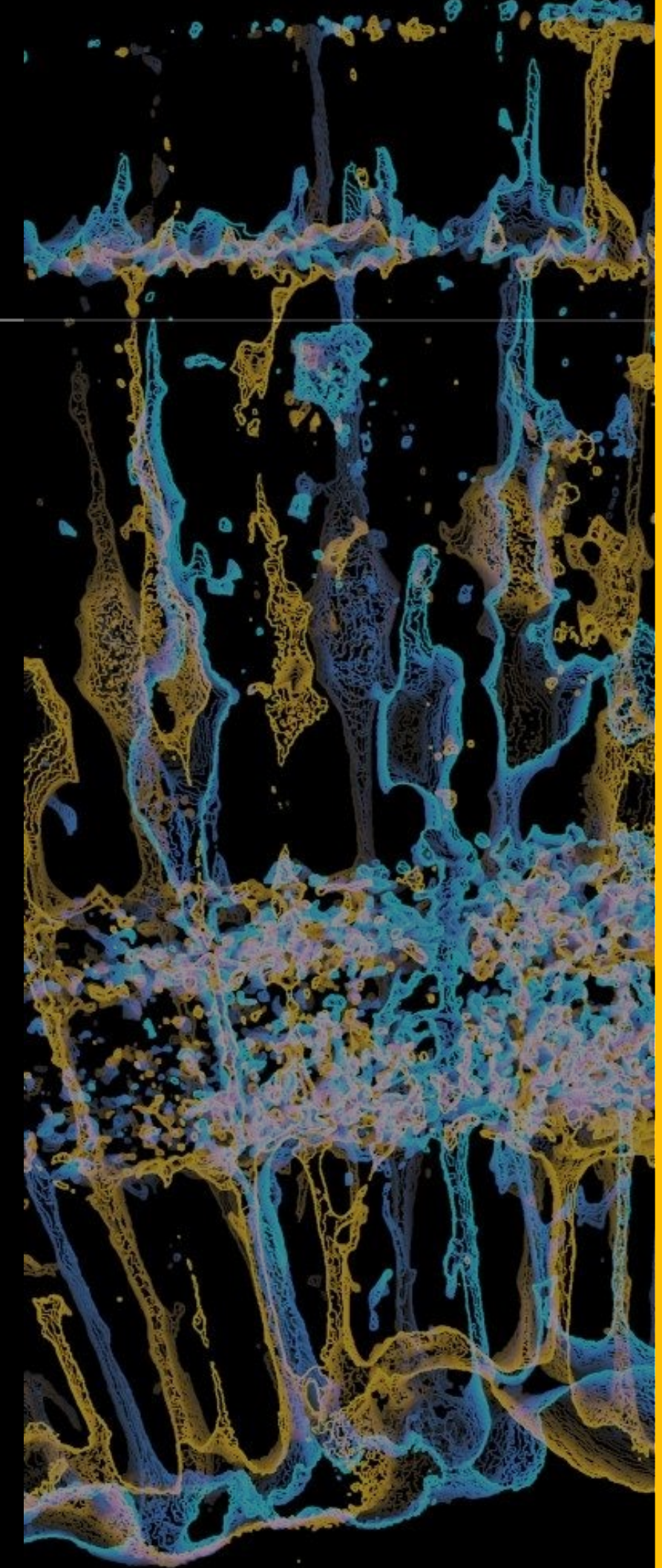


ZEEKS

Strategic Branding and Communication for Deep -Tech Startups

Presentation by Dr Elisabeth Kugler and Nicole Brooks



The Problem

What is your number one problem of
Branding and Communication ?

The Problem



- People need to know about your work
- You have other things to worry about
- You are looking for experts that speak your language
- You need to share what you do in the right way,
to the right target audiences

Science, marketed right. By scientists, not stylists.

- **Strategic partner** in science communication and scientific marketing.
- Communicate science and technology in ways that are **clear, creative, and credible**, through writing, visuals, and voice, with award-winning science communication
- High-impact training programmes for **long-term success**

STRATEGY

CONTENT

TRAINING



Zeeks Customers



Our Service for the EIC

ZEEKS

Science Marketing Strategy and Content Delivery

EIC Accelerator, EIC Pathfinder, EIC Transition

 Business Planning

ZEEKS

Workshop on Corporate Science Communication: Academia to Industry

EIC Accelerator, EIC Pathfinder, EIC Transition

 Coaching & Mentoring

ZEEKS

Workshop to Develop Marketing Funnel: Life Science & Biotech Edition (B2B)

EIC Accelerator, EIC Pathfinder, EIC Transition

 Coaching & Mentoring



Positioning, Strategic Branding & Stakeholder Communication

Positioning, Strategic Branding & Stakeholder Communication

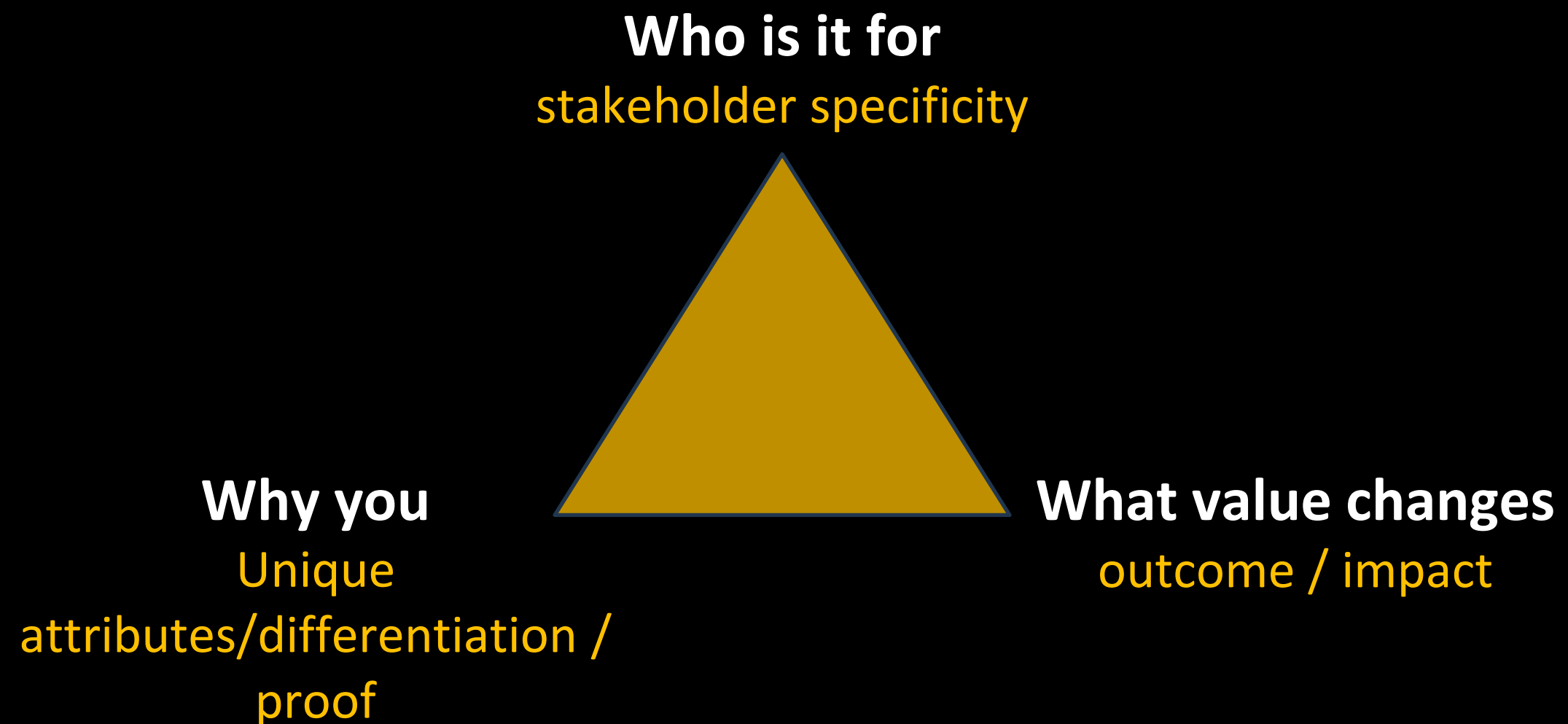
Positioning is the definition of *why you matter, to whom, and in what unique way you create value compared to alternatives.*

