

Science Marketing Redesigned

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Tackling Challenges in a Changing Environment

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Rosendorf, 23/09/2011

Why do we need Science Marketing?

- Improving awareness and reputation
→ *recognition builds trust*
- Positioning in a global competition
→ *hiring the best employees, successfully acquiring institutional and third party funding, and building up strategic partnerships*
- Establishing a quality brand
→ *ensuring long-term survival*

Challenges

- Intensified competition for gaining attention
- Ever increasing number of consortia, clusters and other umbrella or super structures – each one of which wants to be noticed
- Political pressure for outcome orientation
- Dealing with integration versus individuality
- Only space for a few science brands
 - *overuse of logos (logomania) and abbreviations are the main enemies of strong brands*

Three steps to success

- Developing a strategic position
- Selecting the right channels
- Addressing target groups with relationship management

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Strategic Positioning

- What do you stand for?
→ substance and achievements
- What makes you different to others?
What does your institution do particularly well?
What does your institution do better than your competitors?
In which area should your institution be best of the class?
→ 3 to 5 Unique Selling Propositions (USP)
- What value do you deliver?
→ Unique Customer Value Proposition (UCVP)

UCVP: “Then I will get” Formula

- Changes perspectives: From an offering perspective to a customer need oriented perspective
- Easy to understand
- Heart of marketing strategy

If I promote/use [your organisation/structure] instead of [competitor], then I will get [customer value], because of [evidence for customer value]

Helmholtz Employer Branding

- Recruiting Post-Docs

If I work for a Helmholtz Centre instead of ..., **then I will get** the chance to successfully research my subject area and thus contribute to solving grand challenges, **because** I will be able to collaborate with excellent scientists from other scientific disciplines while having self-responsibility and access to one-off, large-scale facilities and scientific infrastructures.

Helmholtz Employer Branding

In other words:

You want to crack the hardest nuts?

Join us, and you'll get the tools you need.

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Situation analysis

- The Internet is ***the*** leading medium for journalists, applicants and the public (and therefore also politicians)
- Journalists are overloaded
Fewer journalists, less time and quality, more public relations
- Communication is becoming more individualised, faster and more segmented
- Brochure production is still at an all-time high

Important channels and instruments

Today		In 2013	
1	Press and media relations: print media	1	Online communication ↗
2	Online communication	2	Press and media relations: online media ↑
3	Face-to-face communication	3	Social media ↑
4	Press and media relations: online media	4	Face-to-face communication ↘
5	Press and media relations: TV/radio	5	Press and media relations: print media ↓

We need a new strategic approach

- **Online first:** Internet and social media
→ think and act online first at all levels
- **Get out of the brochure traps**
→ and into a journalistic Internet
- Key account management
→ concentrate on less but more important contacts
- Face-to-face is still important
→ avoid complexity and establish standards
- Individualisation of communications
→ comment and discussion functions

Social Media

- Concepts for Facebook, Twitter, YouTube etc.
- Social media is becoming a business tool: Guidelines for social media are needed
- Early warning systems are needed
 - viral backlash and smear warnings
 - crisis management (rapid response)

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Relationship Management

- Relationship management is actively creating and maintaining relationships
- Preparation is key: Specific customers need to be offered specifically tailored projects
- Systematic selection, active marketing and a customer orientation

Technology Transfer Study

- Study: Successful technology transfer by relationship management. A concept for health research.
- Starting point: Basic research as a foundation for Germany's innovation potential
- Approach: Initiating collaborations with existing pharmaceutical companies in Germany

Critical Success Factors

- Excellent scientific quality
- Clarified IP ownership structure
- Transfer and application potential
e.g. advantageous, innovation maturity, proof of concept
- Previous cooperation experiences
- High service quality of technology transfer
e.g. reliability, confidentiality, direct and easy access to scientists,
agreed contact person with communication skills and scientific
knowledge.

