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WE BELIEVE THAT
GREAT PR

SHOULD BUILD VALUE
INTO YOUR BUSINESS

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MARCOM MOMENTUM FOR AVACTA GROUP

Maximising Marketing Communications
Impact For Next-Generation Cancer
Therapies Pioneer Avacta Therapeutics

AT A GLANCE

MARCOM SERVICES

- Messaging development
- Website content refresh
- Sales collateral creation
- New internal newsletter
- Statements & articles

KEY BENEFITS

- Sector-specific experience
- First-class copywriting
- Strategic marcom counsel
- Integrated comms approach
- PR & external comms experts

STAND-OUT MARCOMS

EvokedSet delivered specialist marketing communications services to transformative cancer therapies innovator Avacta Therapeutics - a division of Avacta Group plc.

A clinical-stage pioneer of next-generation cancer therapies with a mission to transform treatment outcomes for patients, Avacta Therapeutics looked to EvokedSet to help evolve its messaging and update its major comms channel content to better reflect the maturity and commercial traction of the business.

From supporting the communications for Avacta's formal opening of its facilities at Scale Space, to refreshing its website messaging and developing engaging new product collateral, EvokedSet helped Avacta to effectively articulate its proposition as the business moved into its next stage of growth.

BENEFITS

Director-Level Support

Our services are delivered by experts who can develop, drive and implement integrated marketing communications programmes with maximum impact.

Sector Experts

We are B2B experts, with extensive cultivated expertise in life science and technology sectors - from medical and pharma, to fintech, electronics and telecoms.

Outstanding content creators

We are content strategy specialists. We are easy to brief and pride ourselves on delivering pitch-perfect copy - first time and every time.

Cost-effective and right-sized

Our integrated marcoms effectively connect your messaging to your most important audiences - building brand value into early-stage and fast-growth start-ups.



"EvokedSet made an immediate and positive impact on our ability to communicate effectively to sophisticated audiences. We now see EvokedSet as an integral part of Avacta Therapeutics' growing business going forward."

NEIL BELL

Chief Development Officer,
Avacta Therapeutics