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Good Ads. Good Brands. Good Business

*Advertising Research
for Life Science Companies*

 **BIOINFORMATICS**
Life Science Industry Market Research

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BIOINFORMATICS
Life Science Industry Market Research
Business Intelligence for Scientific Market

More than 20 years ago, we dreamed of becoming the best player in the market we served — the life science lab tools industry. Sure, other market research firms catered to you as well, which is why we chose our niche and decided to do it better.

It all began with published reports. Instead of sifting through secondary data, we surveyed hundreds — even thousands — of scientific consumers to deliver timely, primary research to your desk.

But how could we do it even better? In 1997, we launched our online panel, The Science Advisory Board. (We were “friending” before social media was even cool.) Over 60,000 scientists now gather on this social networking site to meet colleagues, share expert experiences and voice opinions. And respond to surveys for us — within days (and sometimes hours) — so we can get data to you fast.

Today, most of what we do is custom market research for companies like yours.

We are “go-to” market research partners with every major company serving the life science market. After years of collecting and analyzing data from the people who buy your products, there is hardly a single question that we have not yet asked. (Try us on this one!)

We like to think that nobody does it better. But don’t believe us — ask your peers. And if we have not yet met with you to discuss your market research initiatives, let’s talk.

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■ OUR ADVANTAGE

Building a dominant brand that commands exceptional loyalty requires a persistent focus, an ability to innovate, and most critically, a willingness to listen to one's customers. Our analytical insights are based upon BioInformatics' proprietary online panel, **The Science Advisory Board®**, which is an online community of tens of thousands of life science and clinical professionals.

This expert panel can provide answers to your critical market research and offers:

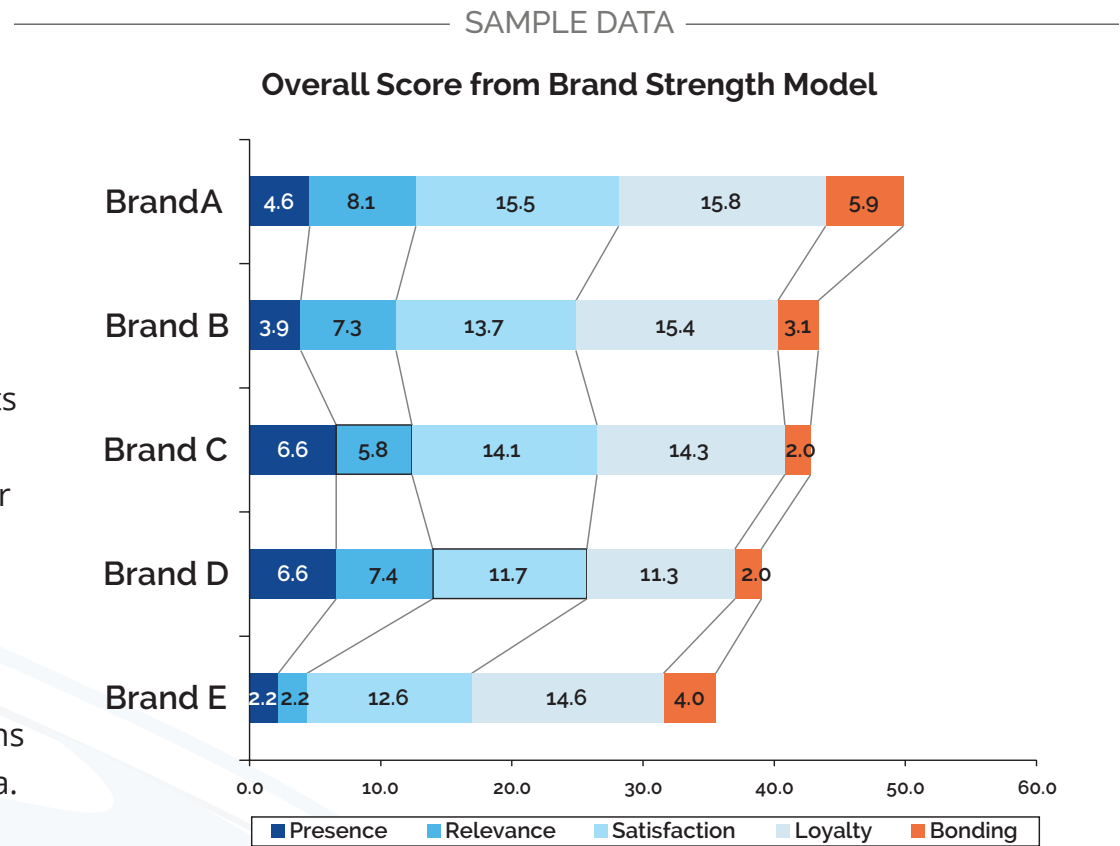
- **Precise Targeting of Respondents** — can be selected based on specific demographics (e.g., market segments, areas of expertise, geographic locations, etc.) and/or by customer behavior (e.g., product usage, supplier preferences, research objectives, etc.)
- **Qualified Respondents** — BioInformatics has established strict quality control procedures to ensure that your response quota is filled with only qualified scientific customers.
- **Guaranteed Response Rates** — because The Science Advisory Board is an “opt-in community,” high response rates are typical. The Board's many professional benefits and attractive rewards program encourage membership and frequent participation in market research studies.
- **Limitless Access** — You are able to track changing brand perceptions, purchasing patterns, etc. over time using the same group of respondents and/or pose follow-up questions to specific customer segments.

