



CREATIVE CONTENT MARKETING

Healthcare & Life Sciences Practice



Welcome to **Captains of Industry®**

We're a content marketing agency known for our expertise in the life sciences and healthcare, a passion for great service, and strategic creative that stands out in a crowd.

"Marketing has changed from making people want stuff to making stuff people want" is one part of our company manifesto. See the whole story at:

captainsofindustry.com/manifesto

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A Different Approach for Changing Industries

Changing regulations. Upheavals in NIH and broader government funding. Lengthy FDA approval processes, heightened competition in drug and technology development, and complex networks of institutions, payers, physicians, scientists, and patients, all with disparate needs, beliefs and interests. In the healthcare and life science industries today, change is the rule, competition is fierce and consumers are constantly interrupted with aggressive marketing sells from brands anxious for conversions. As a result, most consumers take evasive action. Look closely at consumers in this space and we believe you'll find information seekers. Physicians, scientists, and patients who want stories that offer more meaningful perspective than 30-second spots and one-off ads provide.

Connecting with these very smart skeptics is a specialty of Captains. We do the research to understand their needs and mindsets, and provide them with integrated content that starts conversations, builds understanding, changes opinions, and helps them reach the conclusion that our client's products are simply the best (without us ever claiming it). Our approach—combining web experiences, online video, e-books, blogging, infographics and events—not only engages scientists, doctors, and patients effectively, it's also lower cost than traditional advertising that relies primarily on paid media.



Who We Work With



We work with life science and healthcare companies who want to distinguish themselves from their competitors or change the way the world perceives them. We call these Challenger Brands. They typically have:

- Complicated stories to tell
- Several niche audiences with disparate needs, beliefs and interests
- Marketing-skeptical and marketing-evasive audiences
- The conviction to be opinion shapers rather than simply thought leaders

CASE STUDIES

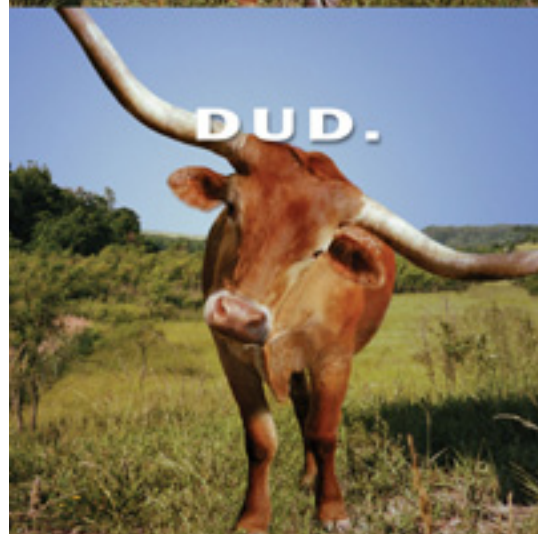
Challenge

Whatman, a lab sciences company known primarily for their separation technology, developed Whatman FTA, a remarkable genomics product to speed the extraction of DNA stored at room temperature. But their newcomer status, coupled with the truly revolutionary nature of Whatman FTA, was making life difficult for their sales force. Researchers either didn't understand how Whatman FTA worked, or didn't believe that a company known for making filters could design such an innovative product for genomics.

Whatman®

Our Approach

DNA Truth campaign



Instead of trying to explain the technology (boring!), Captains focused on the results that FTA provided—the ability to quickly uncover the truth in genomics experiments.

For example, two bulls may look identical, but only one has the ideal genes for breeding. Two mice seem the same, but only one is transgenic, capable of becoming a disease-resistant Mighty Mouse. Posters and other engaging content were cross-promoted through blogs and on Whatman's website.

Results

The campaign became so popular that scientists scooped up posters at tradeshow to hang in their labs, and requested trial packs to demo. Sales of Whatman FTA increased by 23% globally in the first year of the campaign.

Whatman®

Challenge

Whatman needed to make a splash and build sales for a new line of microbiology products. These products, used by microbiologists to test for microbes in beverage bottling plants, were completely unknown in the market, and Whatman was going up against very large competitors.

Whatman®

Our Approach

Whatman Microbiology Challenge

As a newcomer to the category, Whatman couldn't afford to take a traditional marketing route by running expensive ads in trade magazines. Ads would be too easily ignored, and would lack credibility among microbiologists.

The Captains strategy team determined that this audience was accustomed to testing everything—that's what they did on the job. And as becoming a microbiologist required years of academic achievement, this audience would be proud of what they had learned, and confident in their knowledge.

Based on these insights, Captains developed a content-driven campaign called "The Whatman Microbiology Challenge." A series of cheeky postcards and e-mails invited microbiologists to go online and take a test to see how much they really knew about common microbes. Everyone who took the test was entered to win a prize, and those who passed the test received a certificate of achievement suitable for framing.



