

# ***ON THE PULSE OF THE MARKET***

Branding and  
marketing in B2B  
life science and  
healthcare



# SUMMARY

## The science of engagement

### Be your customer's problem solver

Medical research and the development and manufacturing of medical devices, equipment and pharmaceuticals all involve very complex solutions and processes. But no matter how complex your offerings are, your marketing and sales teams can't focus on product specs alone.

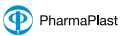
To capture the attention and trust of your potential customers, you must continuously communicate the greater value you provide. You don't just provide a solution to a technical problem; you enable a better quality of life for individuals and society as a whole.

Technological and cultural shifts are transforming the way buyers want to interact with your brand. Whether it's broadening your e-commerce channels or incorporating digital lead generation, your branding and marketing strategy needs to be as innovative as your R&D.

### Engage the modern buyer

With a strong brand as a foundation, your sales and marketing teams must work together to address the transforming buyer journey. The typical B2B buyer now spends much more time educating themselves online before contacting potential suppliers. This means you need to translate your brand positioning into engaging, meaningful content that matches every stage of your customer's buying journey.

Cross-Border Communications offers 40 years of experience and a unique understanding of the branding and marketing challenges inherent in the global B2B life science and healthcare sector. Here, you will find some inspiration from our client portfolio along with some practical tips for cross-border branding, lead generation and sales campaigns.



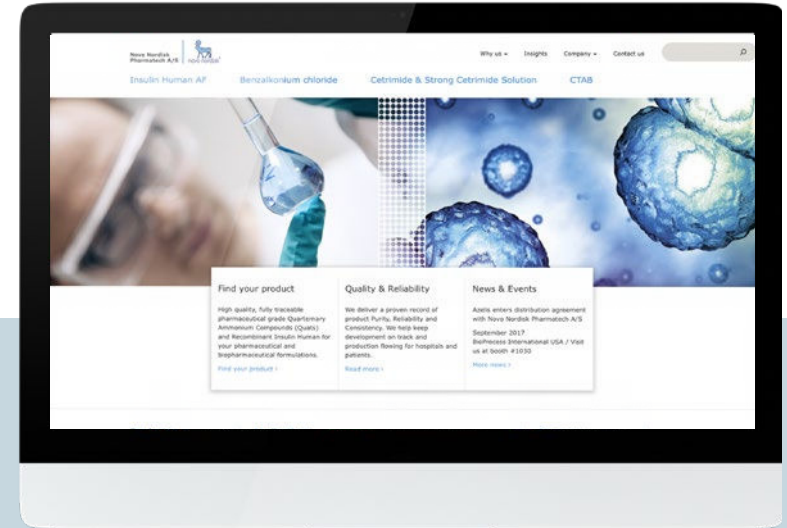
Case study

# NOVO NORDISK PHARMATECH

As a central marketing piece, a new website was created from scratch, from structure, content plans and wireframes through to content production, technical implementation and testing.

After operating under the name FeF Chemicals for 37 years, the decision was made to rebrand as a division of the parent brand Novo Nordisk. CBC developed a new identity and creative platform under the concept "Excellence. Multiplied" to position the company as a top pharmaceutical organisation.

## Excellence. Multiplied



A brochure was created that promoted the creative theme with key information and messages.



A series of print ads communicated the top-level value proposition and communicated the company's pharma-grade credentials.

# BRANDING

## Unifying your message internally and externally

### Unite your culture behind a strong brand

The foundation for your business is your brand; it provides direction and ensures a consistent customer experience. Your brand unites your business internally and differentiates it externally.

Internally, you need to unite your organisation behind the brand promise you make externally. Your sales organisation (including partners, resellers and local reps) should be able to understand and deliver on that promise.

A clear understanding of your shared mission will improve internal collaboration and efficiency. This is especially true of businesses with a broad brand portfolio, and for brands undergoing mergers or consolidation.

### Build a brand that your customers believe in

On paper, your customer's buying process is a rational one. But when making a tough choice between two equally competent suppliers, the ultimate decision may come down to a gut feeling. When it's time to make their purchase, your customer will pay a price premium for a recognised and trusted brand.

To tap into your customer's emotional drivers, you need to prove that your brand is smart, trustworthy and ready for the challenges ahead. The next step is turning positive expectations into positive experiences.