Most common problems

- Confusing a tagline with positioning
- One-size-fits-all messaging: general marketing approach rather than adjusted to your audience
- Feature dumping instead of value framing
- Not making full use of marketing strategies and channels
- Hoping for quick wins in an industry that does not want to be sold to

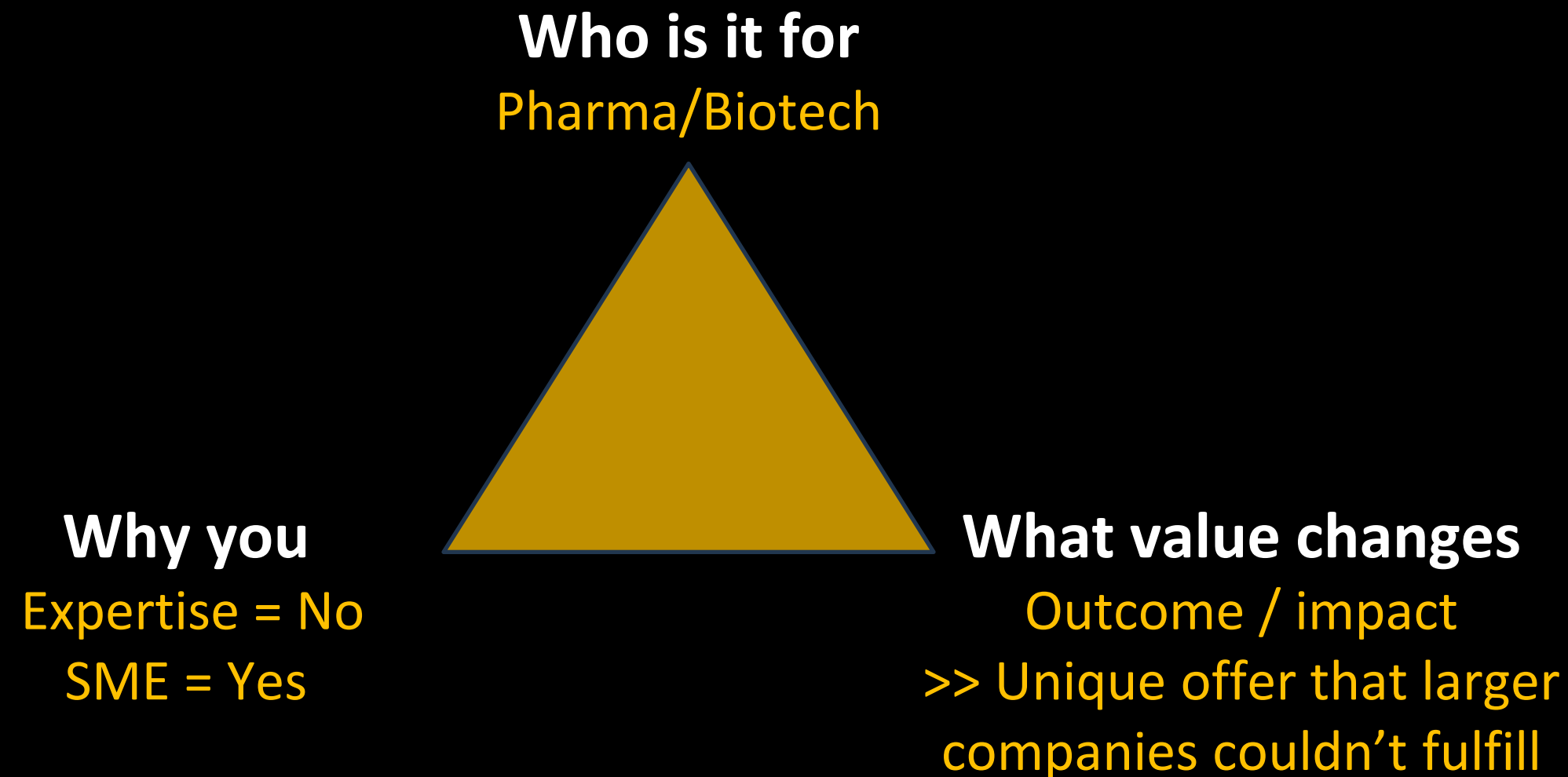
Positioning, Strategic Branding & Stakeholder Communication

Solution: Positioning Triangle



Positioning, Strategic Branding & Stakeholder Communication

Solution: Positioning Triangle
Example



A person in a dark turtleneck and glasses is seen from the back, speaking into a microphone. The background is a blurred audience at a conference with many bright camera flashes.

Positioning, Strategic Branding & Stakeholder Communication

Food for thought on positioning

Always position from your target audience's point of view.

If you position from *your* point of view, you are more likely to reach others like you...your competitors.

Positioning, Strategic Branding & Stakeholder Communication

Example

Took an EU regulatory affairs company from brand new company with no reach or brand presence, to a brand that is:

- known as a thought leader,
- a website that ranks on the first page of Google, and
- a consistent stream of quality leads who reach out to the company...with not one penny spent on ad campaigns.



Positioning, Strategic Branding & Stakeholder Communication

Ask yourself

- What does my target audience need and what are their frustrations?
- How do we fulfill those needs?
- How do we offer value?
- Why should our target audience choose us over our competitors?

Positioning, Strategic Branding & Stakeholder Communication

Questions we often hear

- Who is our target audience?
- What do we focus on first?
- How long will it take to see results?

Positioning, Strategic Branding & Stakeholder Communication

Branding is the strategic process to create a unique name, visual design, image, and identity.

Most common problems

- Choosing a colour doesn't make a brand
- Branding not being consistent
- If everyone is a “disruptor/innovative/novel”, then no one is

