

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, raised visibility and awareness for company product launches and initiatives, and expanded Indivumed's media footprint globally.

Company Overview

Indivumed is a physician's-led, integrated global oncology company. Our platform is an enabler for the next generation of precision oncology through our proprietary multi-omics cancer database and customized data analytics, underpinned by our global network of affiliated clinics with gold-standard quality of biospecimens.

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 has continued 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 with a clinical network spanning more than 25 countries in four continents;
- /// Develop launch strategy for new company business unit and raise visibility for two new subsidiaries; 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 in influential industry publications;
- /// Implement organic and paid social media campaigns to increase audience size and total engagement; and
- /// Produce high-quality video content 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 their newest technology platform, nRavel; and
- Write and design company press kit, product fact sheets, marketing collateral, and company sales presentations used to generate new business leads and acquire additional clinical partners.

Campaign Results

Since January 2020, Live Wire has delivered the following results for Indivumed:

- Secured 41 earned media placements, a 51% increase from the prior 18 months;
- Secured feature stories in priority publications including Genome Web, Precision Oncology News, The Journal of Precision Medicine, and Biotechnology News Magazine;
- Increased following on LinkedIn by 253.5% and on Twitter by 35.3%;
- Increased engagement on LinkedIn by 161.9% and on Twitter by 224.4%;
- Increased impressions on LinkedIn by 172.6% and on Twitter by 281.3%;
- Provided strategic counsel and secured earned media placements for company product launches and new company subsidiaries; and
- Produced 20 videos featuring Indivumed leadership, company conferences and events, company partners, and clinical network sites.

"Live Wire has been an integral part of Indivumed's growth and success as they continue to bring creativity, strategy, and innovation to the board room. Live Wire is responsible for significantly increasing our global footprint in both traditional and social media, surpassing all of our communications goals and expectations."

Dr. Hartmut Juhl
Founder & Chief Executive Officer
Indivumed