### Branding starts with a few simple questions

- Is it clear what your brand stands for?
- Why should customers choose you over the competition?
- Does your brand unite your business internally?



# FERTIN



Fertin develops and manufactures innovative oral and intra-oral delivery systems for pharmaceutical and nutraceutical products. Fertin had been a world leader in nicotine chewing gum for many years, but wanted to communicate its expertise in multiple delivery systems for a broad range of applications. We helped create two new websites to clarify the brand's story and promote its portfolio of delivery systems with a fresh, more customer-oriented communication strategy.

The new digital identity was also applied to Fertin's corporate presentation, bringing the brand's story to life.

**Innovative products to support healthier living**

- Fertin is a leading CMO for pharmaceutical and nutraceutical products
- Our oral and intra-oral delivery systems provide great taste, texture and consumer experience, and enhance the efficacy of the active and functional ingredients.
- This is based on our extensive experience in the pharma, food and confectionery industries

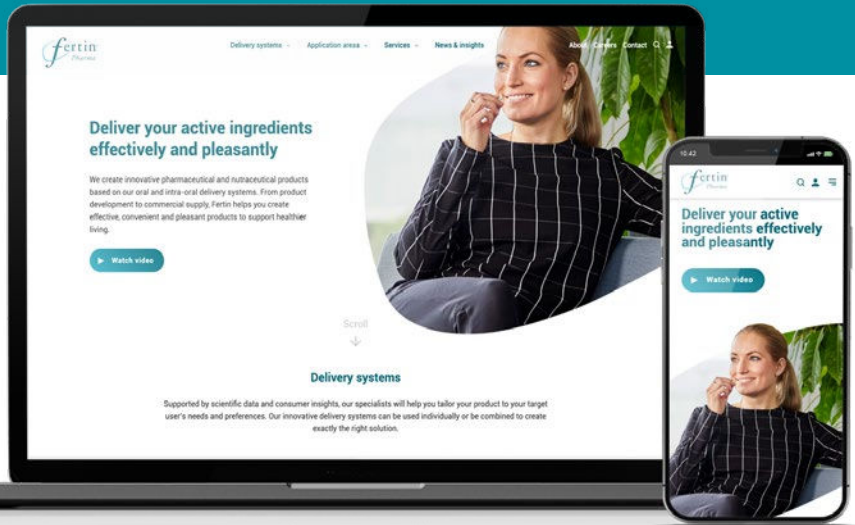
**Fertin in numbers**

- 30/70: 30 countries, 70+ products
- 100+: 100+ years experience
- 3B: 3 billion units produced in 2022
- 117M: 117 million units sold
- No. 1: Market leader in Nicotine Replacement Therapy
- 700+: 700+ products in development

**Pharmaceutical and nutraceutical products**

We ensure fast-paced and cost-effective product development, with separate pharmaceutical and nutraceutical tracks

- Pharmaceutical: More than 50 years' experience and GMP approved
- Nutraceutical: More than 100 years' experience and food GMP approved



The digital design guide introduced more colours for a modern, flexible identity, with hero images that put the end-consumer in focus using light, natural colours.

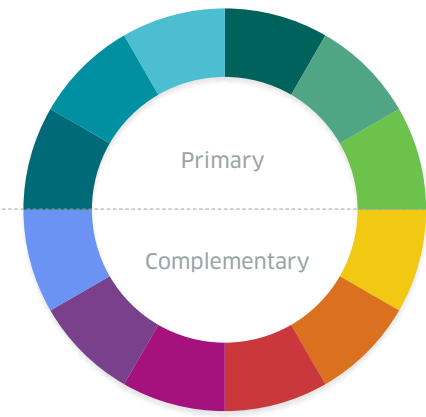
We created two new websites - one for Fertin and one for sister company MedCan - from wireframes and content plans through to content production, technical implementation and testing.

Trust  
Solid  
Reliable

Capable  
Competent  
Knowledge  
Safe

Stable  
Health  
Wellbeing

Agile  
Productive  
Development



# MARKET RESEARCH AND ANALYSIS

## Understanding the customer journey



### Address the new B2B buyer

The buying process in the B2B life science and healthcare industry is changing. Purchase cycles have increased significantly, and buyers are spending more time online researching their potential suppliers before reaching out to sales reps.