YOUR BRAND

- Brand Awareness**
Do scientists know your brand?
- Brand Strength**
How does your company rate?
- Brand Differentiation**
How well do you stand out?

The strength of your brand determines how well scientists recognize, trust and distinguish your company from competing brands. The challenge for companies and their agencies is to quantify these “soft” variables and design a concrete branding strategy that works.

BioInformatics has years of experience in distilling what scientists think about suppliers. We ask the right questions so you can support your branding strategy with hard data. With our **proven research techniques** and on-target market insights, you can design a branding strategy that increases customer satisfaction, promotes brand loyalty and captures market share.



YOUR AD

Ad Testing

Quantify the complex emotions behind effective ads

Measure Impact

Evaluate awareness, clarity and call-to-action

Multiple Options

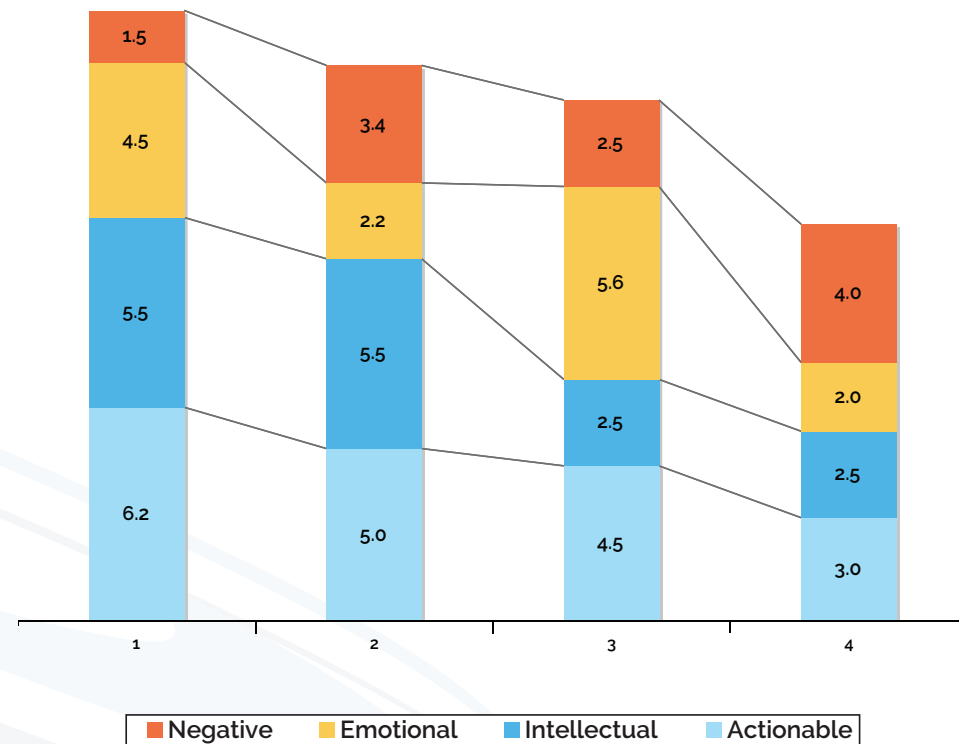
Do side-by-side comparisons of different campaigns

'Hit or miss' ad campaigns are risky. By using our **ad testing methodology**, we can measure the impact of your ads and predict a scientist's likely course of action. We can help you align your campaign to achieve the goals you wish to achieve.

Gain confidence beyond your creative instincts and informal focus groups. At BioInformatics, we've helped numerous companies deliver ads that work.

SAMPLE DATA

Factor Ratings for Multiple Ads



YOUR MESSAGE

Message Testing

Will your message call a scientist to action?