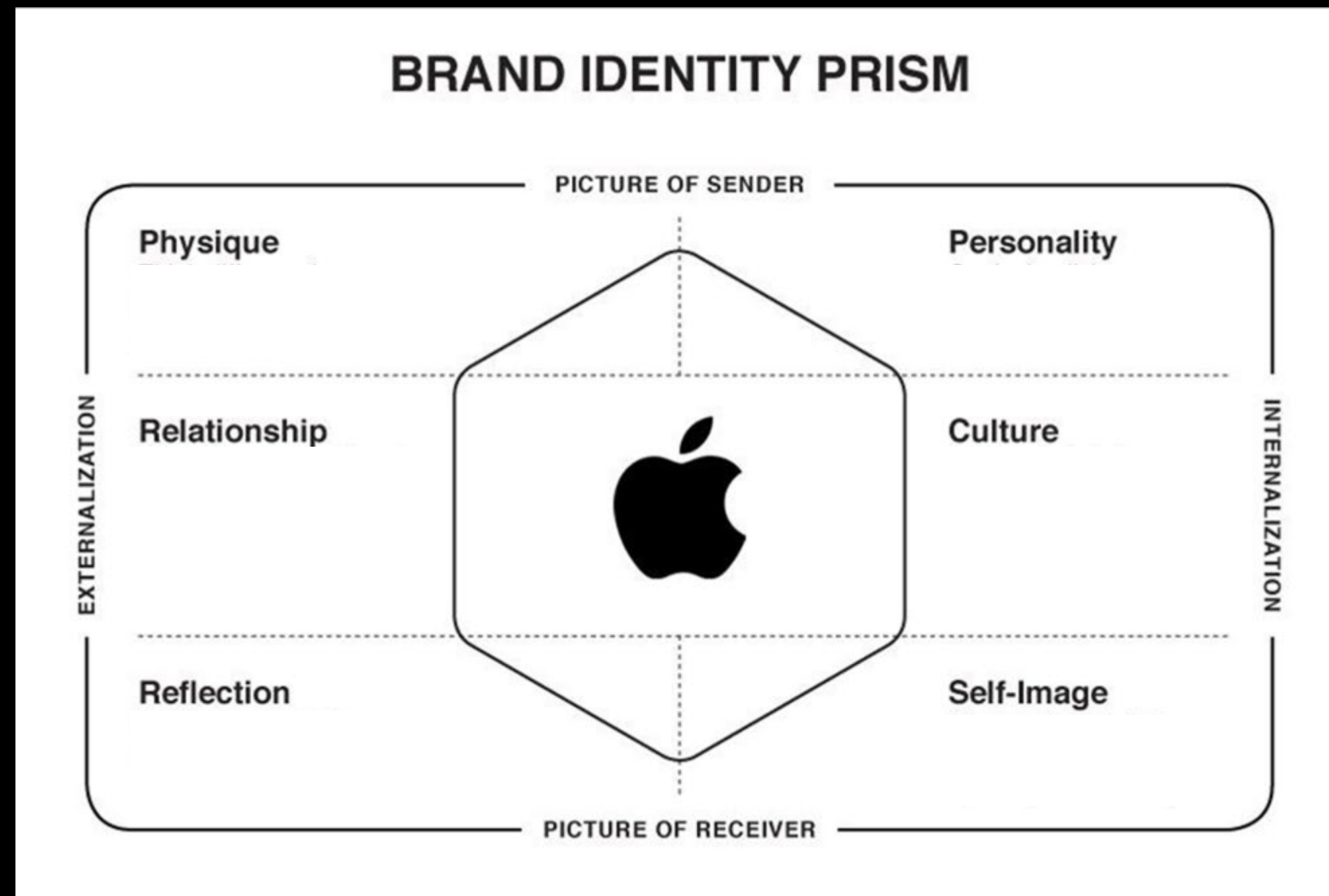
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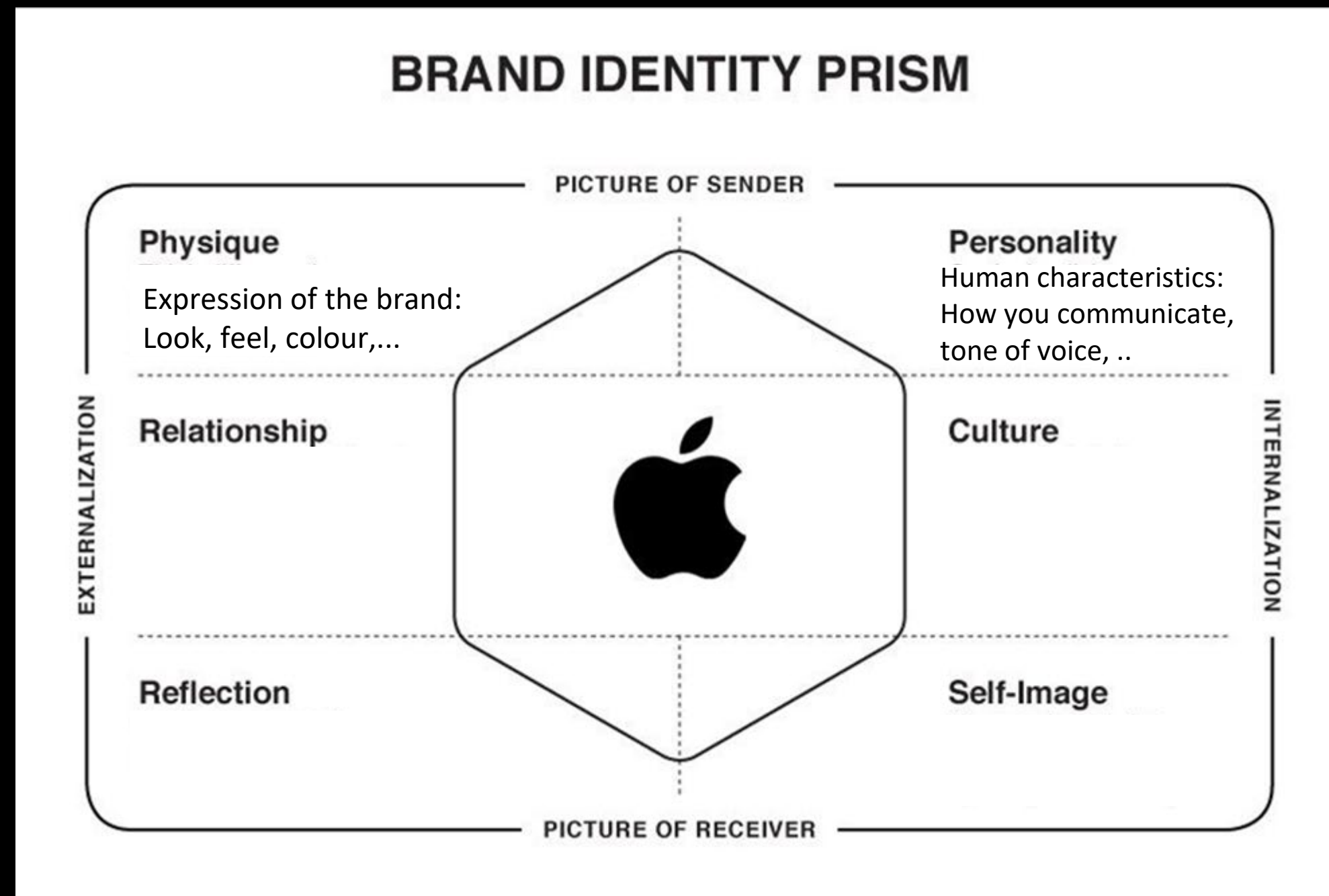
Positioning, Strategic Branding & Stakeholder Communication

Solution: Brand Identity Prism



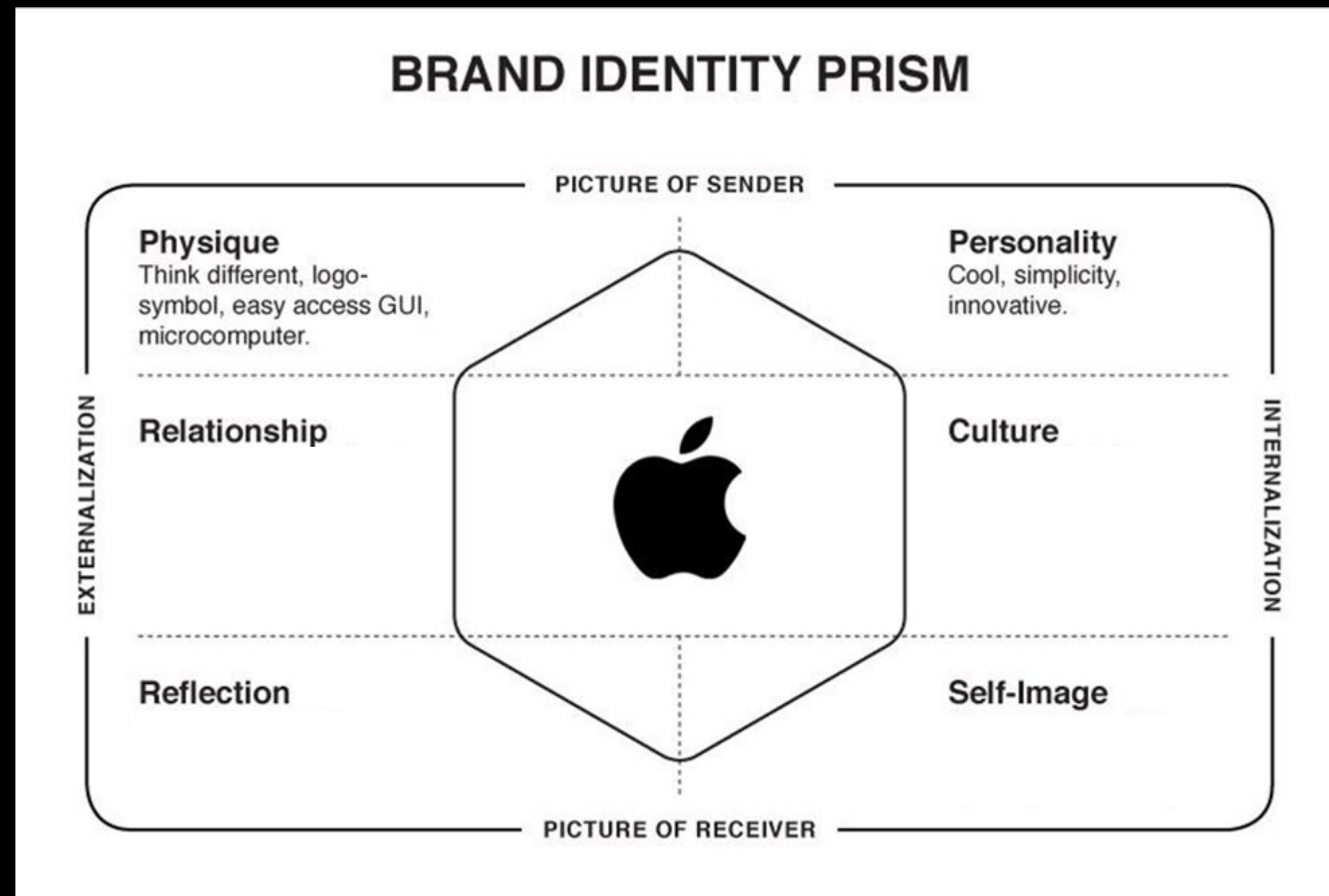
Positioning, Strategic Branding & Stakeholder Communication