Your customers are out there searching for solutions, which gives you the opportunity to engage them with valuable content. By sharing content that supports the customer's decision-making process, you will build relationships, differentiate from the competition, and ultimately drive leads and sales.

### Dig into your customer's drivers

In order to provide valuable content at the right time and on the right channel, you need to map the customer journey. Depending on your offering, you may need to know what drives your customer's product development, procurement, maintenance, marketing and management teams.

If you want to be the trusted source of knowledge in your market, you need to conduct research to understand what's really on the customer's mind. Relying on experience and instinct isn't enough anymore.

Taking a data-driven approach to market research will give you a more nuanced picture of your customer's needs and processes, and your brand potential. Conducting qualitative and quantitative market research will help you stay in tune with the market, know where to focus, and prepare your next move.

### Research your customer

- Surveys and interviews
- Workshops and events
- Social listening
- Mining historical customer data



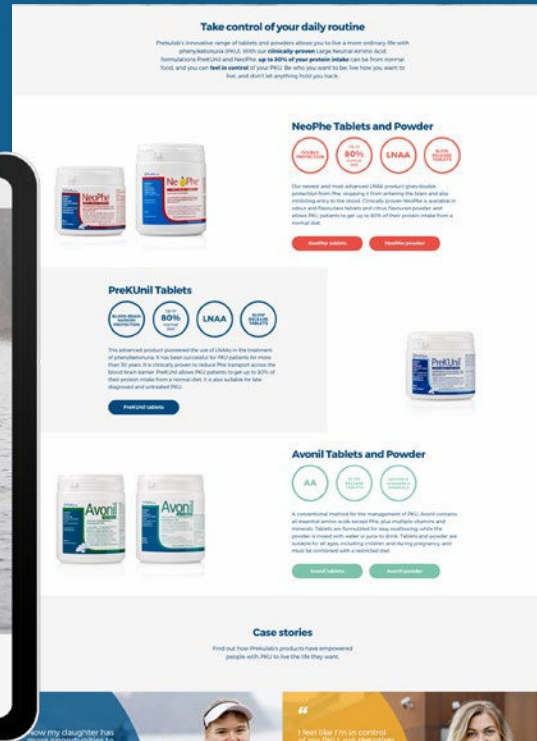
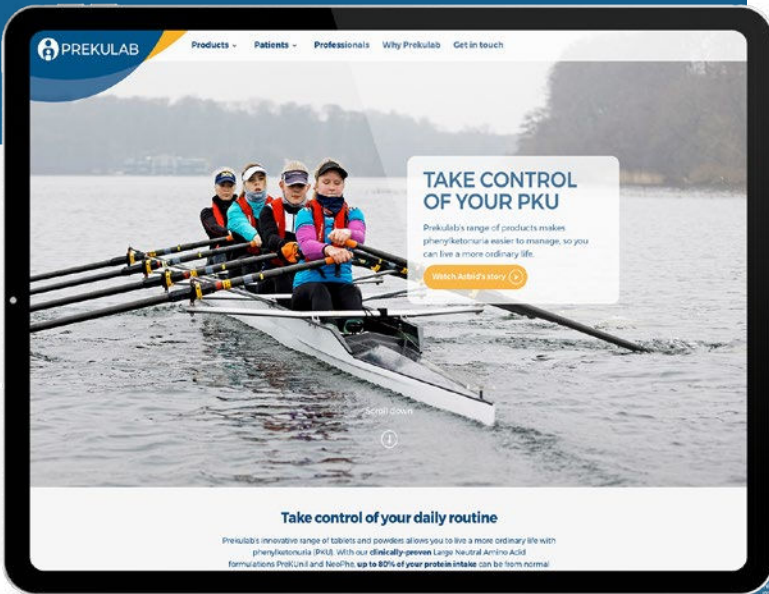
# PREKULAB

Prekulab's innovative range of tablets and powders enables people with the metabolic disorder Phenylketonuria (PKU) to live more ordinary lives. With the goal of lifting the brand to a higher level, we worked with Prekulab to create a new corporate identity including a new logo, font, website and print material. We developed a new communications style with an increased focus on the end-consumer, while still addressing the needs of distributors, doctors and dietitians.



