

Live Wire Strategic Communications, LLC increased recognition of Indivumed by implementing an integrated marketing and communications campaign. Live Wire has established Indivumed as an industry leader, positioned its executive leadership team as thought leaders in the field of precision oncology, and expanded Indivumed's media footprint globally.

Company Overview

As a physician-led, integrated global oncology company our experts leverage the world's premier multi-omics oncology database and highest quality biobank to develop a true picture of cancer.

Campaign Overview

In today's 24-hour news environment, business leaders understand that the media has greater reach and more power to affect their success than ever before.

Indivumed turned to Live Wire Strategic Communications, LLC to evaluate and expand its company brand. By developing and executing a strategic communications campaign that integrated media relations, social media, and video production, Live Wire was able to successfully support Indivumed's business objectives. Top tier businesses like Indivumed understand the value of working with a firm like Live Wire, whose talent and expertise delivered a comprehensive communications strategy to accomplish its objectives.

Campaign Objectives

Serving as the agency of record for Indivumed, Live Wire has developed an integrated marketing and communications campaign that strategically aligns with the company's business goals and objectives. From the company's brand and key messages to its market position and communications activities, Live Wire worked with Indivumed's company leadership to develop the following campaign objectives:

- /// Position Indivumed's database, IndivuType, as the premier biobank;
- /// Enhance the Hamburg, Germany-based Indivumed's perception of being a truly global company;
- /// Increase awareness of the expansion of Indivumed's clinical network to more than 25 countries in four continents; and
- /// Build and expand Indivumed's audience and engagement across social media channels.

Campaign Strategies

Based on a comprehensive analysis of Indivumed and its competitors, Live Wire recommended the following strategies to accomplish the defined campaign objectives:

- /// Proactively pursue the news cycle and engage journalists at priority media outlets to secure high-level media coverage;
- /// Pitch and secure placements in influential industry publications;
- /// Implement organic and paid social media campaigns to increase audience size and total engagement; and
- /// Produce high-quality video featuring company leadership, clinical partners, and other relevant stakeholders to leverage across the company website and social media channels.

Campaign Tactics

Live Wire developed and implemented the following comprehensive strategic communications campaign on behalf of Indivumed:

- /// Research past media presence and develop brand identity to capitalize on established presence and to present a clear, accurate, and compelling image of Indivumed to priority industry publications;
- /// Create compelling visual content to increase Indivumed's reach and engagement on social media platforms;
- /// Develop strategic messaging to market and build awareness for Indivumed's unique business divisions, IndivuType and IndivuServ; and
- /// Write and design company press kit, product fact sheets, marketing collateral, and company sales presentations used to generate new business leads and clinical partners.

Campaign Results

Since January 2019, Live Wire has delivered the following results for Indivumed:

- /// Secured 27 earned media placements, a 440% increase from the prior 12 months;
- /// Secured feature stories in priority publications including Genome Web, Precision Oncology News, and The Journal of Precision Medicine;
- /// Increased following on LinkedIn by 83% and on Twitter by 210%;
- /// Increased engagement on LinkedIn by 4.5% and on Twitter by 1.2%;
- /// Increased impressions on LinkedIn by 254% and on Twitter by 210%;
- /// Wrote and designed company product sheets and collateral that resulted in a 25% increase in Indivumed clinical network partners; and
- /// Produced 25 videos featuring Indivumed leadership, company conferences and events, company partners, and clinical network sites.

“Working with Live Wire has been an integral part of Indivumed's growth and success. Live Wire has surpassed all of our communications goals and expectations by increasing our media footprint and social media presence. Live Wire continues to bring strategic counsel, creative ideas, and innovative recommendations to the board room time and time again.”

Dr. Hartmut Juhl
Founder & Chief Executive Officer
Indivumed