Results

Within two months of launching the campaign, Whatman sold out of microbiology products as a direct result of the high level of customer engagement. Longer term, Whatman was able to establish themselves as a key player in the microbiology category—and ultimately the company was bought by GE Healthcare.

The Whatman logo is displayed in a large, blue, sans-serif font. The word "Whatman" is followed by a registered trademark symbol (®).

Challenge

Cell Signaling Technology (CST), a life sciences company, needed to stand out in the antibody marketplace. Despite a niche reputation for antibodies validated to the highest standards, CST was struggling to gain a foothold against their large, warehouse-style e-commerce competitors.



Cell Signaling

TECHNOLOGY®

Our Approach

Coordinated campaign to convey unique authenticity of the CST brand

A deep dive into competitive research revealed that most scientists were unaware that CST offered products that transcended the market standard for quality. Perhaps more significant, they did not believe it was possible for any company to make, validate and support all their products in house to ensure maximum specificity. Since this is exactly what CST does, Captains set out to tell their story in ways scientists would find both engaging and credible.

Captains created a content-driven campaign designed to bring the company's authentic culture to life, starting with a new e-commerce website featuring an interactive 'Story of a CST Antibody'. The story is designed to appeal to scientists' drive to explore and discover, with opportunities to closely examine data—and meet the CST scientists who conducted the product validations. Captains is currently developing a range of new content, such as web videos, to complete the full brand story and drive more sales.



Results

Within a year of launching the campaign, website engagement increased by 119%. And at the Life Science Industry Awards—the most prolific consumer-voted awards ceremony in the category—CST was awarded the “Most Useful Website” by their scientist customers.

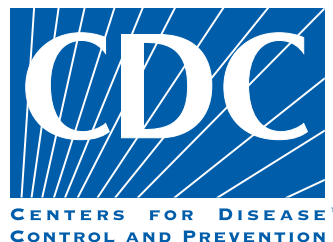


Cell Signaling

TECHNOLOGY®

Challenge

Organizations including U.S. Centers for Disease Control and Prevention and Parents of Infants and Children with Kernicterus (P.I.C.K.) needed to raise awareness around the re-emergence of kernicterus—an irreversible condition similar to cerebral palsy, preventable through a newborn blood test for jaundice. The test and associated hospital stay had once been standard, but HMOs—seeking to cut costs—had discarded it and reduced hospital stays, leading to increase of newborns presenting jaundice. Cases of kernicterus began to re-emerge.



Our Approach

An integrated campaign to spur action

Expecting parents already have a lot on their minds, so trying to bombard them with information would backfire. In addition, OBs and pediatricians didn't want to alarm their patients with a scary approach—providing data alone would not be enough to spur action among doctors who felt they knew best. We needed a simple and extremely clear concept that would make it easy for parents and doctors to quickly understand what they needed to know in order to avoid a tragedy, and moved to take action.

At Captains, we asked ourselves a simple question. If there was just one thing—just one—that we could tell a parent so they took action (but didn't freak out), what would that be? That became the genesis for an integrated Content Roadmap and subsequent campaign comprised of multiple films, posters, print pieces, and event presentations. Ultimately, one baby and one question was all we needed.



Results

After the screening of one of our films at an event, the CEO of HCA—one of the largest health systems in the US—stood up and pledged to change the standard of care for every baby delivered at their facilities to include a blood test. Hundreds, possibly thousands, of children and their families have been saved from a lifetime of disability.



Contact Captains of Industry when you want:

- An agency thought partner invested in understanding and communicating your unique brand value.
- Creative strategy and strategic creative that will resonate with your core audiences.
- A team that serves as a seamless extension of your marketing department.



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www.captainsofindustry.com

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Appendix: Our Process

We think the best client relationships are built on thought partnerships. Our most successful clients in healthcare and the life sciences have a strong sense of their brands, where they are in their markets and where they want to go—and we immerse ourselves in their mindsets to help them

achieve their goals. Our typical client engagements are multi-step, starting with an analysis of their industry dynamics, research into their competitive landscapes, and an unpacking of the challenges they face before we dive into content creation.



Life science and healthcare customers today organize themselves into niche groups, prowling for highly specific, relevant information. So we design strategic scaffolding to engage these microaudiences on topics they actually care about. Every content marketing program begins with a thorough understanding of our clients' services, their competitive marketplace, and their niche audiences to build a context for creative content development.

Where historically market research has been used to vet creative ideas and prove "what works," we use research to map what stimulates a customer to take action on behalf of our clients. We map research insights to a 'content roadmap' detailing key challenges, audiences, messages, and trigger points with creative content programs tailored to clients' objectives—whether sector-wide opinion shaping, cutting time to sales, increasing brand loyalty, or driving internal culture change.

We do lots of good thinking in order to get to the fun stuff: creative storytelling that provokes an emotional and active response. We have a knack for finding great stories in unexpected places, which we mold into web experiences, videos, e-books, blogs, infographics, events and even ad treatments (but only if they drive deeper customer engagement)—seeding our content in the right places, for the right audiences, at the right times.