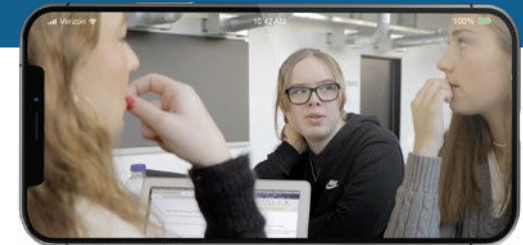
With its modern typeface, the new logo aids readability while the brand symbol incorporates the human story of living with PKU. The new, contemporary colour palette also gives the brand room for expression.

Under the theme "Take control of your PKU", the new website showcases real-life stories of people living with PKU to convey the value Prekulab delivers.



The new brand was implemented across all customer touch points, including ads, datasheets, business cards and stationery.

Patient videos provide personal testimonials showing how Prekulab's products enable people with PKU to live more ordinary lives.



# **CONTENT CREATION AND LEAD GENERATION**

Filling the  
customer journey  
with value-adding  
content



## **Turn data into insight**

With a strong brand and solid market research to support you, you can create content that demonstrates experience and industry-specific insights and speaks directly to your customer's needs.

Using content in combination with marketing automation will allow you to generate more leads and move them through the pipeline faster. With digital targeting tools, you can micro-focus on your audience.

## **Convert opportunities into revenue**

Once someone exchanges their contact information for your content, you can quickly determine if they match your lead criteria and keep nurturing them with targeted content until they're ready to engage. With the ability to track the entry point for each lead, you learn more about the buyer journey and can clearly demonstrate the ROI from your branding and marketing budget.

It's essential your teams understand that content marketing is an iterative process which requires ongoing commitment. Tracking and evaluation will allow you to see what's working and what's not, enabling your brand to become stronger over time.



# SYNKLINO

Inspired by the pharmaceutical world, the logo is modern, clean and balanced for a highly professional look. The matching icons convey the brand's key messages: fast, selective, effective.



# X Synklino

**X Synklino**

▶ Thomas N. Kledal  
CEO  
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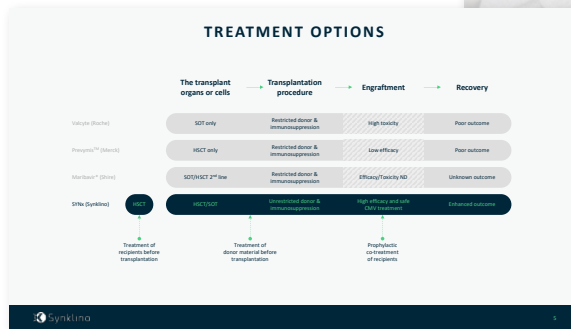
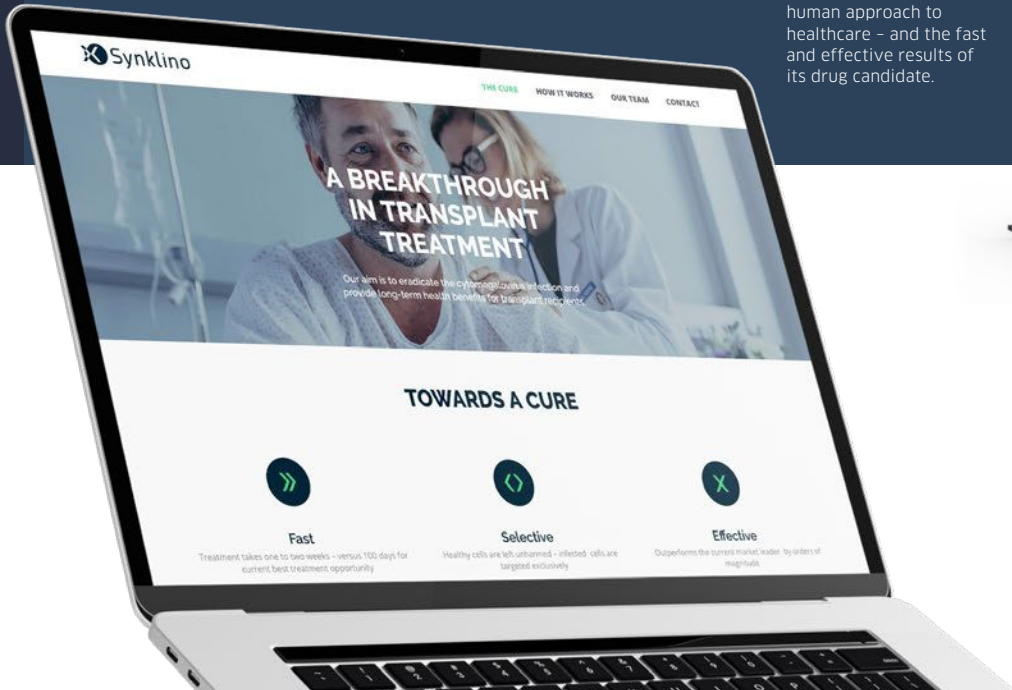
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tnk@synklino.com  
www.synklino.com