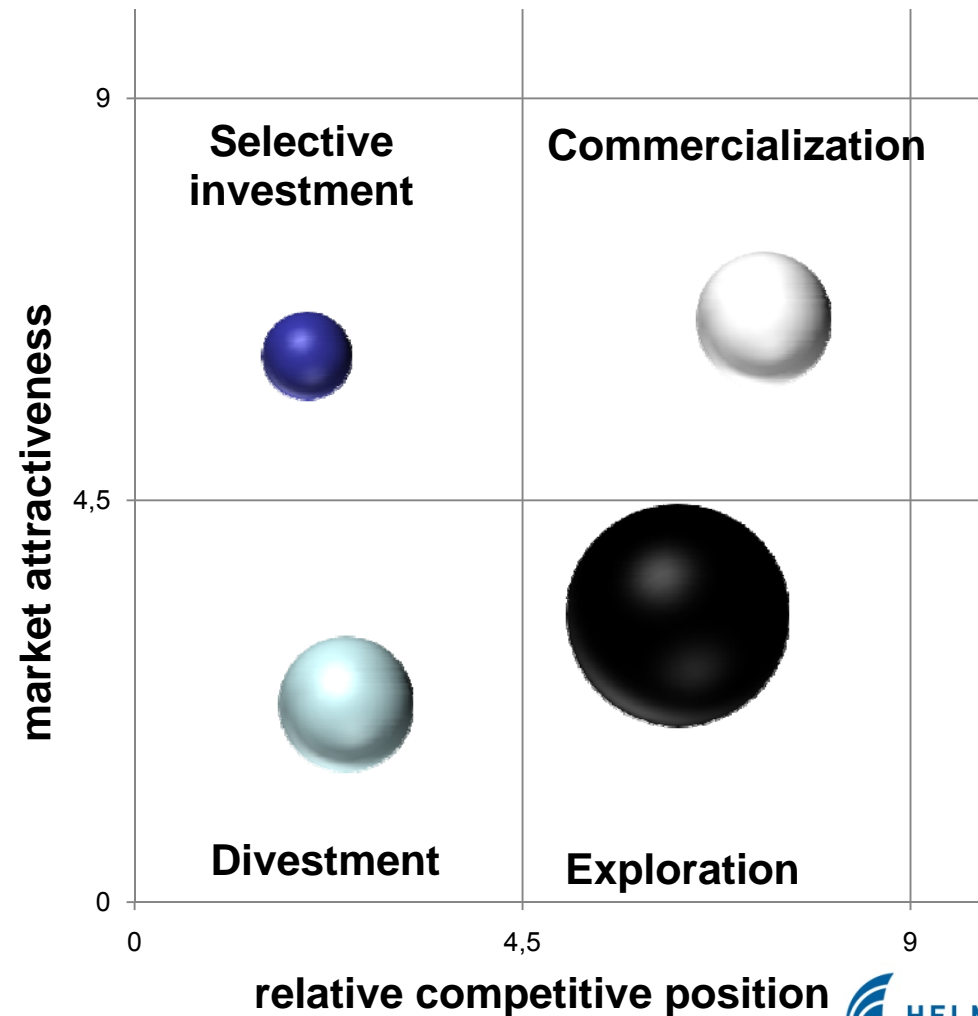
Relationship Management Tools

- Exploitation portfolio
- Key account management with customer portfolio
- Service blueprint

Exploitation portfolio: Finding promising projects

Market attractiveness:
Unmet medical need,
economic potential, number of
competitors and level of
innovation

Relative competitive position:
IP rights situation, scientific
quality, internal willingness to
cooperate and innovation
maturity



