

Cohesive Brand Development for a Rising Clinical Trial Network

Problem

After acquiring a number of new sites, a clinical trial site network needed to integrate many different existing brands and related processes (e.g., social media, client outreach). Crossroads B2B was tasked with creating a cohesive company image to include branding, messaging, internal and external collateral, social presence, and thought leadership.

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Challenges

- Company had existing branding (e.g., logo, colors, fonts) but no consistency or guidelines
- Multiple acquisitions in a short time frame created fragmented leadership and processes
- Existing brands needed to be maintained yet integrated under a common umbrella
- Communication with thought leaders was limited
- Content development was left open-ended
- No branded templates existed

Solution

Crossroads B2B developed a comprehensive branding and marketing strategy to unify the organization's identity while preserving the unique value of each acquired site. These efforts ensured a consistent, professional presence across all channels while allowing flexibility for acquired sites. Key initiatives included:

- **Brand Audit & Alignment:** Assessed existing assets to identify gaps and opportunities for consistency.
- **Brand Guidelines:** Established official guidelines covering logo usage, colors, typography, messaging, and more.
- **Standardized Templates:** Created branded templates for social media images, client outreach, and internal communications.
- **Thought Leadership Strategy:** Developed a content calendar, including a blog series featuring insights from the corporate BD team and a collateral library to showcase industry expertise. This process ensured stakeholder ownership with minimal effort.
- **Acquisition Integration Process:** Implemented a structured approach to unify new sites under the corporate brand while preserving their identities.

Results

The organization now has consistent branding across all channels, including a brand guideline that ensures fractured departments stay on brand. There is a standard process to integrate new acquisitions into the brand while allowing them to maintain autonomy and existing brand recognition. Stakeholders can access templates for internal and external communication, including social media.

A collateral library highlights the expertise of thought leaders. A new blog series has been initiated to spotlight the knowledge of the corporate BD team. On the quality of the work, the company's Chief BD Officer said, “The content is so well-written it seems to have been created by an industry insider.”