



Digital Marketing Case Study

# AUREVIA

The Making of the Aurevia Brand: How Sciential Unified  
Eight Brands into One



# CLIENT PROFILE



## Company size

120+ employees



## Location

Helsinki, Finland



## Target audience

Pharmaceutical companies  
Clinical Laboratories  
Governmental Institutes,  
Medical Technology & IVD

Aurevia, born from the merger of 8 specialized companies, operates at the intersection of **clinical research** and **quality excellence**. Their unique blend of CRO services and EQA capabilities supports medical device and pharmaceutical companies across their development lifecycle. Their broad knowledge and expertise benefit medical device and IVD manufacturers, pharmaceutical companies, and laboratory units.

## THE CHALLENGE

Labquality set out to rebrand not only itself, but also seven recently acquired companies. The ambition extended far beyond a visual refresh. The goal was to reposition the group as a unified and competitive player in the CRO space, while maintaining its reputation as a trusted authority in EQA services.

The challenge was twofold. First, how to bring together eight companies with different cultures, specialties, and brand histories under one coherent identity. Second, how to evolve Labquality's market perception, from a legacy EQA provider to an emerging leader in contract research, without losing the credibility it had built over decades.

# OUR APPROACH

Sciential led the full brand transformation. From the start, Sciential remained responsive to client feedback, adapting the approach as needed. This flexibility enabled a strategic shift from the initial idea - splitting the company into three separate brands (one for lab quality, and two for CRO and EQA) - to the final unified brand identity: Aurevia.

The process started with in-depth interviews with decision-makers from all eight companies, followed by market and competitor analyses. An internal audit was also conducted. Building on these insights, Sciential developed the name **Aurevia** (from aurea = golden and via = path), symbolizing a shared journey toward quality and innovation in healthcare. This was followed by a full rebrand, including a redesigned website and digital presence aligned with the new brand story, and a complete brand book covering logo, typography, tone of voice, and digital assets.

Marketing collateral such as brochures, slide decks, social media templates, and branded stationery was produced. Sciential also launched push campaigns (email sequences, LinkedIn, PR outreach), pull campaigns (SEO content, gated assets, paid ads), and internal activation efforts (launch toolkits and webinars for change management). Finally, they tracked brand performance across both the CRO and EQA markets.



# KEY DELIVERABLES

- Brand strategy & name creation
- Positioning and storytelling
- Visual identity & design system
- Full digital brand book
- Web & collateral design
- Media activation campaign
- Brand awareness & preference measurement



# IMPACT & RESULTS

Within just 4 months of launching Aurevia, Sciential's rebranding strategy delivered measurable success:

