



Digital Marketing Case Study



Elevating Brand Identity in Early-Stage
Drug Discovery Market



CLIENT PROFILE



Company size

165+ employees



Location

Italy, Switzerland, Denmark,
USA



Target audience

Pharmaceutical, Chemical,
Food, Consumer Goods
Companies, Academic
Institutes VC

Axxam delivers services such as in vitro assays (biochemical, cell-based, electrophysiology), high-throughput screening, hit-to-lead optimization, and innovative biological platforms including optogenetics, RNA, and iPSC (induced pluripotent stem cells) technology. Their mission is to enable discoveries through a collaborative and precise research support.

THE CHALLENGE

Inside Axxam's labs, innovation thrived. Their teams were pushing the boundaries of drug discovery, advancing platforms like their iPSC technology. Internally, they understood the value they brought. But externally, something wasn't connecting. Their brand and website weren't telling the right story. They wanted to be seen as a strategic ally, not just a service provider. But like many in their space, they struggled to express that without using the word "partner," a term so overused it had lost its meaning. The website homepage, the first business card of a company, was not impactful, and the "About Us" section did not properly communicate the company's identity and values. The problem wasn't the science. It was the story. Axxam didn't need to invent a new identity. They needed to reveal the one they already had, clearly, consistently, and confidently.

OUR APPROACH

Sciential stepped in with a structured and proven approach. It started with listening. In a series of collaborative sessions, Axxam openly shared their pain points, ambitions, and how they wanted to be perceived. From there, we explored creative directions. We developed multiple tagline concepts and guided Axxam through structured feedback rounds to uncover what truly resonated. The goal was to anchor the brand in themes that felt authentic and forward-looking. Then came the website. We reimagined the homepage, designing wireframes that emphasized clarity and focus. We tested various headline options and subheaders, ensuring the first sentence a visitor read delivered immediate impact. We gave special attention to modular content blocks that could spotlight innovations. We also took a step back to look at the broader landscape. A deep competitor analysis revealed a sea of websites filled with the word "partner" and indistinguishable promises. This confirmed our instinct: Axxam had to sound different, and be bolder in its positioning. Finally, we brought it all together. With a strong messaging foundation, we created updated homepage designs that reflected Axxam's scientific strength and strategic mindset. A dynamic banner introduced key figures and taglines. Every detail, from layout to tone, was designed to project confidence, clarity, and scientific elegance.



FULL DIGITAL BRAND BOOK

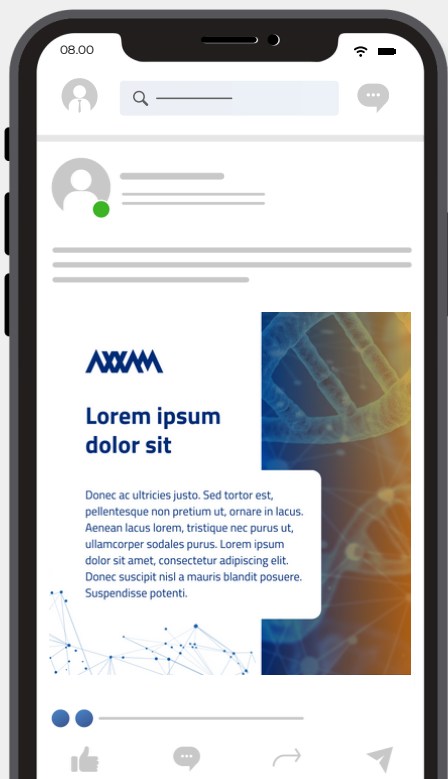
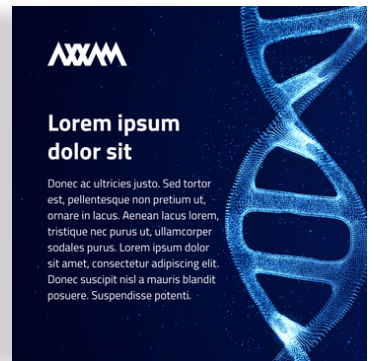
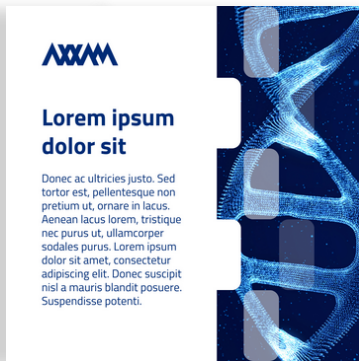
We have developed a comprehensive brand guide that defines Axxam's visual identity to ensure consistency across all platforms. It includes logo & tagline guidelines, brand colors, and typography, along with distinctive brand elements. The guide also provides clear usage examples, covering both patterns and imagery, and demonstrates how the company's visual style is applied in social media contexts. This cohesive framework ensures that the brand looks and feels consistent, recognizable, and aligned with their core values.



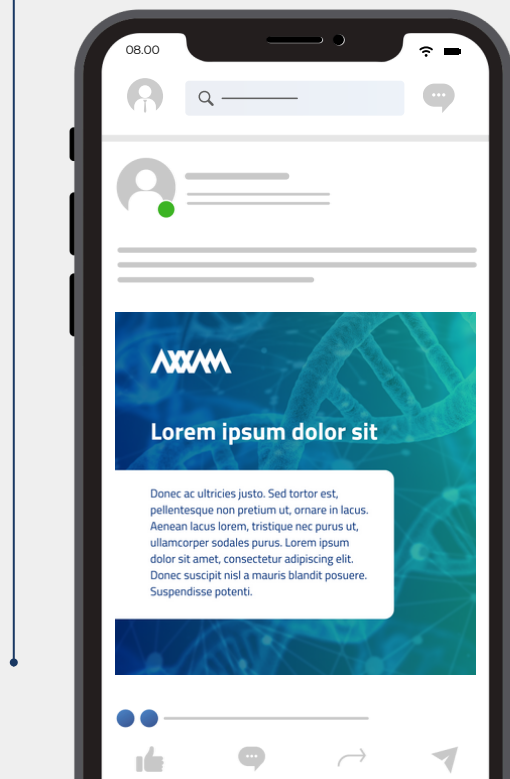
SOCIAL MEDIA EXAMPLES



LinkedIn
Carousel



Regular
1200 x 1200 px
LinkedIn Posts



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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:



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