

Investment: New production site



Clean Cells, a French GMP-licensed Contract Development and Manufacturing Organization providing R&D, production and quality control testing services to the biopharmaceutical industry, wished to increase its visibility and get market recognition.

Objectives:

- To use the investment news to show the company is growing in strength and increasing its capabilities to meet demand in this industry
- The scope of the project, which will generate up to 80 new job opportunities, also fits well within current French and European reindustrialization trend for development of biopharmaceutical products

Strategy:

- Issued news in French and English
- Liaised with key publications for embargoed interviews

Results

- Announcement garnered 32 articles, with notable coverage in leading pharmaceutical publications, **Les Echos**, **L'Usine Nouvelle**, **Chemical Week** and **Contract Pharma**
- Arranged three media briefings
- Company developed its visibility to market players