

## Case Study

### Company

#### Quotient Sciences

Quotient Sciences (Quotient) is a global pharmaceutical development, clinical pharmacology, and clinical and commercial manufacturing organisation, delivering innovative, customised solutions for pharmaceutical and biotech customers through both individual and integrated services. Its Translational Pharmaceuticals® platform integrates formulation development, real-time adaptive GMP manufacturing and clinical research for the continuous improvement of drug development programs, and is proven to accelerate timelines and reduce cost.

Quotient employs over 700 staff and operates from state-of-the-art manufacturing and clinical facilities in the US and UK, including three clinical pharmacology units housing over 400 beds.

### Objectives of the project/programme

To support Quotient with the development of a strategic PR and communications plan to increase awareness of the Company, its Translational Pharmaceuticals platform and services, and position the Quotient Sciences team as thought leaders. The program had a particular focus on educating the industry on the Translational Pharmaceuticals approach and its benefits over the conventional approach, with the aim of generating commercial interest from new customers and partners, with an emphasis on the US.

Key measurements of success included increasing the volume and quality of coverage in the life science business and trade press, an increase in traffic to the Quotient website, resulting in commercial enquiries, and increased engagement with target pharma and biotech companies.

### Zyme's approach

Our approach included:

- Facilitating a messaging workshop at the start of the program to establish and clear and consistent messaging that resonated with each of the Company's target audiences, to be used across all communications
- Providing strategic communications advice, in line with the communications objectives
- Increasing coverage in the life science business and trade press with targeted press releases, technical articles and face to face meetings with journalists where possible
- Maximising effectiveness at key conferences and high profile industry events with media relations activities, including arranging interviews and media briefing meetings

- Provided strategic guidance and support around rebranding as Quotient Sciences, roll-out and integration with PR

**Achievement highlights**

Key achievements included:

- Consistently high level of coverage across a broad range of media outlets for all company, business strategy, and services news, including: Outsourcing-Pharma, Fierce Biotech CRO, Manufacturing Chemist, Contract Pharma, The Business Desk, Drug Discovery & Development, DDW, CPhI, EPR
- Provided strategic guidance on branding, roll-out and integration with PR, and developed an internal and external communications plan to ensure consistency in reaching out to all stakeholders
- Positioned the Quotient team as industry thought leaders and established relationships for the team with key editors, including around the brand launch at AAPS 2017
- Consistently high numbers of opportunities secured to contribute articles and interviews with target trade publications, including: Pharmaceutical Technology, One Nucleus newsletter, Manufacturing Chemist, Nottingham Post, Fierce Biotech CRO, Outsourcing-Pharma, InPharma-Technologist, Endpoints, Tablets and Capsules, Applied Clinical Trials, EPR, International Clinical Trials, and Medicine Maker
- Provided support with review and copy-editing of white paper and technical article drafts
- Regular media interviews and briefing meetings at conferences, to ensure target media are kept up to date with the latest developments at Quotient

**Client comments**

“It has been a pleasure working with Zyme Communications. The team are highly professional with excellent knowledge of the life sciences sector”

Director, Marketing, Quotient Sciences