



CASE STUDY: Capturing Customers Through Engaging Video



Background

The Biotechnology Industry Organization (BIO) is the world's largest biotechnology trade association. BIO is a 501(c)(6) non-profit organization headquartered in Washington, D.C. They provide advocacy, business development, and communications services for more than 1,100 members worldwide. Their mission is to be the champion of biotechnology and the advocate for its member organizations.

Challenges

- BIO conducts networking and business development events around the world including China, India, Europe, the US and Japan
- Events have traditionally been promoted and managed individually and there was little cross-leveraging to bi-laterally promote attendance and support the success of each event
- Year after year attendance figures for most events were flat or decreasing

Approach

- TopRight played a key role developing BIO's new approach to promote their worldwide events as a package. TopRight participated in the development of a campaign with messaging and creative centered around the theme "Attend the Full Spectrum of BIO Events"
- TopRight's major deliverable included a "sizzle reel" video to promote the full spectrum of events, and an additional eight videos promoting each event in the context of the full suite of global events



Result

- Greater awareness of BIO's full suite of events
- Increased attendance in the first two events after campaign was launched
- Improved branding on website and onsite events