

EXTENDED BRANDING AND
DEMAND GENERATION
CAMPAIGN FOR AN
INNOVATIVE FRENCH
BIOTECHNOLOGY
EQUIPMENT PROVIDER



M / +4 07 45 87 51 61

F / +4 021 313 56 85

E / office@nnc-services.com

W / www.nnc-services.com

A / 22 B, Muzeul Zambaccian st,
Bucharest, Romania



THE CLIENT

[Envolure](#) is a French scientific startup based in Montpellier, France, activating in the field of Biotechnology. Envolution commercializes a set of analytical solutions for simple and rapid characterization of wastewater and organic waste, and also for life science research, pharmaceutical and medical diagnostics.

Envolution recently created Luminix, the smallest micro-plate reader in the world, a unique tool that provides superior reading performance for measuring samples directly from the field. Envolution's clients are global producers of Liquid Handling & Robotic equipment, Microplate readers, Microplate Washers and Accessories. In order to launch Luminix, the client addressed NNC Services and [Atelier Media](#), a Web and Graphic Design agency, for branding and demand generation services.

THE NEED:

The client needed to create awareness on the launch of Luminix among microplate equipment producers. The client also needed to create a strong brand image around Luminix.

OBJECTIVES

The main objective of the project was enabling direct communication and interaction with ten providers of diagnostics systems and tests equipment, participating at the event Forum LABO & BIOTECH 2013:

- Schedule direct appointments during the event Forum LABO & BIOTECH 2013 with decision makers that might be interested in acquiring the technology behind Luminix product;
- Schedule call conferences with potential clients that activate in the same group as the companies participating at the event Forum LABO & BIOTECH 2013, but are based overseas;
- Obtain feedback from the market regarding the demand for a product like Luminix;
- Support the Luminix brand entrance and development on the market.

CHALLENGES

- In order to understand the nature and the benefits of the product we needed to acquire a great quantity of information of a very technical nature, in a very short time - being a totally new product, we didn't have any information or materials that we could have used in the process. All the information was transmitted by the client orally, during meetings.
- We had to find the most appropriate manner to explain in a comprehensive language Luminix' highly technical features.



- We had to face a tight deadline – the client decided to participate at the Forum LABO & BIOTECH 2013 after the beginning of the project, so we had to change the planning in order to complete the branding related tasks in only two weeks instead of four.
- Envolve was interested in establishing connection with only ten of the participants at the Forum LABO & BIOTECH 2013. The number of prospects being so limited, it was a challenge to achieve a high success rate.

SOLUTIONS

NNC's marketing professionals together with [Atelier Media](#), the Web and Graphic Design agency that was already collaborating with Envolve, created a mix of branding and demand generation activities that helped Envolve to successfully promote Luminix on the target market:

// Design

- Atelier Media designed the templates for Luminix presentation and for Luminix factsheet;
- Atelier Media created the Luminix website (graphics and design).

// Content Marketing

- NNC Services created the content for Luminix website and the content for Luminix presentation and factsheet.

// Demand generation activities

NNC Services conducted demand generation activities in order to schedule direct appointments with decision makers from 10 companies with which Envolve had interest in meeting:

- Researched and created a list with decision makers and company representatives at Forum LABO & BIOTECH 2013;
- Developed outreach messages;
- Sent direct messages to prospects, replied and sent follow-up messages; set-up meetings;
- Enrolled in industry-specific LinkedIn groups and approached the prospects with direct messages.
- Called individually the prospects in order to confirm the receiving of the invitation.
- Reported on answers and opportunities.



RESULTS

- NNC Services succeeded to obtain replies (whether positive or negative) from all the 10 companies in which Envolve had an interest.
- In only two weeks we've scheduled meetings with representatives of 6 out of 10 companies in which Envolve had an interest, and scheduled a call conference with a company that was not attending the Forum. Lead generation rate: 70%! Target reach rate: 100%!
- NNC Services generated interest for Luminix, two American subsidiaries of targeted companies asking for details regarding the product, following our campaign.
- NNC together with Atelier Media created the website and the marketing collaterals that helped position Envolve as an innovative company among microplate equipment producers.