Solution: Brand Identity Prism



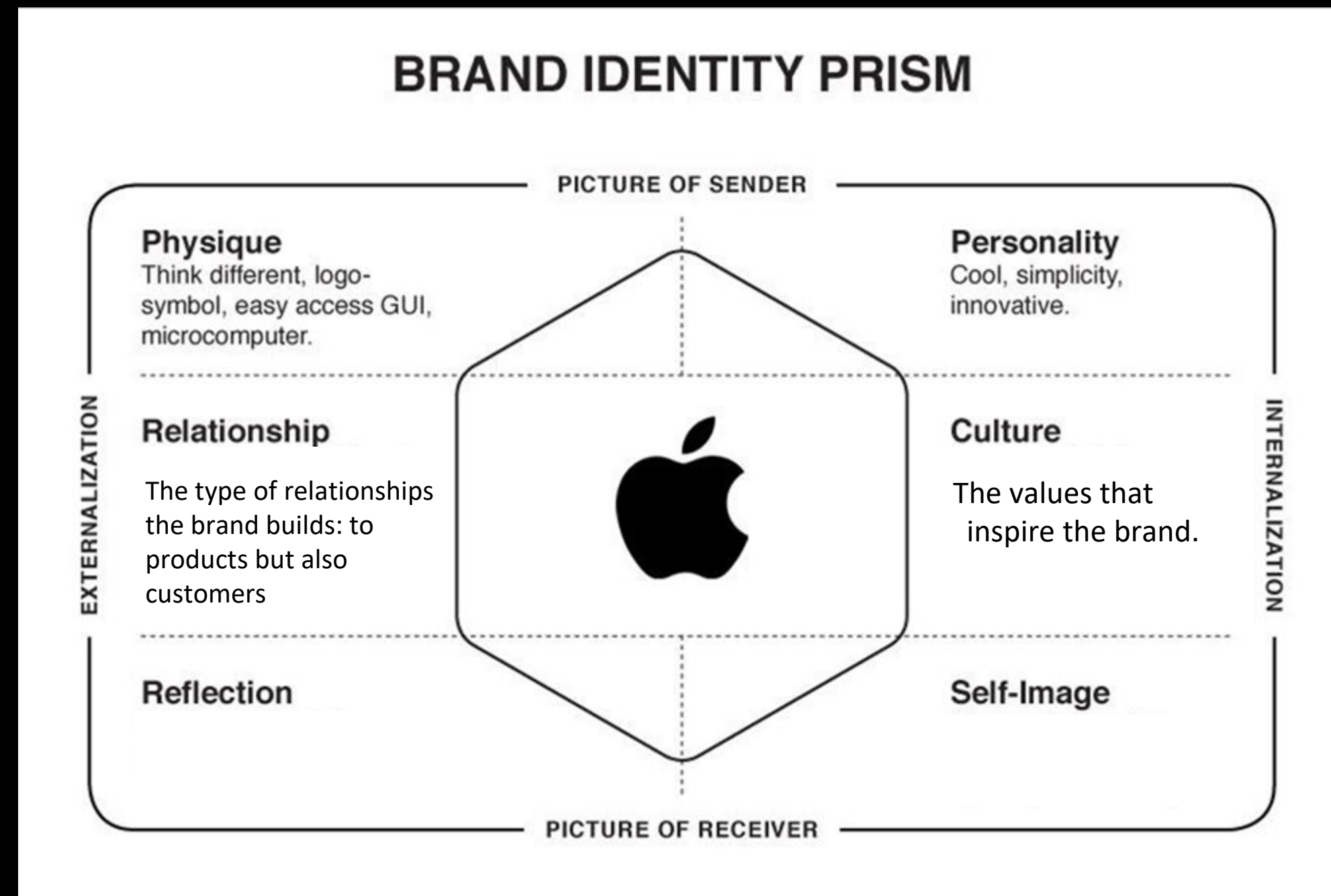
Positioning, Strategic Branding & Stakeholder Communication

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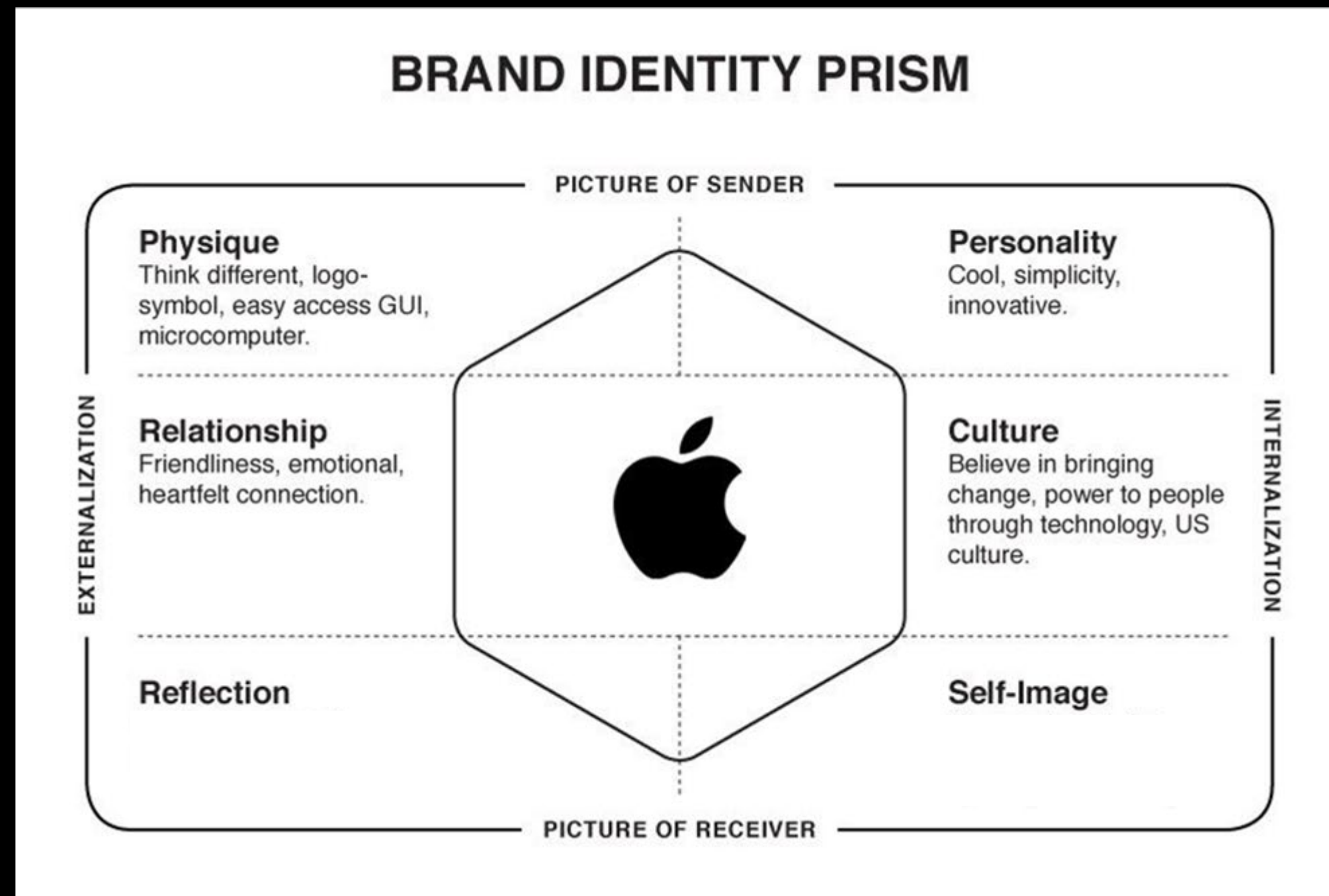
Positioning, Strategic Branding & Stakeholder Communication