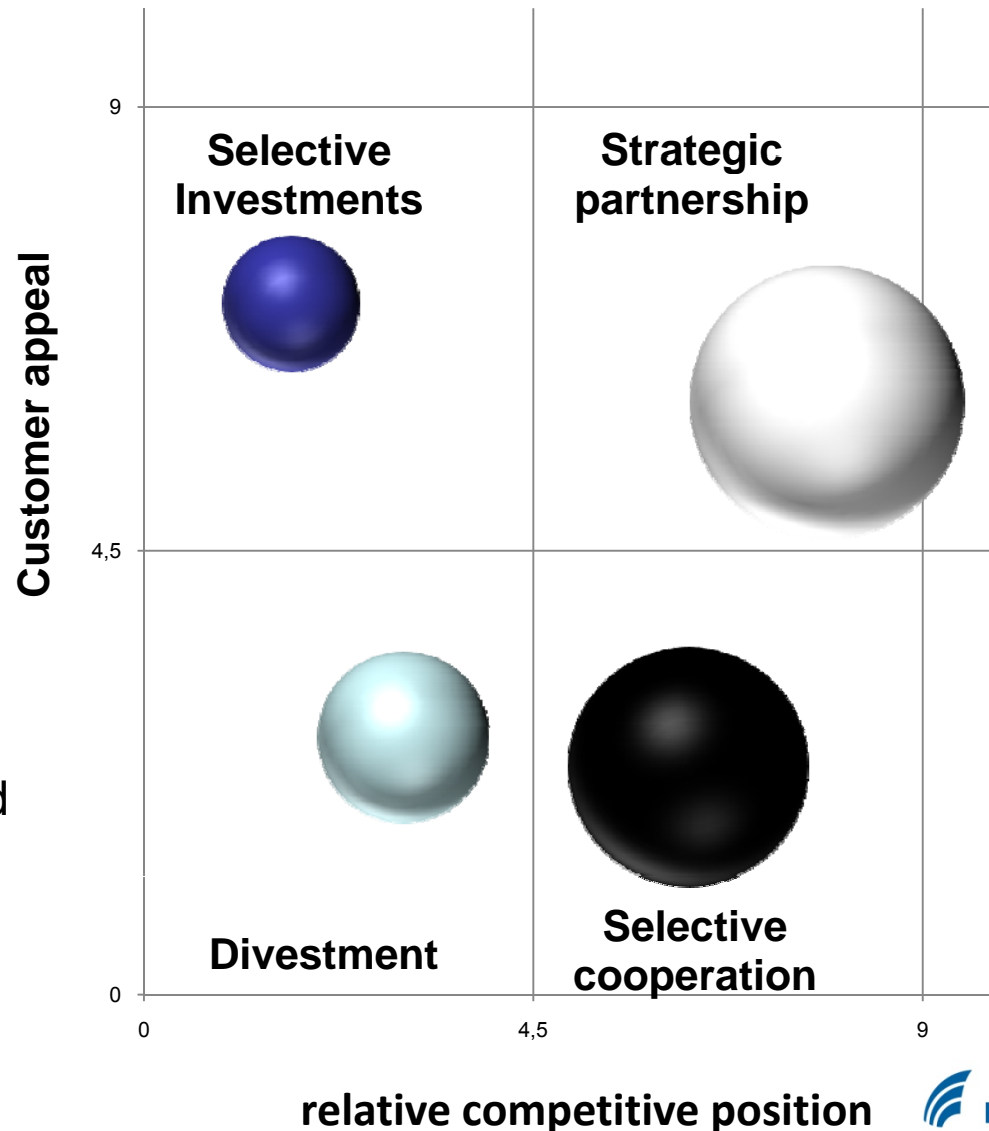
Key Account Management

- Supporting and satisfying key customers through centralised key account management
- Key account managers are the main points of contact and relationship promoters.
- Detailed customer analysis
- Partnering meetings and informal meetings
- Friends & family programme
- Internal marketing