**3%  
to 7%**

Brand awareness within the target market

**1%  
to 19%**

Brand measurement effect

**81**

Contacts form submissions within the first 4 months

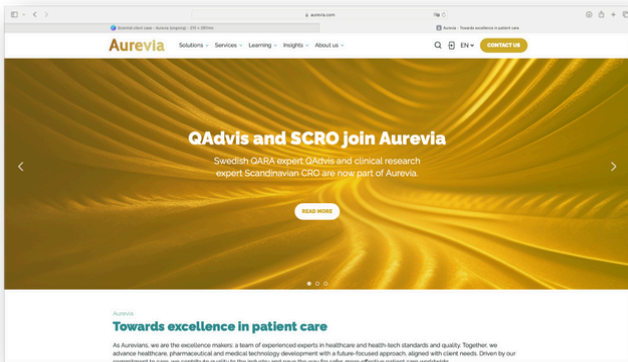
# BROCHURES & DIGITAL MARKETING CONTENT

Brand colors & typography

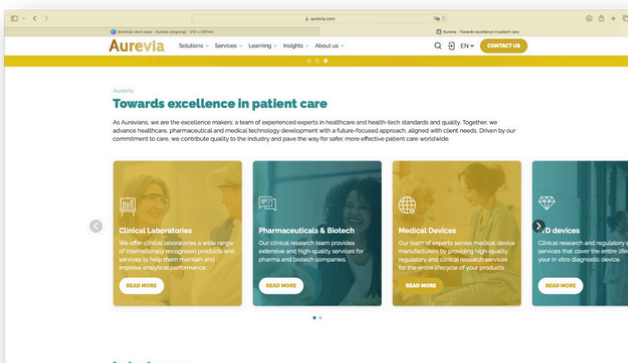


Service overview pages

# WEBSITE AND DIGITAL PRESENCE



Homepage hero section



Redesigned website following the branded color palette

# BUSINESS CARDS

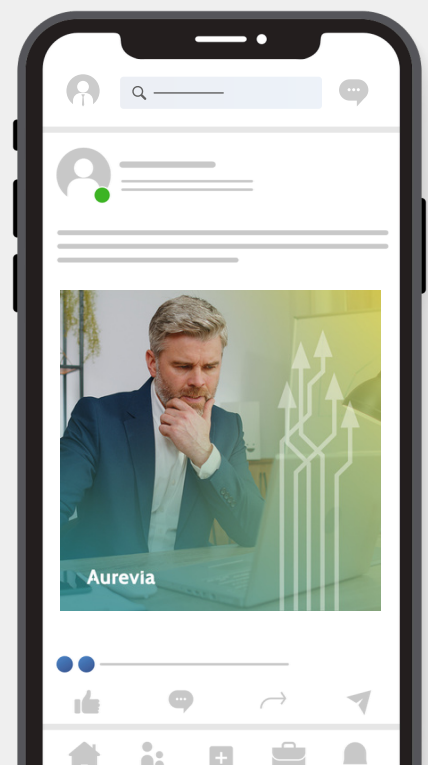
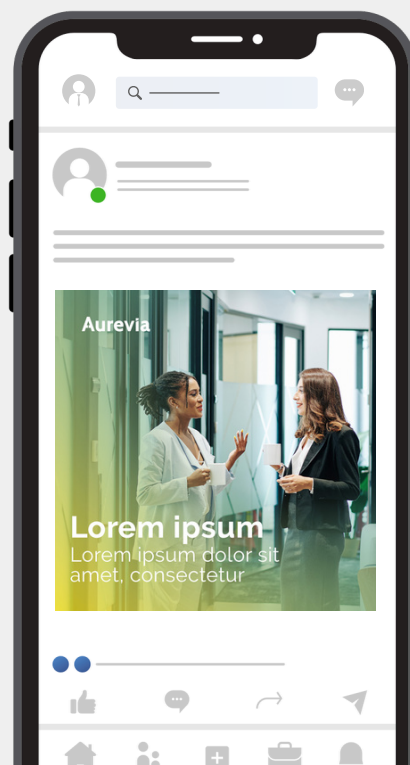
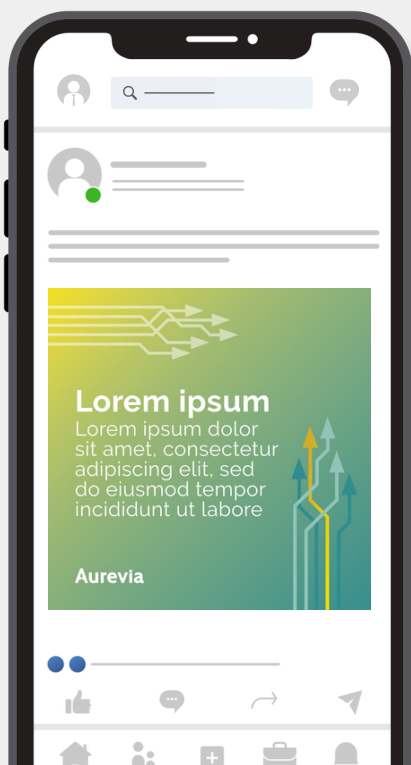
Brand Elements



Personal Information



# Social Media Templates



# LOOKING FOR A LIFE SCIENCES MARKETING PARTNER WITH EXPERTISE IN BRANDING?

We assist companies in executing successful campaigns by providing expertise in life sciences, digital marketing, and creative concepts. From awareness to conversion and from web development to advertising, we offer specialized services for life sciences companies that can help them achieve their marketing and sales goals.

## Our Track Record



100+

Clients successfully served.



#1

Digital marketing agency in life sciences.



10+

Years of digital marketing experience.



20+

Life sciences and digital marketing experts.

Our trusted brand platforms & programs:



## CONTACT US

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