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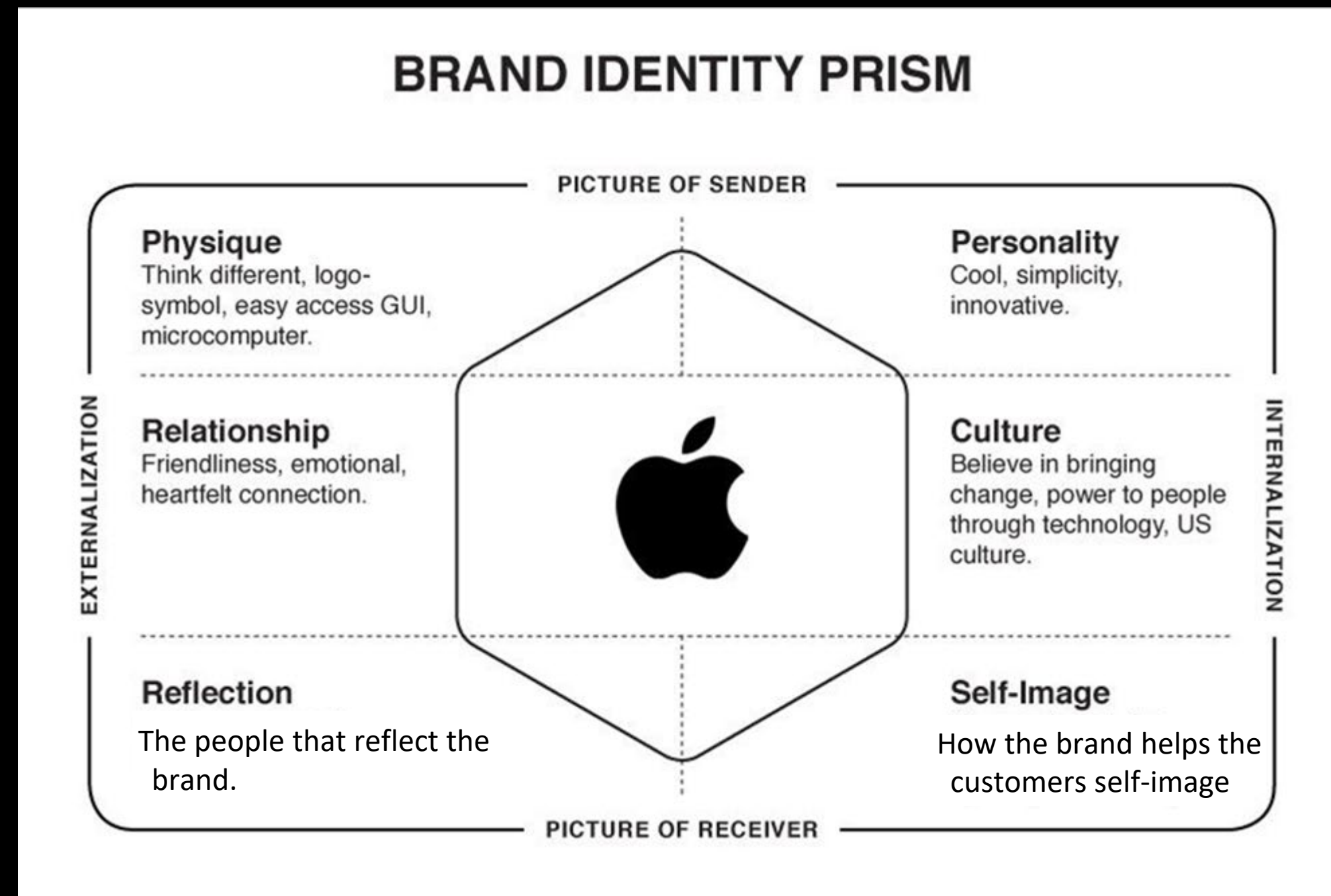
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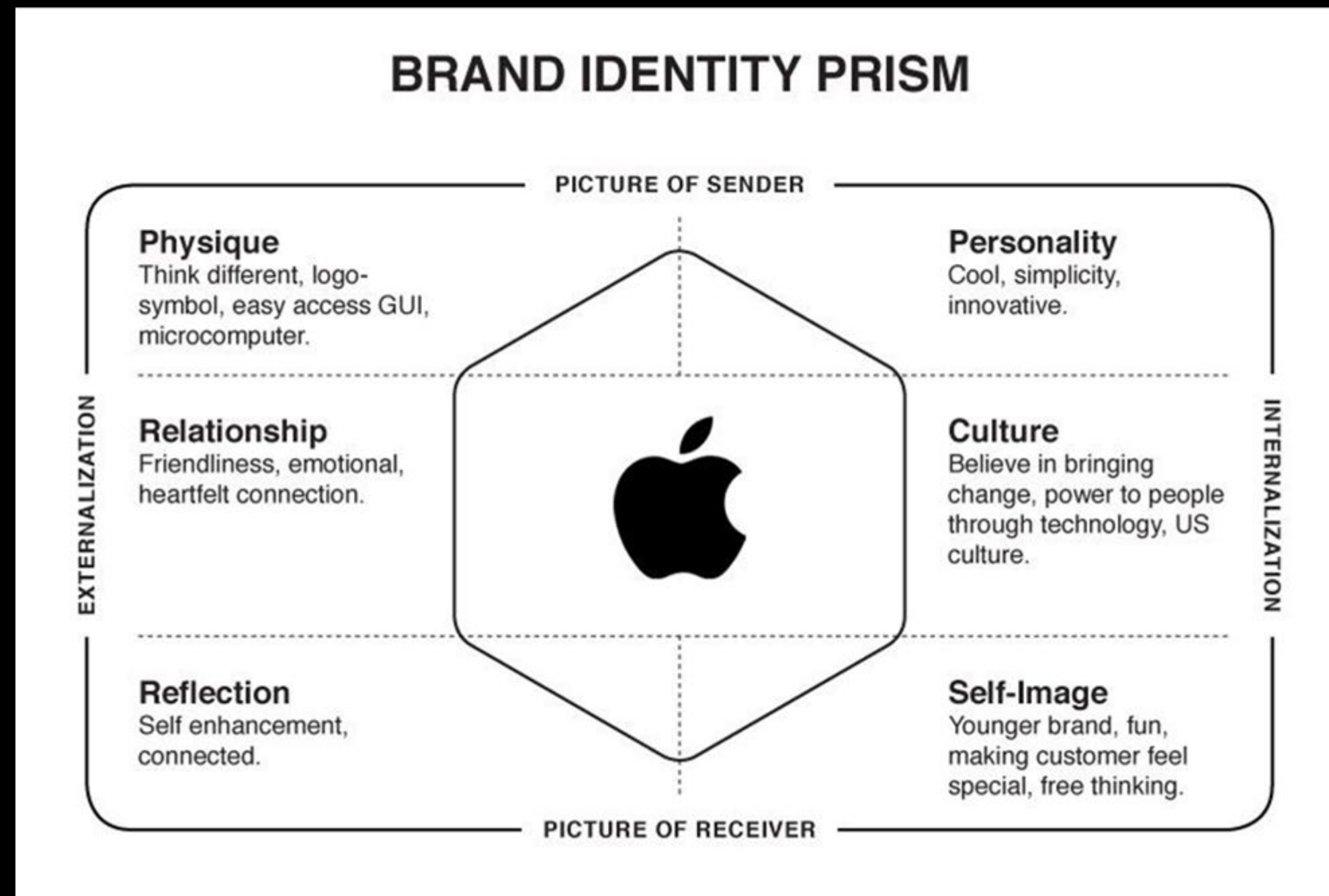
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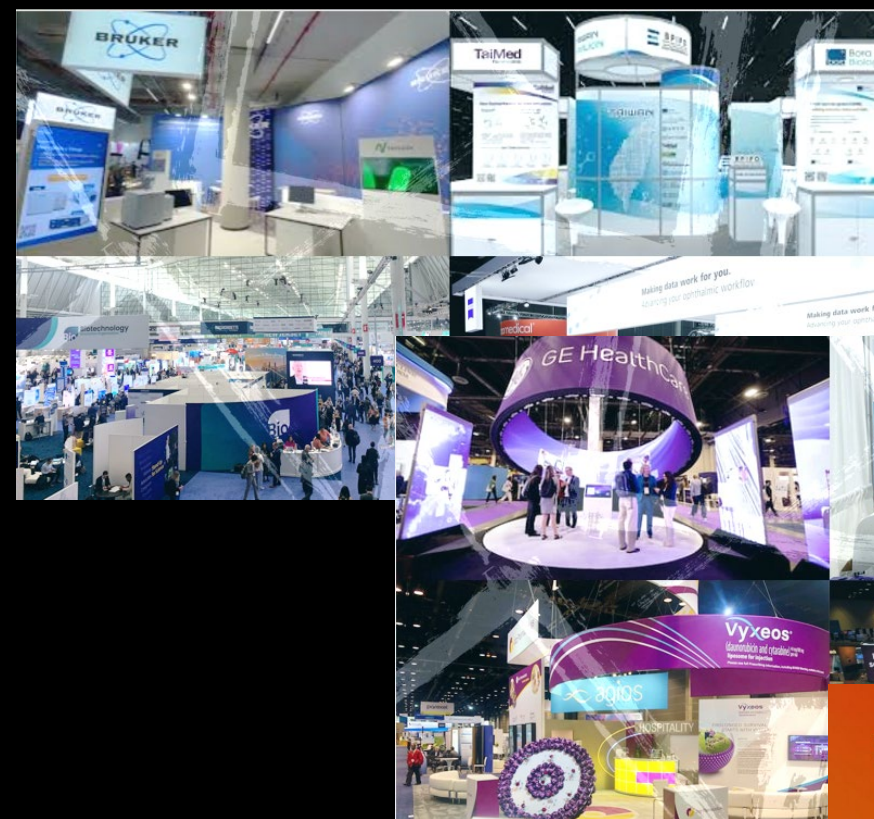
Positioning, Strategic Branding & Stakeholder Communication

