

# Case Studies



## A Study in Success: Helping Clients Achieve Their Full Potential

KIWI Communications, Inc. is a leading provider of marketing, advertising, public relations, and social media services and specializes in the life sciences, biotechnology, diagnostics, medical device, and high-technology industries. We inspire excellence and generate results through our unique strategies of building teams and working with our client's leadership.

In the enclosed case studies, you'll read about various issues our clients came to us to help them solve: from branding a new corporate entity to planning a memorable customer event, from rebranding an existing company to creating a mobile vision center.

Are you ready to take your marketing to the next level? Sign up for a **FREE** [30-minute Marketing Transformation Session](#).



# Aureon Risk Assessment

**Px<sup>+</sup> SCORE™**  
**5**  
LOW RISK

**Px<sup>+</sup> SCORE™**  
**17**  
LOW RISK

**Px<sup>+</sup> SCORE™**  
**28**  
LOW RISK

**Px<sup>+</sup> SCORE™**  
**40**  
HIGH RISK

**Your Px<sup>+</sup> SCORE™ could range from 1 to ?**

The lower the score ... the lower your risk

**Your Px<sup>+</sup> SCORE:**

- Provides personalized risk assessment
- Is more accurate than risk groups
- Helps make more informed treatment decisions

Request your free "Blue Man" risk assessment packet. [CLICK HERE](#)

Rebranding their product line created a better story and positioned the company and the products at a higher level of influence.

## Aureon Biosciences

Aureon Biosciences was a start-up company marketing a comprehensive, personalized prostate cancer disease assessment that went above and beyond the traditional PSA test and Gleason scores. Both pre-surgery and post-surgery tests were marketed to urologists. At diagnosis, many patients who are at high-risk for recurrence of prostate cancer present as lower-risk disease. Aureon's Prostate Px and Post-Op PX helped to better classify and predict disease progression after treatment.

## Branding Strategies that Work

Aureon Biosciences was in need of a new branding strategy. They had been in business for 10 years but still looked like a start-up company. They were commercializing two products selling into the urological industry. They were not well known yet and were struggling to get face time with physicians at trade shows and in office. They had hired several freelance graphic designers in the past but needed a complete overhaul of their corporate identity.

## Making it Happen

Aureon Biosciences hired KIWI Communications, Inc. to totally rebrand their entire company. That included white papers, brochures, booth graphics, exhibit design, print advertising as well as online banner

ads for WebMD and other key websites. KIWI Communications also worked on co-marketing programs with other institutions and helped the sales organization with local presentations and meetings.

## Measurable Results

In less than one year, Aureon Biosciences was on the map, so to speak. Buzz was created at the American Urological Association's annual meeting with good publicity and a brand new 20 x 20 exhibit. Over 16,000 attendees were at the show. In addition to the exhibit booth, Aureon sponsored an educational dinner for a group of about 40 physicians. KIWI Communications helped with the event planning and invitation promotions.

“Sheila has helped us to create a host of new content, including new print & online advertisements, trade show graphics, brochures, data sheets, white papers, invitations, event programs and dynamic content for our website.

— David Swan, Aureon Biosciences



Taking their products on the road enabled Beckman Coulter Life Sciences to bring their products directly to their customers on location.

### Beckman Coulter Life Sciences

Beckman Coulter has a 75+-year history in the life sciences market. Dr. Arnold O. Beckman began the company in 1935 with the invention of the pH meter. From those humble beginnings in a warehouse in Pasadena, CA many more products were developed to help solve the researcher's problems. Today, they are a multi-billion dollar company owned by Danaher Corporation, headquartered in Washington, D.C.

### Striving for Competitive Advantage

Beckman Coulter was in need of a way to stay ahead of the competition and wanted to show their leadership in the life sciences industry. Since many of their customers were only allowed to attend one industry conference per year they were not able to see the Beckman Coulter products "live" and "in person" so Beckman Coulter needed a way to bring the products to the customer.

