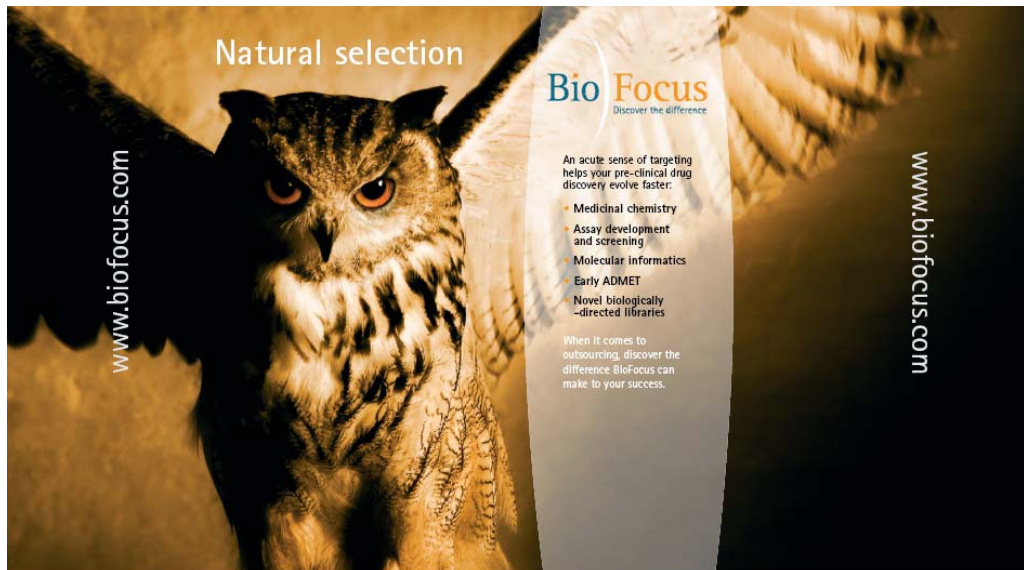


‘Natural Selection’

Standing out from the crowd in drug discovery



Background

In the crowded drug discovery outsourcing arena, it's tempting for companies to pay too much attention to price and too little to performance. Despite its track record of discovering drug-like candidates, BioFocus felt it was losing out because it had failed to convey a key differentiator – the vital role played by its staff.

“Our new corporate identity has been extremely well-received, both internally and externally. Furthermore, the first showing of our new exhibition stand created a real buzz and attracted large numbers of potential clients.”

David Phillips, Commercial Officer, BioFocus Discovery

Objectives

To increase its own 'hit rate', BioFocus needed a new corporate identity that would:

- Enhance its marketing
- Convey the profiles and importance of its staff
- Make it stand out from its competitors

Tactics

Through discussion with BioFocus' senior management team, De Facto was able to identify and define the real USPs that differentiated it from its competitors. These were then used as the basis for developing a new corporate image and a complementary media relations programme.

To further build the profile of its senior staff, De Facto implemented a highly proactive conference targeting programme in order to position Biofocus alongside key industry leaders speaking at major pharmaceutical meetings.

Results

To convey the intuitive nature of its staff, De Facto recommended adopting 'Natural Selection' as the theme, and an Eagle Owl as the dominant imagery for its graphics. In addition, De Facto developed a clean looking, modern logo. This included a graphic representation of a lens, to stress the 'focus' aspect of the company's name, and was accompanied by a new 'strap line' – Discover the difference'.

Within six months, De Facto had secured articles in DDT, DDW, GEN, DM&D, HT Screening.net and speaker slots and poster presentations at: SOZO, Pharma Discovery, FT Pharmaceutical and Biotechnology conference, RSC-SCI Medicinal Chemistry Symposium, SBS Annual Conference, BioJapan, Ion Channel Targets.