

M Case Study



Situation:

Synlogic came to MacDougall with the goal to not only raise awareness for the company's therapeutic pipeline, but to stand out among the growing field of synthetic biology companies making a name for themselves through tremendous exit valuations and partnerships.

Goal:

MacDougall took a multi-pronged pitching strategy, offering Synlogic executives as experts on how synthetic biology will influence the future of biopharma, the state of synthetic biology today and progress on the company's clinical milestones to underscore its leadership position in the industry.

Results:

Securing interviews with leading trade reporters, Synlogic executives were featured as leaders in the field and ultimately sought out for commentary as well as speaking opportunities at important trade conferences (Bio-IT World, as an example).