Example: Brand Starter Kit Epigenica

- **Client:** Swedish biotech company (B2B, highly technical audience)
- **Platform:** *high-throughput, quantitative, multiplexed epigenome profiling in a single pooled workflow. The platform supports histone-modification analysis, with or without integrated DNA-methylation readouts.*
- **Objective:** Build a coherent, scalable brand system translating complex science into a professional, recognisable identity

Positioning, Strategic Branding & Stakeholder Communication

Example: Brand Starter Kit Epigenica



Corporate
Conservative
Instrument-centric

Regulated
Patient-centric
Research-driven



Innovative
Disruptive
Growth-oriented

EPIGENICA
Accelerating Epigenomics

MISSION
Our mission is to drive health innovation by revealing the potential of epigenomics

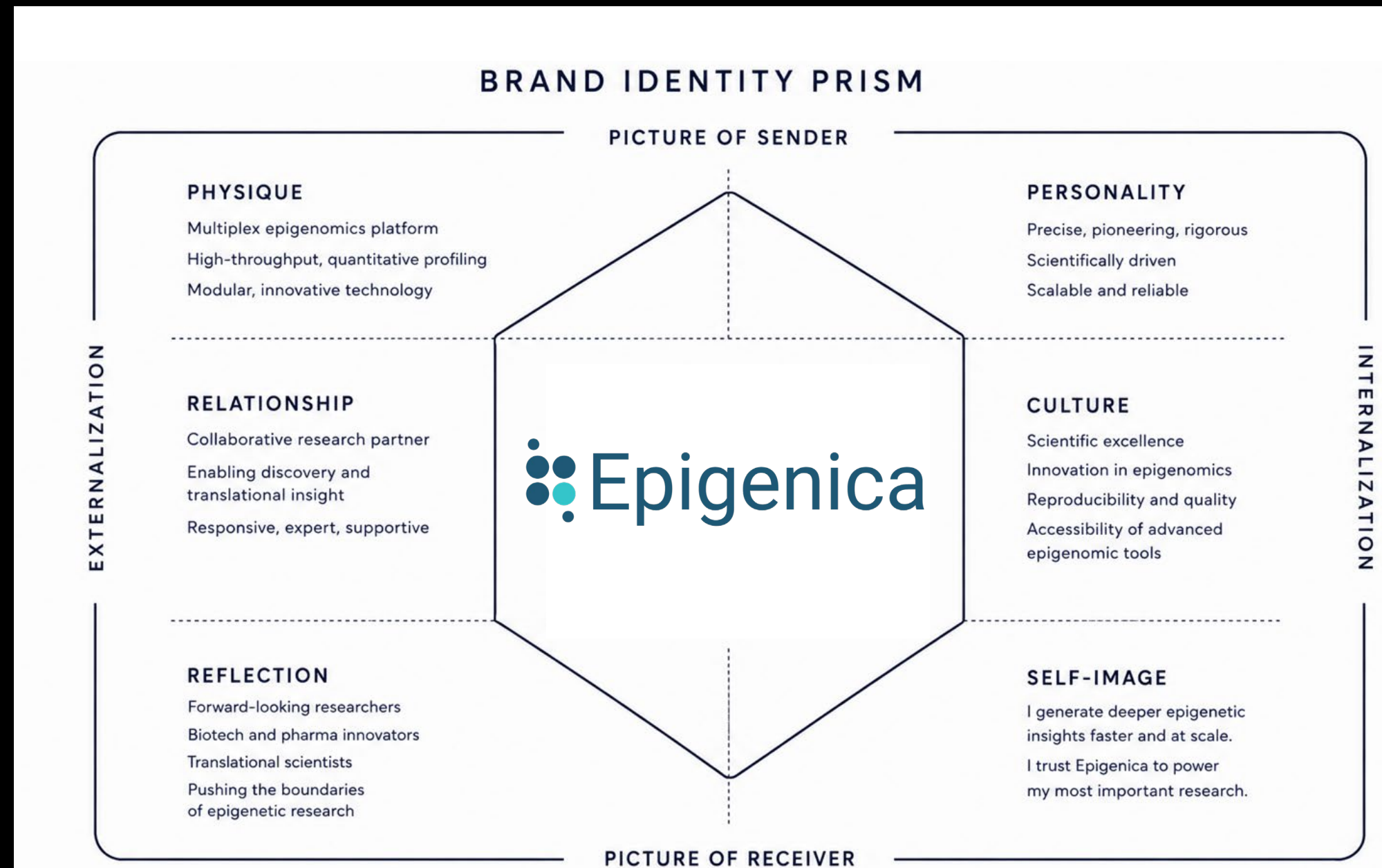
VISION
Epigenomics is set to transform healthcare, driving better outcomes at lower costs

New technology
Platform-driven
Upscaling (quantitative & multiplexed)

Epigenica
Epigenomics Switched On.
Multiplexed Insight, Translational Impact.
Your Name | Event | Date