### Making it Happen

Beckman Coulter hired KIWI Communications, Inc. to help them develop a mobile vision center whereby they literally had a trade show on wheels. From development of the design of the van wrap and interior space to promoting the

event with email announcements and landing pages, KIWI Communications created a new branding identity for Beckman Coulter. A complete campaign included a new trade show exhibit, custom name badges, give-aways, banner stands, a video introducing the road show, and publicity for each event.

### Measurable Results

On one of the trips to Canada, a sale was made to a new customer who happened to be on vacation but knew that the mobile vision center was coming to his location. Beckman Coulter partnered with KIWI Communications because they knew we could satisfy their requirements to create the campaign under a tight budget and timeline.

“Sheila Brann is a highly organized and experienced marketing communications expert. Sheila delivered excellent advice and always offered solutions instead of barriers. Sheila has a wonderful can-do personality that creates a positive atmosphere.”  
 — Lena Lee, Beckman Coulter Life Sciences



# PerkinElmer

Hosting a User Group Meeting that not only was memorable but also was a once in a lifetime experience.

## PerkinElmer

PerkinElmer is a global leader focused on improving the health and safety of people and the environment. According to their website, the company was founded by Richard S. Perkin, a banker, and Charles I. Elmer, a court reporter. It was their shared passion for astronomy that led them to start the optics design and consulting business. Fast forward to the 21<sup>st</sup> century, on April 19, 2012, PerkinElmer celebrated 75 years of its brand reflecting on the company's rich heritage of scientific innovation and how it has made life better over the past seven decades.

## The Power of Planning

The LIMS (Laboratory Information Management Systems) Division of PerkinElmer had been conducting User Group Meetings for several years. They would bring together customers who had purchased their LIMS products and used those meetings as forums to get a group of people together annually who have similar interests, goals, issues, or concerns. But, this year they wanted something spectacular instead of the rubber chicken lunch and boring speakers.

## Making it Happen

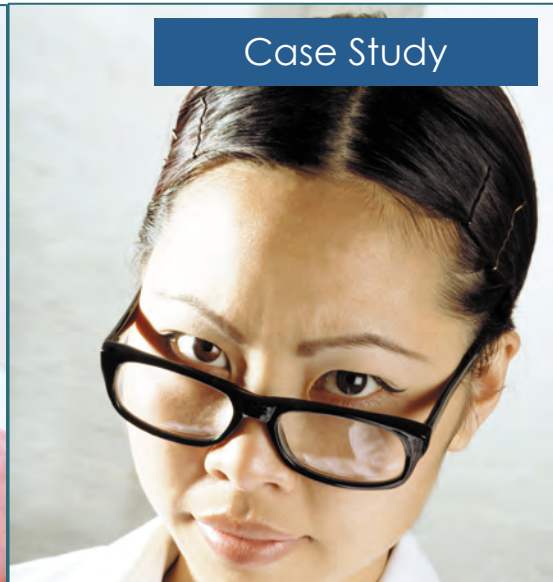
PerkinElmer hired KIWI Communications, Inc. to plan every detail of the meeting, from venue selection to menu planning, from hotel reservations to meeting invitations. Every detail including selecting the floral arrangements for the luncheons,

and planning evening outings for smaller groups of individuals. We found a wonderful location in Tampa, Florida the first year and the second year found a beautiful venue in San Diego, California.

## Measurable Results

The three-day event was hailed as a major success from the numerous comments PerkinElmer received from their customers. The customers loved the venue, the service at the location, the food was excellent, and the meeting rooms were perfect for the main meeting and the various breakout sessions. The group was able to discuss various issues of concern they had and resolved many questions they had by speaking with subject matter experts from PerkinElmer.

“Working with KIWI was a wonderful experience. Sheila's attention to detail, professionalism and knowledge made our User Group Meeting a memorable and successful event. I highly recommend KIWI Communications, Inc. as a full-service marketing firm.”  
— Sandy Schiller, Perkin-Elmer



Case Study

# Qbiogene

Merging three brand identities into one was quite a feat while keeping each brand unique.

