



Joint Marketing and Bio Committee Meeting Minutes
April 9, 2025 – 2:00pm
via Zoom

Attendees: Bio and Marketing Committee members: Bei Ma (partial attendance), Nancy Regelin, Dan Mallon, Justin Yang, Vanessa Elharrar, Susan Prince (partial attendance)

Staff: Amanda Bosland, Cindy Rivarde, Richelle Wilson, Zeinna Estrada

Not Present: Marketing Committee: Richard Alvarez, Nikhil Bijlani
Bio Committee: Carla Merritt, Nick Fullenkamp, Sean Eagan

1. Biotech Corridor Campaign

- Campaign goals: The logo and slogan of the Biotech Corridor brand were finalized with the goal of creating a recognizable identity for the region's biotech and life sciences hub to attract new businesses and talent. The Biotech Corridor landing page is in final development phase.
- Project progress: The Biotech Corridor brand implementation and media strategy is in progress with Medium Giant requesting input on target audiences, geographic focus, marketing channels and marketing collateral.
- Target audiences: The joint committees identified the primary audience as C-suite executives in life sciences and secondary audiences as site selectors, brokers/real estate professionals, investors, university tech transfer offices, and international firms seeking U.S. expansion. The committees noted the need to segment the primary audience into personas (e.g. large firms, mid-sized, small startups and international prospects).
- Marketing collateral: The joint committees emphasized the need to tailor messaging for target audiences including information showing cost advantages, talent availability, and infrastructure. The committees also recommended aligning collateral with development partners and real estate assets, and utilizing existing REDI material under the Biotech Corridor brand.
- Geographic focus and buying strategy: The joint committees recommended the initial brand rollout focus on the DMV to increase awareness, with broader national targets including Boston, California, Europe, South Korea and Taiwan. Texas and North Carolina were identified for competitive positioning. A phased rollout starting with the local market to test messaging and measure effectiveness, then expanding reach was suggested.
- Metrics and Return on Investment (ROI): The committees provided recommendations to establish key performance indicators (KPIs) including

awareness lift, number of leads and landing page engagement. Discussion on the importance of tracking short-term wins due to one-time funding was emphasized.

- Budget Considerations: Due to the project's limited budget, the joint committees suggested leveraging guerilla marketing tactics and partnerships, and using cost-effective tactics via trade shows, developer outreach and shared missions.
- Suggestions for Medium Giant: The joint committees requested recommendations of digital and trade publications, exploring creative/viral strategies including humorous science themes, and ensuring the local ecosystem understands and adopts the brand first.

2. BioBoost Event Planning

- Staff identified 1450 Research Boulevard as the venue for the next BioBoost, with June 3-5 as potential dates.
- The proposed format would include a speaker to provide perspective on working with federal agencies including NIH, FDA and BARDA, and a short panel on local and state support and funding.
- The joint committees suggested assigning facilitators to guests' tables to drive conversation on different topics, with most of the event time reserved for peer networking.
- Next steps include confirming a date, identifying speakers and table facilitators, and preparing collateral for the event.