



ORANGE COUNTY BIO

CASE STUDY



# Mapping Your DNA™

to unlock identity, strategy, and success

# MAPPING YOUR DNA™

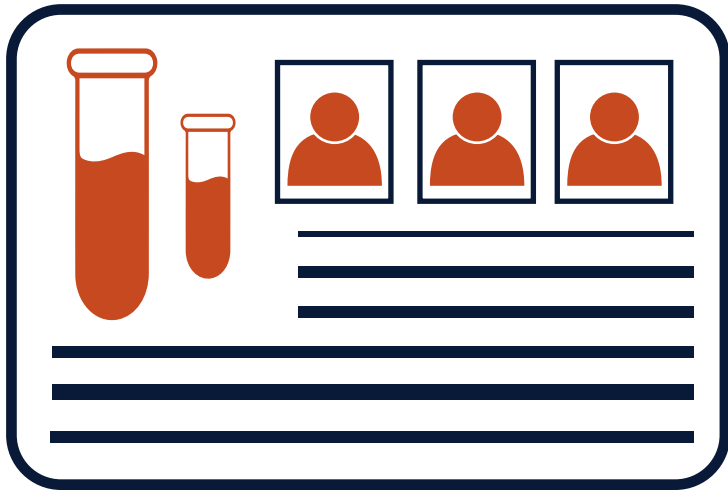
**Mapping Your DNA lays the groundwork for effective marketing strategies by deeply analyzing our client's identity.**

**We leverage our clients' strengths to connect with target audiences, engage customers, and boost their position in the Cell and Gene Therapy market.**



**We go beyond surface-level assessments to delve into the core values, beliefs, and perceptions that shape the organization.**

# THE CLIENT



Client A, which consisted of a small team that was recently acquired by a large biotech company, offers translational services that diverge significantly from the parent company's portfolio. Despite delivering high-quality services, Client A faced challenges in aligning its identity with that of the parent company, leading to limited market awareness among potential customers.

# THE CHALLENGE

Client A faced difficulties in carving out a unique business identity within the broader biotech parent company, which hampered their market positioning and complicated their efforts to pitch services to potential customers. Consequently, there was a lack of clarity among Client A's potential customers regarding the services offered.



# MAPPING YOUR DNA™ FOR CLIENT A



Orange County Bio experts performed an initial assessment by interviewing Client A's team to identify core strengths, service benefits, values and internal perceptions of the business.



Orange County Bio experts then performed an in-depth review of Client A's collaterals to establish a baseline of market positioning and marketing promotions.



Lastly, Orange County Bio experts conducted 1:1 customer interviews and collected VoC insights, gaining an intimate perspective of Client A's business and brand.

# OUTCOMES FOR CLIENT A



**Strategic messaging document** that shaped and structured Client A's unique industry narrative.



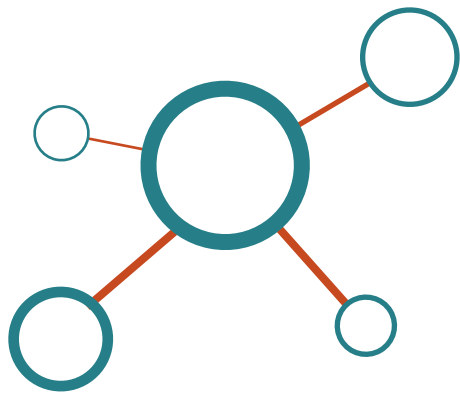
**Revamped pitch deck** featuring streamlined content and incorporating impactful design elements.



**Competitive analysis** detailing Client A's market position and growth opportunities to bolster its presence in the industry.

# BENEFITS OF MAPPING YOUR DNA™

Mapping Your DNA provided profound insights into Client A's business identity. Orange County Bio utilized these insights to craft precise branding, messaging, and communication strategies, leveraging Client A's strengths to enhance their market position.



Forge connections, engage customers, and stand out within the Cell and Gene Therapy marketplace.



Foster trust and credibility among customers, stakeholders, and within the company.



Ensure alignment across the business identity, its GTM strategy, and commercial priorities.

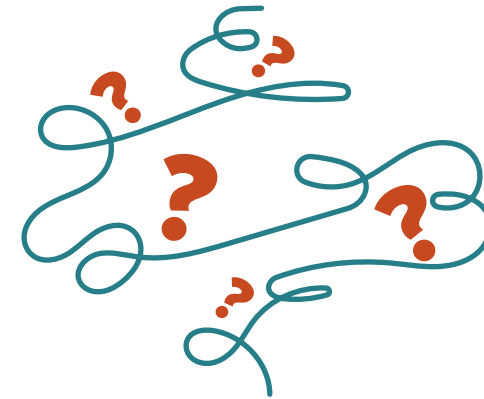


Develop targeted and effective branding that leverages innate strengths and values.

# COSTS OF NEGLECTING STRATEGIC PLANNING



Misalignment between internal perception and external reality.



Customer and stakeholder confusion.



Negative company reputation.



Missed competitive advantages and business opportunities.

Your business identity—**your DNA**—is key to marketing success in the Cell and Gene Therapy industry. Orange County Bio can help you develop it. Contact Orange County Bio today to start Mapping Your DNA™.



**ORANGE COUNTY BIO**