## Qbiogene, Inc.

Qbiogene had an identity crisis. It was formed as a combination of three individual companies, BIO 101, Quantum Biotechnologies and Appligene. By combining the best products and services from three innovative companies they were able to offer their customer base more than 4,000 molecular biology and gene delivery products. They could now be more than a reagent company and become a full service provider of products, tools, and custom services for adenovirus systems, transfection systems, DNA/RNA purification, bacteria/yeast media, and PCR reagents.

## A Solution for Every Solution

Since Qbiogene was a new company in the life sciences industry no one had heard of them. However, the three companies that made up the new entity had been around for 15 years and had much brand recognition. The issue was how to create a knowledge base that now all three companies were combined into one. They struggled the first year after the acquisitions because the customer base thought Qbiogene was a distributor of the three companies' product lines and not the parent company.

## Making it Happen

KIWI Communications, Inc. was hired to change the perception of the company. By creating advertorials

In a Q&A format, the message became clearer to the audience. These advertorials were run in the most prestigious scientific journals like Science, Nature, Genetic Engineering News and Bio-Techniques. In addition, a combined catalog of all products was developed.

## Measurable Results

Qbiogene achieved the name recognition they wanted. Within a few years they were purchased by MP Biomedicals, who manufactures over 55,000 products including life sciences, fine chemicals, and diagnostics products.

“Sheila is a great asset towards the creation of marketing collateral in multiple product areas. She produced creative ads, brochures, eye-catching data sheets and handled the media relations and placement of ads in a very short time frame. Sheila is reliable, professional and fun to work with and I highly recommend her services. — Anne St. Louis, Vice President Marketing, Qbiogene, Inc.

# RNA<sup>t</sup>ure

Reading the Messages of Life™

Case Study

YOUR TOTAL SOLUTION PARTNER FOR GENE EXPRESSION ANALYSIS



#### mRNA Express

- Probe and Control mRNA Sources
- Ligation-based cDNA Synthesis with 5' UTR Capture
- Quantitative RT-PCR for Multi-Target Analysis
- High-Throughput and Automated Sample Processing

#### cDNA Express

- High Efficiency "Zero-to-One" Protocol
- Ligation-based cDNA Synthesis for Multi-Target
- Quantitative Real-Time PCR Applications

#### GenePlate Express

- Screen 96-Well Plates with Low Binding Plates
- Consistency-based Inhibition for High Performance
- Homogeneous Data Growth & Greater Reproducibility

#### Automation Tools

#### mRNA Isolation

Real-time PCR

cDNA Synthesis

Genotyping

# RNA<sup>t</sup>ure, Inc.



Creating a company from the ground up required a brand identity to transform an unknown to a dynamic sphere of influence.

## RNA<sup>t</sup>ure, Inc.

RNA<sup>t</sup>ure, Inc. was a spin-off of Hitachi Chemical Research Company. They developed novel technology platforms and automated tools for gene expression and functional genomics analysis to the research and pharmaceutical communities. This biotech start-up had the backing of a large Japanese conglomeration, Hitachi Chemical Research Center and was well funded from the parent company.

## In Need of a Brand

RNA<sup>t</sup>ure was a start-up. Its parent company, Hitachi Chemical Research Center was well known in the life sciences industry, but RNA<sup>t</sup>ure was not. They needed to get the word out fast but wanted to present themselves as an experienced company. The technology had been in the works for almost 10 years and they were now ready to commercialize it and market it to the biopharmaceutical marketplace.

## Making it Happen

KIWI Communications developed the entire marketing strategy from designing their corporate identity including logo, stationery and business cards to launching new products through advertising, trade show exhibits, premiums, internal presentations, public relations, and

designing packaging and product instructions, booth graphics, customer events, and press conferences. KIWI Communications created a comprehensive branding identity for RNA<sup>t</sup>ure.

## Measurable Results

Within one year the perception and awareness of the company skyrocketed. People in the industry are still talking about the initial launch advertisement. Their technology eventually got purchased by Qiagen, the world's leading provider of innovative enabling technology and products for the separation, purification and handling of nucleic acids and proteins.

“Sheila was an absolute joy to work with — her expertise, commitment, attention to detail, timeliness, and enthusiastic personality all make her a consummate professional whom I would definitely hire again.”

— Teva C. Rothwell, VP, Manufacturing & QA/QC