

CASE STUDY

BUILDING A UNIFIED BRAND FOR A WORLD-CLASS RESEARCH COMPLIANCE PARTNER

ADVARRA

Two Respected Companies, One Shared Mission

As a SCORR client, Chesapeake IRB was an established IRB submission and review service, aiding pharmaceutical, biotech, and medical device companies, as well as academic medical centers and hospital systems. In 2017, Chesapeake IRB was considering a potential merger with another leading research compliance provider – Schulman IRB. The companies were two of the most well-respected in the industry. Together, they could become the world's leading integrated research compliance review and consulting provider.

As the date of the acquisition drew nearer, Chesapeake IRB and Schulman IRB approached SCORR with the following goals:

- Evaluate and recommend a naming strategy
- Plan and execute a comprehensive merger announcement
- Develop a name and identity for the newly combined company
- Build and launch a full Big Idea – the visuals and core messaging to articulate the new company's value proposition – as well as a marketing plan and website for the combined organization
- Create sales collateral for use by the merged teams

Name and Identity

After detailing the benefits of a new company name, and the various naming strategies that SCORR has available, the two IRBs ultimately decided to rebrand altogether with a new name. Therefore, the first project for the acquisition was to create a new name and identity for the combined company. The goal was to develop a concise, memorable name that signified the attributes of both organizations and to demonstrate their commitment to advancing research review. Of several names proposed, Advarra (the convergence of ADV=advancing and ARA=protection in Latin) was the unanimous winner.



- **Industry:** Premier provider of institutional review board (IRB), institutional biosafety committee (IBC), & research quality & compliance consulting services
- **Products/Services:** IRB, IBC, consulting, & Canadian review services, along with a proprietary suite of technology solutions
- **Specialty:** Integrated processes and service delivery; expert guidance across all major therapeutic areas with highly specialized review services for oncology and neurology
- **Headquarters:** Columbia, MD
- **Size:** 200+ employees, global capabilities





The logo SCORR developed for the new name featured a modern and inviting color scheme that would later lend itself to a larger scheme for separate business units and audiences. The logomark – a stylized, widerset “A” with an arching crossbar – is complemented by an easy-to-read wordmark. The triangular shapes in the logo would serve as the basis for a new branding system. Finally, the tagline, Advancing Better Research, simply explains what Advarra does for its clients and aspires to do for the broader research industry.



“ We were drawn to SCORR for their deep industry knowledge and perspective in mergers and acquisitions. SCORR is wholly immersed in our industry, therefore, they could start strategy planning immediately with no transitional learning period. SCORR delivers exceptional support from strategic planning through tactical execution.”

Randall Hein
President,
Advarra Consulting

Announcing Advarra

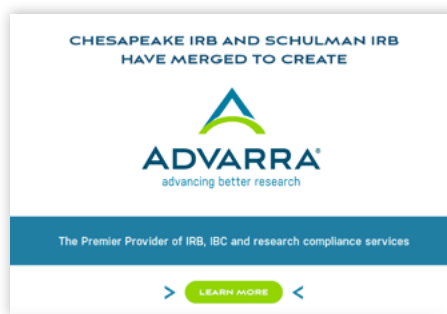
SCORR completed the name and identity update and developed a comprehensive announcement plan with deliverables that included a press release, distribution plan, emails to all stakeholders, social media posts, and detailed communications guidance. The press release was viewed almost 10,000 times within a week of the announcement, and it was picked up by major industry media outlets, including BioSpace, Pharmaceutical Outsourcing, PharmaVOICE, Outsourcing Pharma, Clinical Leader, and more. SCORR also handled media queries regarding the announcement.



Booth Handout



LinkedIn Skin



Website Pop-up



The Big Idea: Altogether Better

After the merger announcement, SCORR began developing a new brand for Advarra. Research conducted throughout the naming, logo creation, and merger announcement processes was used to direct the brand's development.

SCORR developed three Big Idea concepts for Advarra, and the winner was Altogether Better.

Visually, the Altogether Better brand incorporated the triangular shapes and colors in the already-released logo. A full-color palette was developed to accommodate different business units (e.g., IRB services, consulting) and audiences (e.g., institutions, sponsors, CROs).

Overarching Big Idea



Advarra wanted the brand and messaging to reflect a united organization with a clear focus on partnership and collaboration with customers. Because Advarra now offered a broader, deeper, yet seamless range of research compliance services, it was clear that the brand needed to highlight the company's strong, integrated approach.

A major aspect of the new brand was the website, and its launch would also serve as the introduction of the combined company. Given the nature of research compliance review, the website needed to do more than inform visitors – frequently used documents would need to be made readily accessible for users, and the website needed to function as an entry point to Advarra's online platforms.



The colored triangles serve as building blocks for the brand and allow us to show different pieces coming together to create something bigger and altogether better. Everything from the main branding images to icons and infographics are constructed of these triangles. It's a distinct look that reinforces a compelling idea."

Ben Rowe

Senior Vice President,
Chief Creative Officer
SCORR Marketing

1,600+
CONVERSIONS IN 8 MONTHS





Icon System



Many companies have little-to-no prior merger or acquisition experience and don't realize that communicating the change can be one of the most time-intensive and sensitive aspects of the transition. We have the full-service capabilities and the experience needed to be their guides from start to finish."

Kate Covalt
Senior Account Strategist,
SCORR Marketing



Mini Brochure

Sales Sheet

Alongside the website, SCORR developed a flexible suite of marketing materials and sales collateral that can grow as Advarra expands its global reach and capabilities.

Conclusion:

Advarra successfully launched a new global name, brand, and positioning strategy. Advarra's projects were managed by an experienced marketing team that had guided multiple mergers and acquisitions and rebrands for global companies – most recently, Chiltern's acquisition of Theorem Clinical Research and then Chiltern's later merger with Covance. The SCORR team provided initial templates, budgets, and strategies throughout the merger.

Advarra continues to rely on SCORR as its full-service marketing partner. Just as Advarra provides integrated end-to-end services for its clients, so too does SCORR. Because they were backed by SCORR's full range of expertise, Advarra's transition team members remained agile throughout the merger process, in which timelines and details frequently and quickly changed.

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SCORR's Integrated
Solutions to Solve
Your Marketing
Challenges**

About SCORR Marketing

SCORR Marketing is the leading full-service marketing agency for the health science industry. Executing globally, SCORR partners with companies involved in the research, development, and commercialization of biopharmaceutical and device products, as well as those delivering health care products and services. SCORR provides integrated programs to help clients achieve their goals and improve health and well-being worldwide. Learn more at www.SCORRMarketing.com.

