of a strategic PR and marketing plan to raise awareness of the Company and its products and services, and latterly to strengthen Horizon's brand as the world's leading gene editing and translational genomics company. The program has needed to have the flexibility to adapt to changing needs as the Company has grown and developed, including in the run-up to and following listing on the AIM market of the London Stock Exchange, and around recent M&A activity.

Zyme's approach

Our approach has included:

- Strategic advice, and the development and successful implementation of a science-driven communications plan
- Messaging development at the start of the relationship, in line with corporate objectives, including consideration of target audiences, customer segmentation, review of the competitive landscape and development of the proposition. Implementation of key messages across all marketing materials for consistency
- Development of a strategic PR plan, focused on reaching current and potential customers via trade and local press, detailing timings for all PR activities such as conferences (for arranging interviews with trade journalists), feature article opportunities, press releases, industry awards, and development of PR materials. Zyme works closely with Horizon to ensure that the plan is reviewed regularly and kept up to date, highlighting key deadlines, such as abstract submission dates

for feature articles.

- Drafting and distributing press releases, with a focus on trade and regional media, and briefing key contacts to maximise coverage
- Development, coordination and implementation of a yearly strategic advertising plan, including tracking budget, materials submission deadlines and specifications, and collating and analysing results to maximise return on Horizon's advertising spend. Adjusting the plan as needed to allow for ad-hoc marketing opportunities through the year
- Providing support around conferences, including arranging briefing meetings with attending media and aligning advertising with key events
- Article placement and support with drafting and copy-editing to meet editorial guidelines, and securing interview opportunities for inclusion in journalist-written articles
- Drafting and supporting submission of entries to industry awards, including business, executive, and product focused awards programs

Achievement highlights

Key achievements have included:

- A consistently high level of coverage across a broad range of trade and local media outlets for all company, product and service news, including GEN, DDNews, GenomeWeb, BioCentury, Outsourcing-Pharma/BioPharma-Reporter, Business Weekly, Cambridge News, Technology Networks, The Scientist
- Positioned the Horizon team as industry thought leaders and established relationships for the management and scientific teams with key reporters, resulting in regular incoming requests from journalists and editors for expert comment from Horizon on relevant topics
- Consistently high numbers of opportunities secured to contribute articles to target trade publications
- Regular media interviews and briefing meetings at conferences, to ensure target media are kept up to date with the latest developments at Horizon
- Supported Horizon in winning industry awards, including drafting and submitting winning entries for:
 - "Licensing Deal of the Year" at the Scrip Awards 2013, for their agreement with AstraZeneca

- Top 10 Innovations 2013, The Scientist
 - “Executive of the Year” for CEO Dr Darrin Disley at the Scrip Awards 2014
 - “Business Person of the Year” for CEO Dr Darrin Disley at the Cambridge News Business Excellence Awards 2015
- Successful advertising campaigns, resulting in lead generation and increased visibility across Horizon’s business units

Client comments

“Zyme’s expertise and previous experience in the life science sector makes them ideally positioned to help us build our profile and highlight the strength of our offering.”

CEO, Horizon Discovery Group.

“Zyme’s proactive approach and professionalism has served Horizon well as we have transitioned from being a small biotech on the Cambridge stage to the global leader in translational genomics and personalised medicine that we are today. Zyme has grown with us every step of the way.”

Vice President, Marketing, Horizon Discovery Group