



Pre-launch Awareness Campaign

Roche Molecular Diagnostics (RMD) wanted to leverage the introduction its new Cobas® 6800/8800 molecular diagnostic instrument platform by gaining media and target customer attention well before the official launch of the new platform. The 6800/8800 featured a broad test menu, random access capability, modular design to better address lab throughput needs and was designed to integrate pre- and post-analytics. Both systems had the ability to test multiple assays in each run and were designed with full process controls to meet the future needs of molecular labs. Our goal was to significantly raise pre-launch awareness of the introduction and availability of the new Cobas 6800/8800 systems with molecular lab directors and clinical technicians.

Roche had only two pre-launch public events in which to showcase the system to target customers and to talk about its capabilities. The system would not be physically available at the events. Media relations would be hamstrung by a “no news release” corporate policy for products not yet approved by regulatory agencies. The situation was further complicated by an expected long time delay from CE mark to FDA approvals and by different customer segments (virology, blood testing), each with unique and differing needs.

Strategies included identifying the best media outlets to obtain desired coverage and messaging among target audiences, recruiting KOLs from the Customer Advisory Board to be spokespersons for issues of interest to lab directors and technicians, media training and enlisting company spokespersons to be available for interviews and desk side briefings, researching editorial calendars of identified publications for opportunities to insert cobas 6800/8800 messages, and scheduling a customer symposium with KOLs at AABB annual meeting.

Accomplishments of the campaign included an interview and article with RMD CEO Paul Brown in *Fierce Diagnostics* with key marketing messages delineated in article, an interview and article with Neil Gunn, RMD global head of marketing, in *PCR Insider* and *Genome Web* with key marketing messages covered in article, target audience enquires and marketing follow-up with interested customers at videotaped symposium at AABB, and coverage in most key molecular and blood screening publications for subsequent assays, as well as products receiving CE marks.

