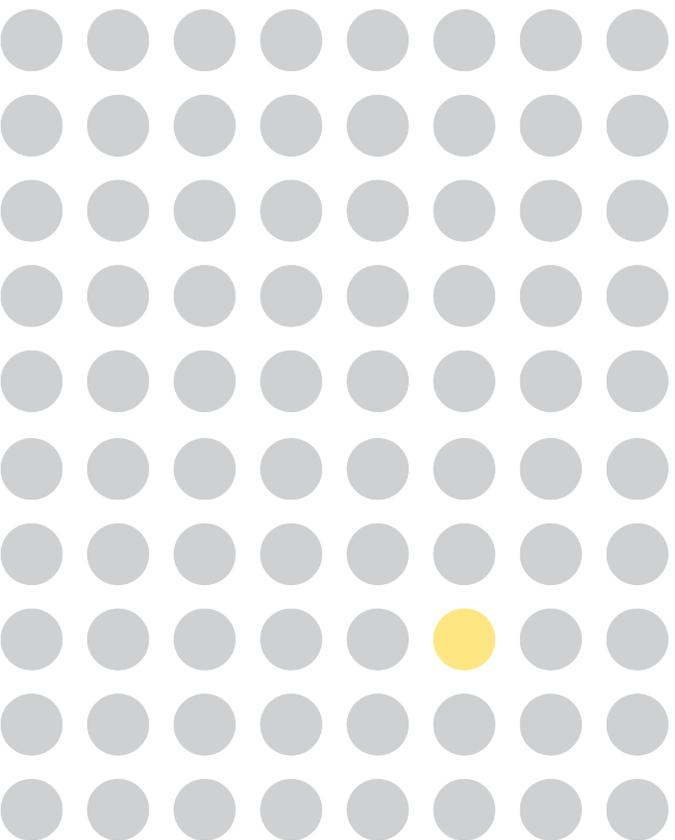


NC BIOTECHNOLOGY CENTER

CASE STUDY



TRONE BRAND ENERGY

Branding the Catalyst of NC Life Sciences



**North Carolina
Biotechnology Center**

ncbiotech.org

Situation

NCBiotech engaged Trone Brand Energy beginning with a brand reset followed by a complete website redesign launch in November 2017. NCBiotech is a state funded economic development entity tasked with fueling growth for a multitude of life science related sectors and more than a dozen audiences. Due to the diverse audience and sector needs, NCBiotech's brand story was fragmented. Trone Brand Energy's assignment was to ultimately uncover a unified brand story that would resonate with all internal and external stakeholders as well as a myriad of prospects. This Reverberating Brand Story would become the foundation for the new website.

Insights

The process of obtaining insights and ultimately the brand story involved three phases—knowledge gathering, qualitative research and quantitative research. The first research phase began with a knowledge gathering session where the larger group of nearly two dozen internal stakeholders collaborated. This meeting, facilitated by Trone Brand Energy, allowed these stakeholders to share what was working and not working, their perspectives of what NCBiotech offers and what was critical for each individual to succeed in their role. This step ensured all parties were provided a platform for their voices to be heard, to be part of the process.

The information uncovered in this knowledge gathering session was used to generate efficient and effective discussion guides for use in the qualitative research phase—consisting of 18 one-on-one internal and external stakeholder interviews. These

interviews provided validation, adjustment and further clarity around topics discussed during the knowledge gathering session.

The next phase, quantitative research, provided a clear direction where lack of alignment existed. The quantitative phase was designed to take the information gathered in previous phases and provide quantified direction and insights for the development of the Audience and Brand Personas. The research resulted in a clear understanding of NCBiotech brand perceptions among external stakeholder audiences, the relative importance of NCBiotech brand attributes and resonant messaging clusters which enabled communication mapping across all audiences. Factor analysis was used to identify “communication-to-intent” resonant messaging clusters.

Subsequent insights and messaging clusters discovered during the research phase led to Audience Persona development for both North Carolina state and international stakeholders. These Audience Personas were comprised of the biotech professional, corporate executive, economic developer, entrepreneur, state government official, private investor, site selector and university administration.

Solution

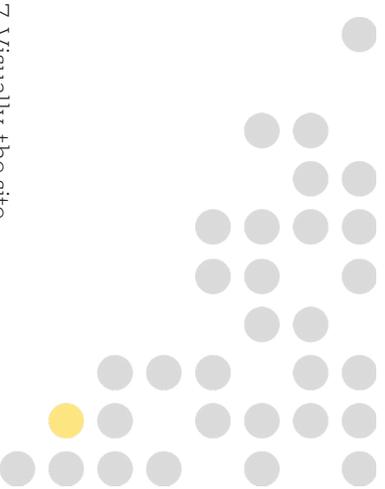
The NCBiotech site launched November 2017. Visually, the site had to communicate transformation. Each header image moves into focus using a dark to light transformation mnemonic. We also used the transformation theme to organize the content of the website. A multitude of vastly different audiences can now quickly find information. Pages of content were streamlined, ensuring everything from funding programs to reserving meeting space is now at one's fingertips.

Results

With the redesign, we have built a stronger Domain Authority. This has driven a substantial rise in organic traffic YOY as well as overall site engagement. Site analytics are proprietary.

Want to energize your brand? For more information, contact:

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SHOWCASING YOUR LIFE SCIENCE DIFFERENCE.

Sometimes in scientific endeavors, communicating what you're doing can overpower communicating the purpose of why you're doing it. But when it comes to presenting to VCs or enterprise partners, the way you communicate your innovation, process or technology could make a huge difference.

Our experience in simplifying complex technology stories in the life science sector could help set your innovation apart, as well as inspire your audience to commitment and action.

In an article titled, "The Real Reasons Why a VC Passed on Your Startup" the author points out how presentation matters.

It is awkward for a VC to say (that you have bad presentation materials). So just because you don't hear it, doesn't mean it doesn't apply to you.¹

HOW OUR RECENT EXPERIENCE CAN HELP YOU:

- **Develop your online presence.** We manage the online presence of an evolving portfolio of businesses for a global S&P 500 life science company.
- **Create a compelling story line and point of difference.** We develop language and simplified product positionings for a leading global AgTech company.
- **Achieve stakeholder alignment.** TBE was able to align state officials, scientists and business executives to a single mission and message for a global biotech entity.

Need to simplify your messaging so partners can embrace your idea? Contact us.



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