Positioning, Strategic Branding & Stakeholder Communication

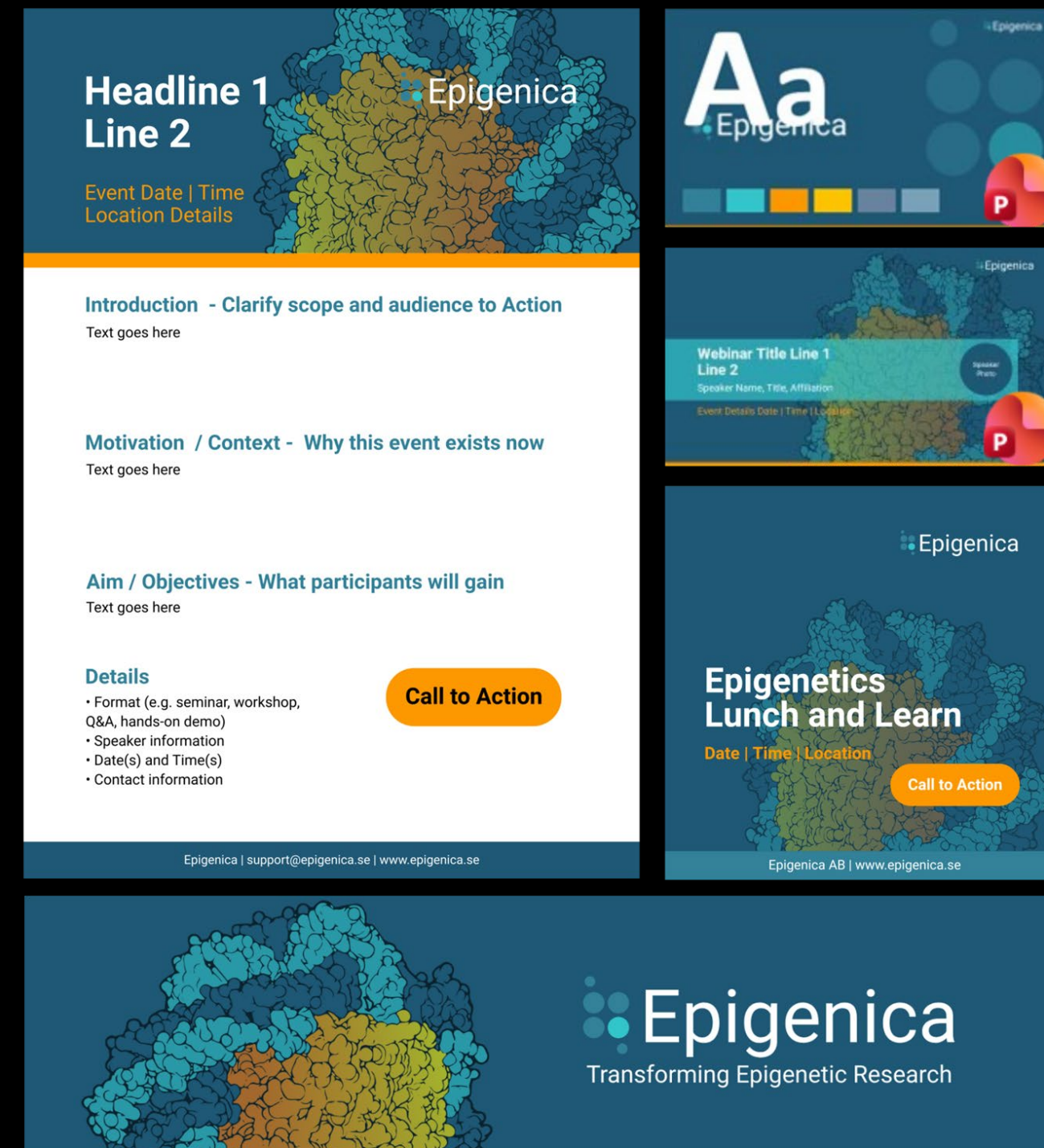
Example: Brand Starter Kit Epigenica



Positioning, Strategic Branding & Stakeholder Communication

Example: Brand Starter Kit Epigenica

- **Delivery:** Brand foundations, strategic messaging, reusable templates, and digital & print assets
- **Strategy:** Guidance on marketing funnel, website flow, content depth, and brand communication
- **Execution:** Cohesively branded language across all digital and print touchpoints
- **Impact:** 1.8× value return; enabled consistent, confident scientific and commercial communication



Positioning, Strategic Branding & Stakeholder Communication

Ask yourself

- How would I describe our brand?
- If I remove my logo, will people recognize our brand?
- Who/What do we want to consider in our brand?



Positioning, Strategic Branding & Stakeholder Communication

Stakeholder communication is the strategic, consistent, and systematic process of sharing information, managing expectations, and engaging with internal and external parties. It builds trust, transparency, and collaboration.

Most common problems

- One social media post is not a communication strategy
- Not having a marketing and content strategy that's aligned with long-term objectives
- Not understanding your customer journey
- Having no or too many CTA

Positioning, Strategic Branding & Stakeholder Communication

Solution: Strategy “what” and “why” and Funnel “how”



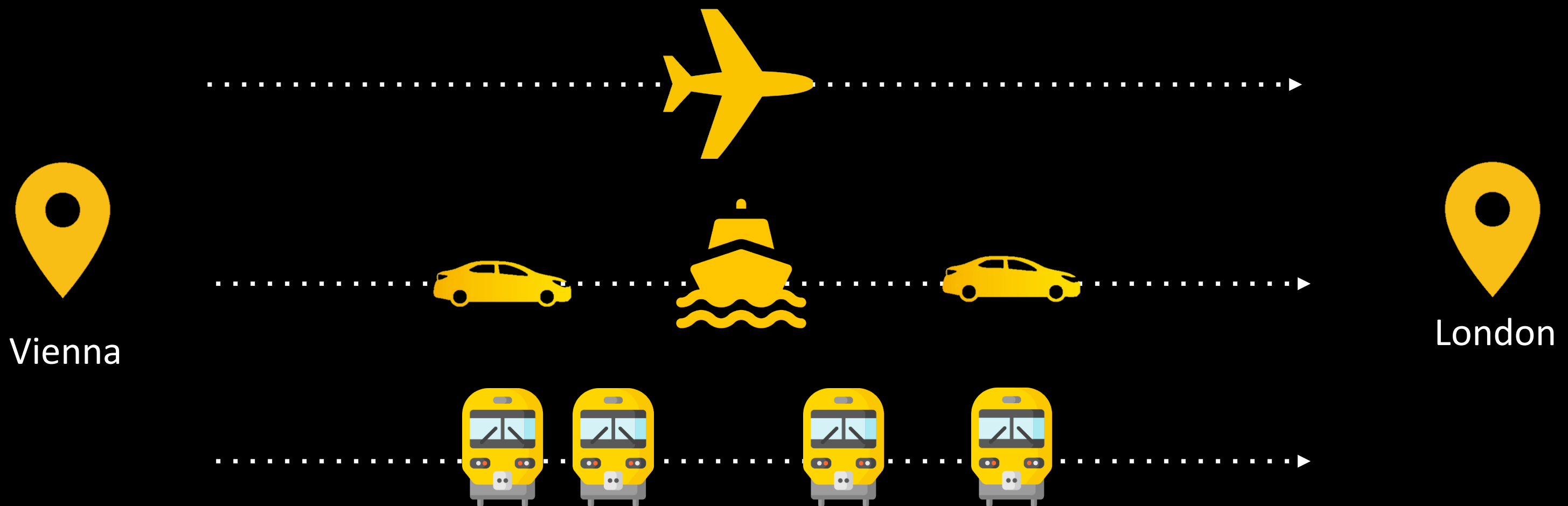
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London

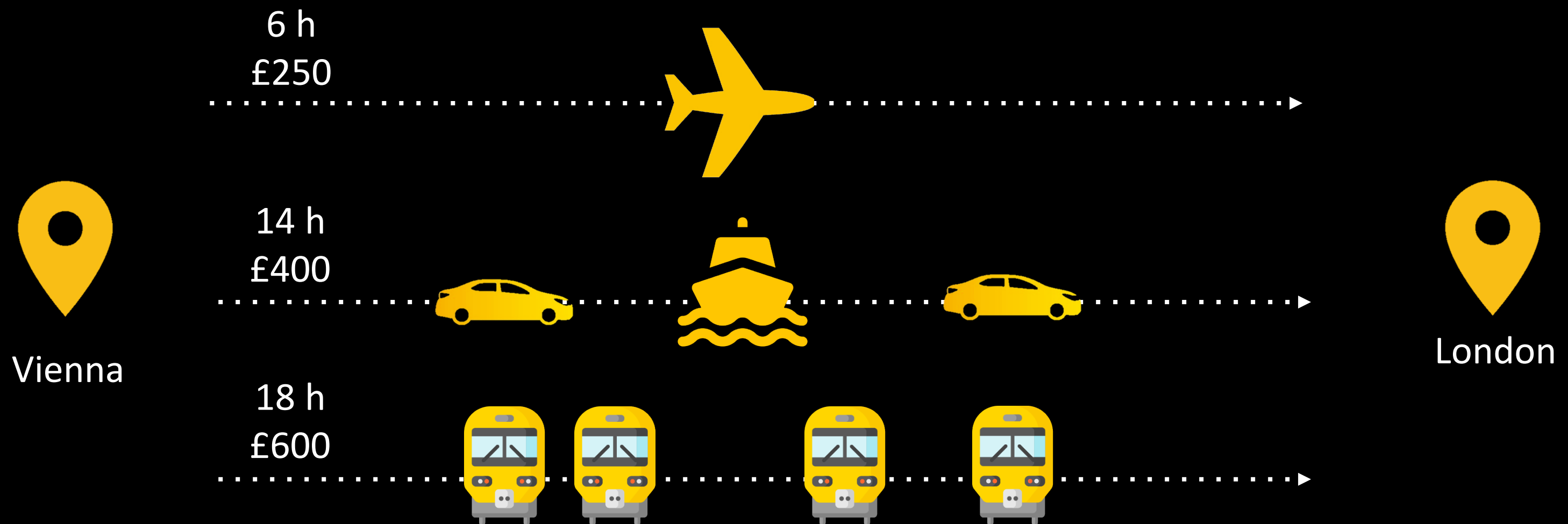
Positioning, Strategic Branding & Stakeholder Communication