Synklino's mission is to eradicate the cytomegalovirus infection and provide long-term health benefits for transplant recipients. Synklino asked us to develop a creative platform that emphasised its trustworthiness and professionalism. We created a brand identity that reflects the fast and effective results of Synklino's drug candidate, along with marketing materials that communicate the brand's human approach to healthcare.

With hero images that put the patient in focus, the website communicates Synklino's human approach to healthcare – and the fast and effective results of its drug candidate.

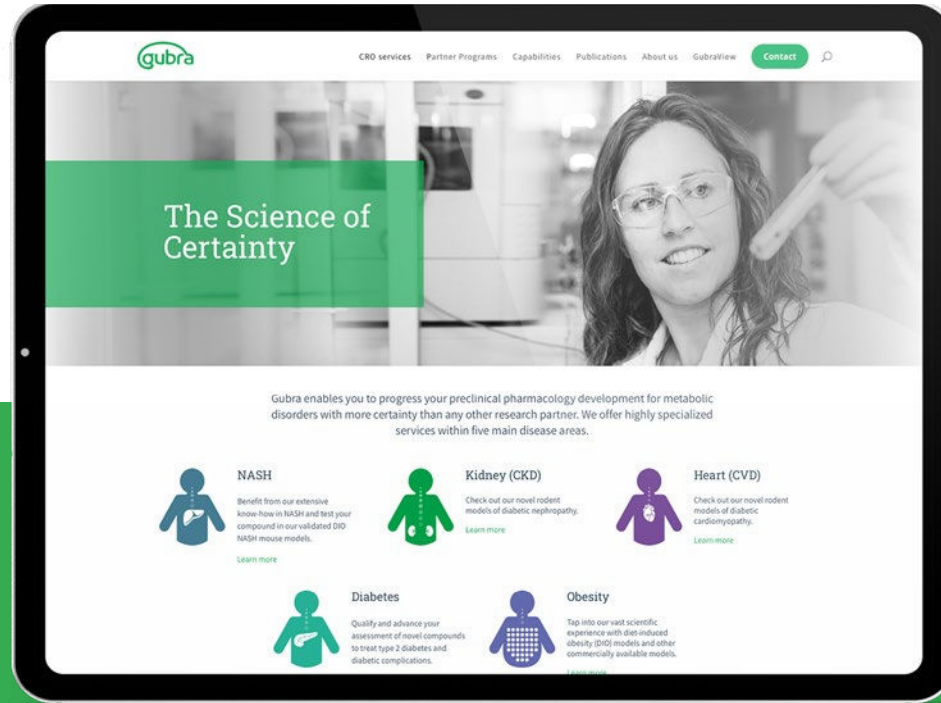
In addition to the website, the brand identity was implemented across key touch points including business cards and a corporate presentation to support meetings with investors.



We redesigned the website based on the new brand identity and 'The Science of Certainty' concept, showcasing Gubra's team of competent, dedicated people.



Gubra was founded in 2008 with two primary areas of business: Pre-clinical contract research (CRO) services and proprietary early target and drug discovery programmes. In the early days, Gubra's focus was on product and sales, while marketing was more of an afterthought. We helped Gubra refresh its brand identity and communication strategy to establish a consistent brand experience that stands out in the global market.