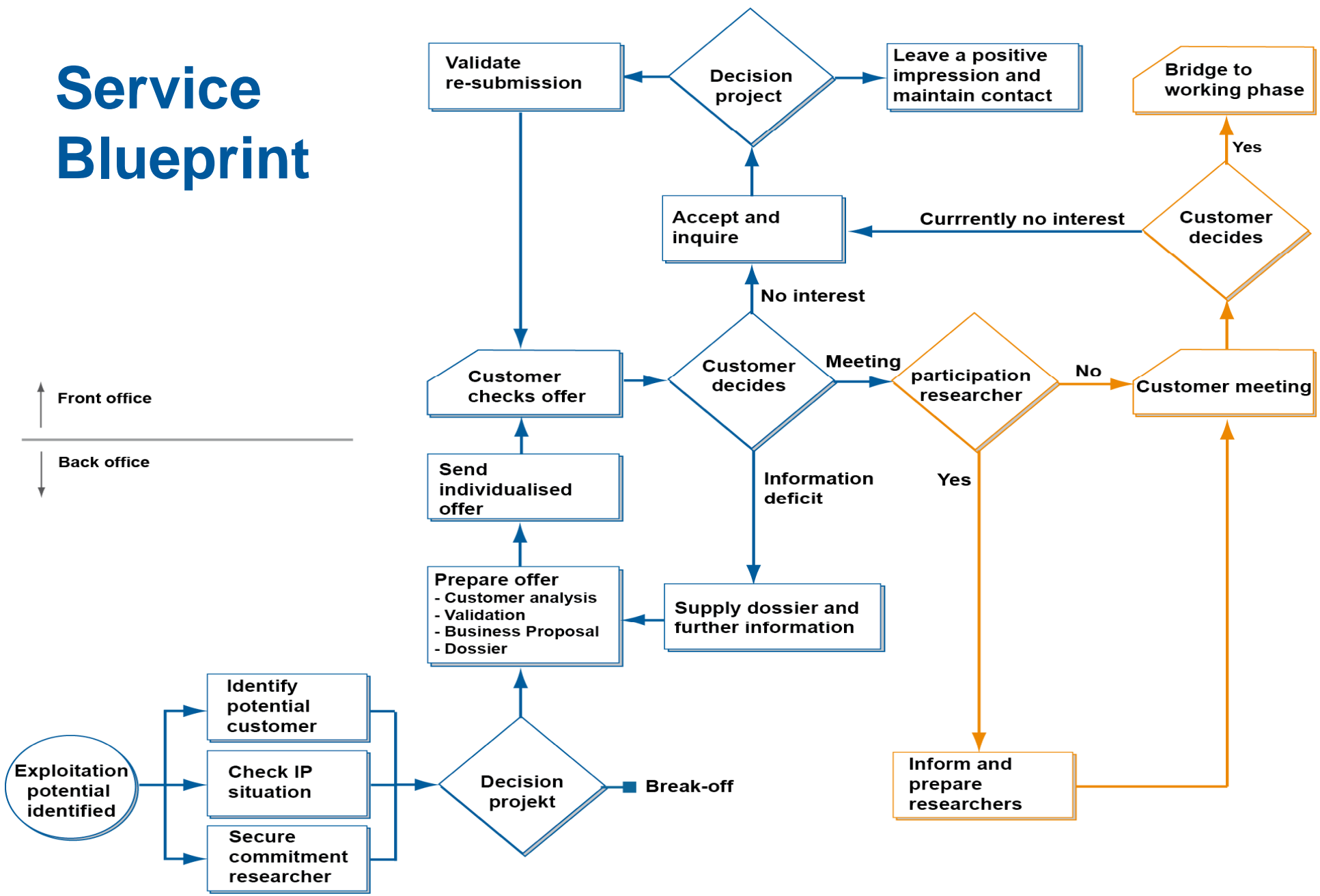
Customer Portfolio: Finding key clients

Customer appeal:
Competence position,
cooperative attitude,
absorptive capacity and
financial strength.

Relative competitive
position:
Cooperation benefits from
strategic, technological and
cultural compatibility.



Service Blueprint



Legend

- Action Research centre
- Action customer
- Decision
- Starting point
- Non-Confidential
- Confidential

Summary

- Strategic positioning - and not a logo - is the key to successful scientific marketing
- Communicate online first (Internet and social media)
- Portfolio management helps to systematically identify and select suitable projects for suitable customers
- Concentrate on key accounts and actively manage your business relationships.
- Incorporate customers' perspective and fulfil customer needs with high service quality
- Preparation is key

THANK YOU!

www.helmholtz.de

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Berlin, 23/09/2011