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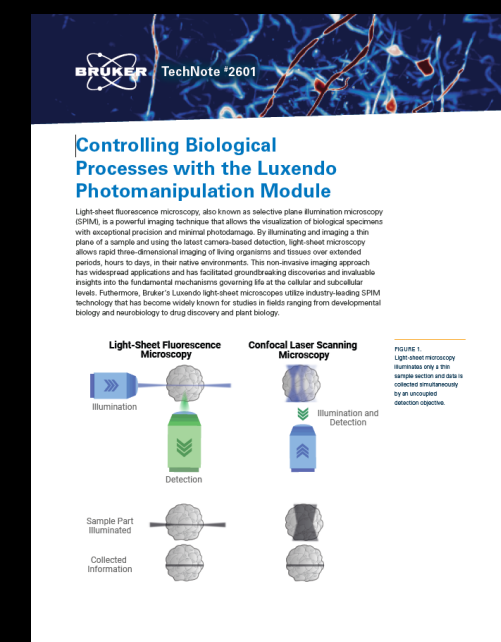
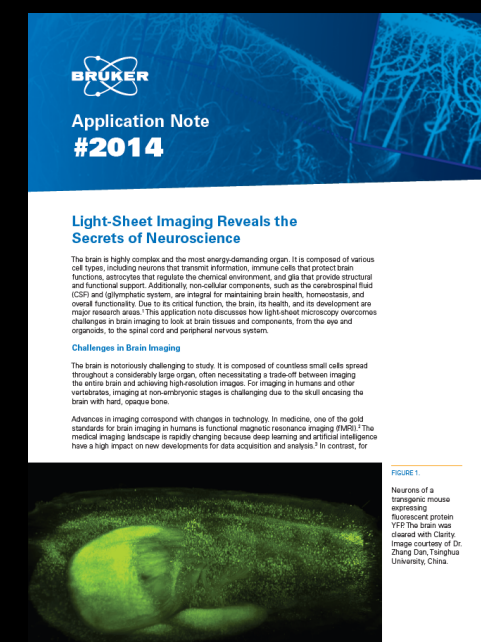
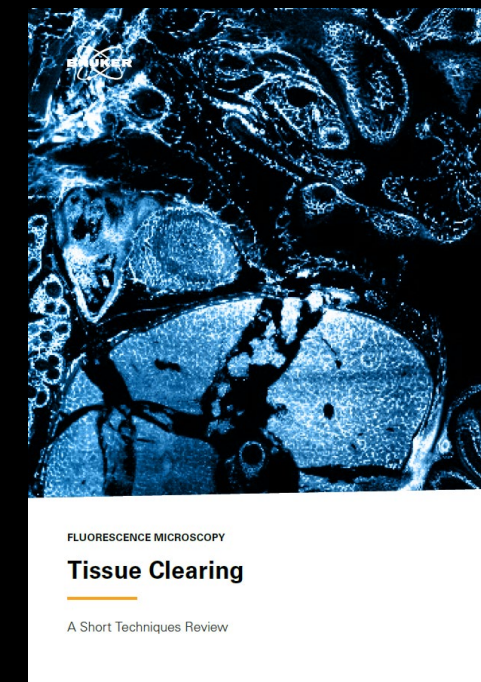
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Positioning, Strategic Branding & Stakeholder Communication

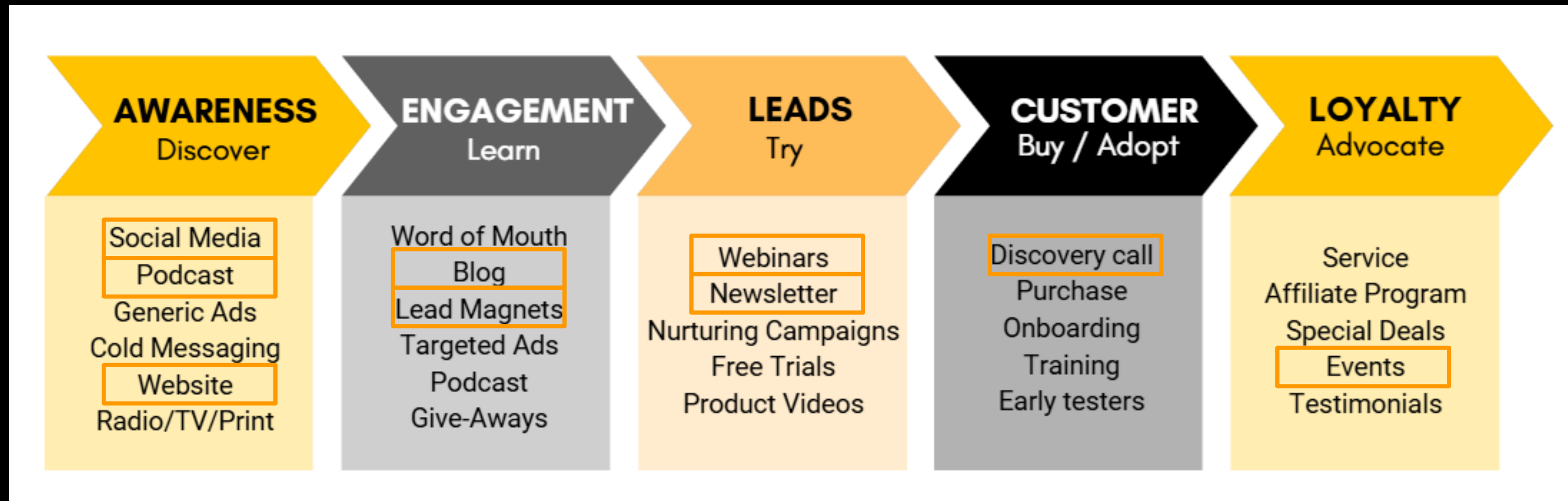
Example: Bruker Luxendo GmbH

- **Technology:** Light-Sheet Fluorescence Microscopy, high-throughput screening, and data solution
- **Execution:** Domain expertise > understanding the customer, ecosystem, and stakeholders
- **Delivery:** Collateral assets incl. Website copy, social media, eBooks, TechNotes, white papers, podcast,...
- **Strategy:** Guidance on customer journey and multi-channel distribution
- **Impact:** delivering consistent lead generation, collateral for sales, software ranking #1 on Google



Positioning, Strategic Branding & Stakeholder Communication

Solution: Strategy “what” and “why” and **Funnel** “how”



Positioning, Strategic Branding & Stakeholder Communication

Ask yourself

- Have we segmented our audience and tailored our messaging?
- How do you handle crisis or changing landscapes?
- What are the ethical and regulatory considerations?
- What tools and techniques will we use?
- What budget do we have?
- What timeline are we working with?

Positioning, Strategic Branding & Stakeholder Communication

Want to know more?

We have created a high-level PDF that explains the importance of each aspect of marketing and content strategy, specifically for life sciences.

Get in touch if you would like us to send this to you: info@zeeks-artforgeeks.com

Interested? Let's Talk

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[Connect with Elisabeth](#) | [Connect with Nicole](#)

Thank You



info@zeeks-artforgeeks.com
www.zeeks-artforgeeks.com



ZEEKS

The logo consists of the word "ZEEKS" in a white, serif, all-caps font, centered within a solid black square. This square is positioned in the lower right quadrant of the right page, overlapping a background of colorful, abstract, organic patterns in shades of blue, yellow, and orange.