

CASE STUDY

From Concept to Campaign Anchor: Revitalizing Batavia Biosciences' Oncolytic Virus Guide

THE SCENARIO

Batavia Biosciences, a global Contract Development and Manufacturing Organization (CDMO), engaged Bracken to support their marketing efforts and help them reach a broader, global audience. With goals of increasing engagement and lead generation, Batavia sought a partner who could support their team across messaging, strategy, SEO, content development, paid media, and organic social campaigns.

A key component of Batavia's campaign strategy was their Oncolytic Virus Playbook, envisioned as the cornerstone content piece to lead their outreach. Initially developed using generative AI tools, the guide needed professional refinement and design to effectively anchor their broader marketing push in this specialized therapeutic area.

THE CHALLENGE

Batavia needed a polished, visually compelling, and scientifically credible guide to serve as the key asset for their oncolytic virus campaign. While AI tools had been used to draft early versions of the content and data visualizations, the limitations of generative output were clear: the material lacked structure, voice, and clarity—and the graphics were not usable in a commercial or scientific context.

Without the internal bandwidth or specialized creative resources to overhaul the guide, Batavia turned to Bracken for expert support.

THE VALUE

In the end, this campaign-driving deliverable meant standing apart from the sea of AI-generated content with an organic, well-researched, and well-designed thought leadership piece. Its quality refinement required true collaboration between Batavia's subject matter experts and the rich design experience of the Bracken team.

Now, the beautifully designed Oncolytic Virus Playbook provides both current and prospective clients a comprehensive overview of oncolytic viruses, their modalities and platforms, their unique manufacturing challenges, and how Batavia Biosciences' signature HIP-Vax® technology mitigates them all. Simply put: this is a next-level campaign pillar piece because of Bracken.

THE STRATEGY

Bracken's integrated team stepped in to elevate the piece on multiple fronts:

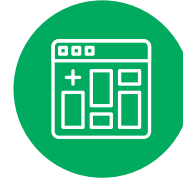
- **Copywriting & Content Editing:** We reviewed and refined the AI-generated text for clarity, tone, accuracy, and strategic messaging, ensuring consistency with Batavia's scientific authority and brand voice.
- **Visual Redesign:** Bracken redesigned all graphics and tables, transforming raw data and placeholder visuals into professional-grade illustrations suitable for use in both digital and print formats.
- **Formatting & Layout:** The guide was formatted using a custom-designed template, creating a polished, cohesive, and brand-aligned final product.

This asset now serves as the cornerstone of Batavia's Oncolytic Virus marketing campaign, and is being promoted through paid advertising, SEO efforts, and organic social channels.

THE RESULTS



**Comprehensive
Guide**



**Quality, On-Brand
Creative Template**



**Increased Trust in
Bracken's Work**