

ANNE KLEIN COMMUNICATIONS GROUP

Launching The Biomarker Alliance

One in a Series of Award-Winning Solutions

The Challenge:

Develop and execute a multifaceted campaign designed to introduce MDS Pharmaceutical Services' (MDS PS) Biomarker Alliance to the world's pharmaceutical drug developers and create broad-based awareness of the alliance's capabilities. The alliance would be launched at BIO 2005, one of the largest trade shows ever to be held in Philadelphia, and the largest in biotech and pharmaceutical history. The team had one month to become intimately familiar with this new field of study: biomarkers, proteomics, pharmacogenomics, imaging technology and bioanalysis; and then, create a Web site and launch a media campaign.

Results:

- Traffic to the Alliance Web site, which went live on June 16, 2005, totaled 5,139 hits in June and July.
- Seven media interviews took place around BIO 2005 for MDS PS representatives.
- Wrote a 400-word article for publication in Bio News; placed a story on the alliance with Dow Jones.
- Achieved coverage of the alliance on more than 50 Web sites.
- Three trade media editors attended the alliance media briefing at BIO 2005.
- One MDS PS senior executive stated that this was the best media coverage of any MDS PS initiative in the history of the company.
- The New Jersey chapter of PRSA awarded Anne Klein Communications Group a first place Pyramid award in the Marketing Communications category.

Background:

When the AKCG team met with MDS PS for an initial business overview and orientation, AKCG was introduced to The Biomarker Alliance, the embodiment of a new marketing strategy for MDS PS and three partnering organizations – Caprion Pharmaceuticals, Gentris Corporation and Massachusetts General Hospital Department of Radiology. One month later, the alliance would be launched at BIO 2005.

AKCG developed a public relations plan outlining its approach to launching the alliance, aiming to create awareness of The Biomarker Alliance among key target audiences while positioning MDS PS as a global leader in Biomarker services. BIO 2005 presented a great opportunity to achieve our goal.

The Campaign:

AKCG immediately captured the domain name for its client and began development of the www.biomarkeralliance.com Web site as a mainstay of the launch campaign. Working closely with the four alliance partners, AKCG developed alliance key messages, a Q&A document, and a media kit for distribution at BIO 2005 and download from the Web site. MDS PS identified a key spokesperson for the alliance, and AKCG provided media training. AKCG organized a BIO show press briefing and issued a news release and media advisory.

To learn more about how Anne Klein Communications Group can help your organization achieve national and international awareness of your programs and services, please call and ask for Anne Klein or Chris Lukach.