Ad Effectiveness

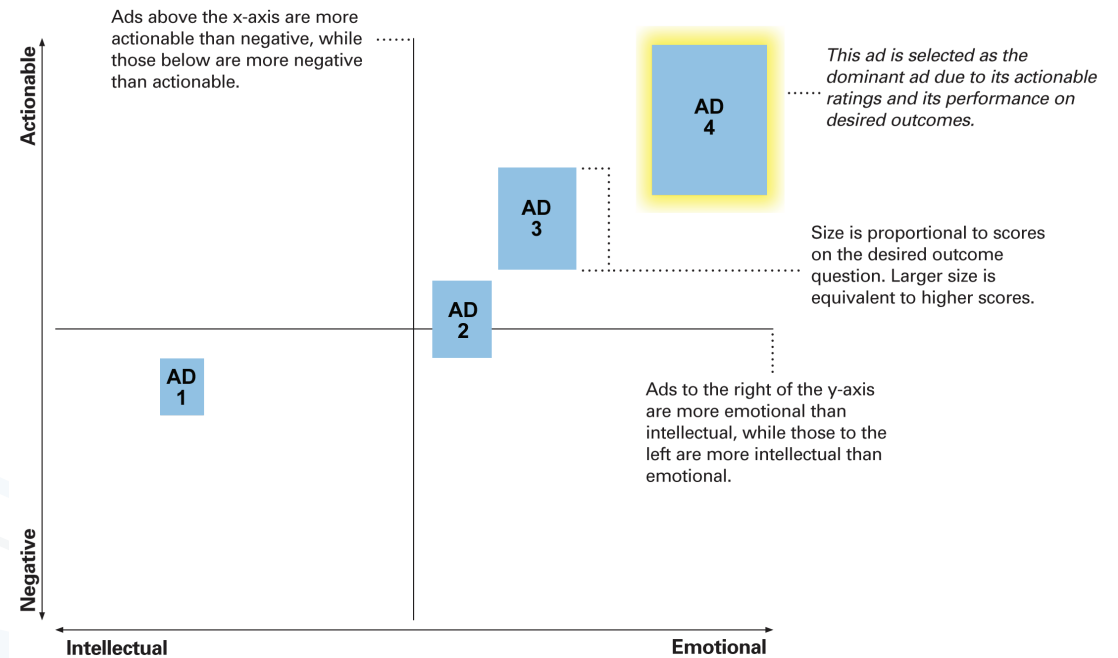
Find out what works — and what doesn't.

Websites and Catalogs

Enhance your brand's user experience.

In an era where people are slammed with messages, does your message stand out? If you are investing in email campaigns, postal campaigns, advertising, catalogs and Web design, a theme must ring clear so that customers recognize — right away — who is trying to grab their attention.

At BioInformatics, we have been **tracking the marketing, advertising, and sales channel preferences** of life scientists for years. We bring this depth of experience and these insights to each study we conduct.



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HEAR FROM SOME OF OUR CLIENTS

I am very satisfied with the outcome of this challenging project. Please extend my thanks to the team for going the extra mile, especially the folks in the background that sourced the survey respondents. Our client's CEO said that he was pleasantly surprised to find that we succeeded to the extent that we did. In the spirit of our work, my NPS for BioInformatics is an unmitigated 10.
~ **Project Lead**, Full Service Global Agency

The study results are super. I've started giving presentations to various groups on the findings. The team will use the results to guide our plans for expansion of the product line.
~ **Business Unit Brand Director**, nonprofit biological research organization

We particularly appreciated your input with the questionnaire and structuring of research.
~ **Project Lead**, advisory firm that develops strategies for revenue growth



After reading the transcripts and the summary, I find all of the conclusions to be consistent, logical and reasonable.

~ **Business Development Manager**, nonprofit biological resource center and research organization

The questionnaire looks spot on, as my UK colleagues would say.

~ **Market Research Manager**, major life science company

Everyone has "go to" vendors when you absolutely cannot have delays or problems. All of my market research projects are important, but some are mission critical. For these critical projects, getting the right respondents is a minimum requirement, and having an extra set of eyes watching out for your best interests is reassuring. BioInformatics is my "go to" survey vendor for mission critical market research.

~ **Global Market Research Manager**, major life science company

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BioInformatics Inc.: Now Part of Science and Medicine Group

Science and Medicine Group (comprised of BioInformatics Inc., SDi and IMV) is a leading research and advisory firm serving the life sciences, analytical instrumentation, clinical diagnostics and medical imaging industries for more than 20 years.



BioInformatics, founded in 1994, is a leading research and advisory firm serving companies in life sciences, analytical instrumentation and diagnostics industries for 20+ years. By leveraging our online professional network of nearly 100,000 scientists, The Science Advisory Board, BioInformatics has supported 500+ companies by providing insights that lead to better business decisions.



In 2014, BioInformatics acquired Strategic Directions International (SDi), a trusted provider of market analyses in the analytical and life sciences instrumentation industry. Publishers of the industry-renown Global Assessment Report and Instrument Business Outlook (IBO) publication.



Acquired in 2018, IMV is a recognized leader in market research and online publishing for the medical imaging and clinical diagnostics markets. IMV also offers media properties including Aunt Minnie, the leader in online medical imaging news and radiology CME and DrBicuspid the fastest growing dental news and CE digital property.



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