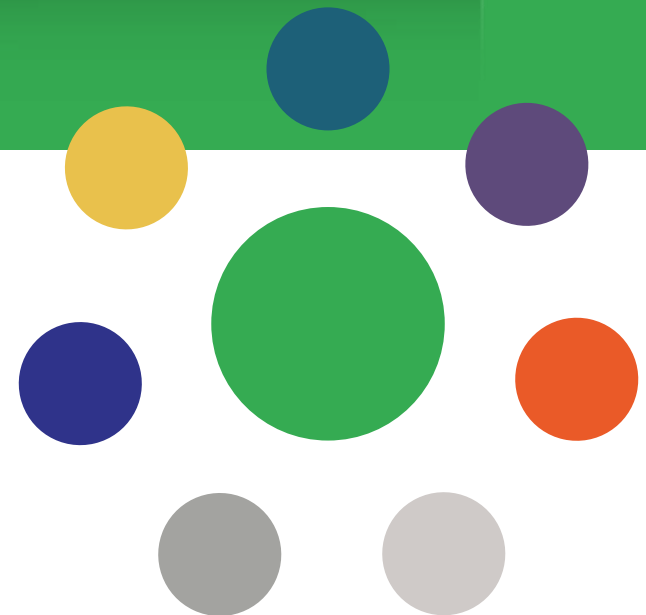


## The Science of Certainty

Gubra's new logo symbolises the important interrelationship between the metabolic system and the brain function.



The new brand identity, including a refreshed colour palette, fonts and infographic style, sets Gubra apart in the market.



**CBC = B2B**

A specialist  
resource for  
international  
B2B marketers

Do you need help growing your brand?  
Do you want to make your marketing efforts  
more profitable? Our experienced team is  
ready to help you get there faster.

At Cross-Border Communications (CBC),  
we combine an international mindset and a  
creative approach with a deep knowledge  
of B2B marketing gathered over more  
than 40 years of experience. We offer a  
full spectrum of branding, marketing and  
communications services that will help you  
engage your audience, boost awareness,  
generate leads and drive sales.

Our B2B experts in Denmark, the UK and  
Singapore have been handpicked for their  
specialised knowledge in international  
branding and communications. This  
means you always get an effective team  
behind your project with no need for long  
consultation processes.

If you're ready to take your brand and  
business across borders, talk to us.

“

“We have a bold and exciting way to  
tell our unique story, and our messages  
are now clear, consistent and aligned  
with our customers' experience. This has  
helped us to own the market position we  
desired, achieve significant revenue and  
profit growth, and attract top talent to  
the organisation.”

**Rasmus Hother le Fevre**  
Managing Director  
Novo Nordisk Pharmatech

“In addition to helping us clearly  
communicate our brand promise, CBC has  
aided Prekulab in strengthening our  
communications strategy and increasing  
our share of voice online.”

**Jørgen Thomsen**  
Commercial Director  
Prekulab

“There was a lot to do in a short time and  
we hadn't gone through a process like  
this before. We placed our trust in CBC  
and they led us successfully through it.  
We are happy to have them as our  
agency partner.”

**Vanessa Leon Toft**  
Marketing Manager  
Novo Nordisk Pharmatech

”

# CBC takes you from complexity to clarity to commercial results



## Brand development

CBC helps you define the cornerstones of your global B2B brand: a solid brand position and clear value proposition; a strong visual identity; and the Big Idea that makes you relevant and compelling.

Our brand communications platforms, built on 40 years of B2B sector expertise, deliver strategic insight, razor-sharp copywriting, and world-class design.

### You need this to:

- Refresh or rebrand your company
- Clarify your brand hierarchy
- Update your digital brand experience
- Create a more relevant identity
- Improve your value proposition
- Align your brand after an acquisition
- Communicate customer-centric messages



## Marketing activation

CBC is an international team of dedicated B2B experts who get the complexities of your business and will develop tactical campaigns tailored for your markets and KPIs.

Whether you need greater brand awareness, stronger product marketing, or tighter internal alignment, we help you connect with audiences and increase your marketing ROI.

### You need this to:

- Increase brand awareness
- Launch a new product or service
- Reach more customers online
- Get more from your marketing ROI
- Enter a new segment or market
- Secure internal stakeholder buy-in
- Attract new talent



## Digital engagement

CBC enables you to drive digital lead generation with high-value content via ABM and marketing automation programmes that deliver the right message, in the right format, at the most influential moment in the buying journey.

Our engagement activities are tailored for your business to create both qualitative and quantitative inbound results.

### You need this to:

- Generate more business leads
- Create better quality content
- Find new ways to engage prospects
- Give your sales teams greater support
- Drive and convert online traffic
- Improve your sales activities
- Optimise your online sales

# LET'S TALK



If you've got a particular challenge to solve, a target to reach or you're simply looking for inspiration, let's talk.

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