

MAGNITUDE BIOSCIENCES

MARKETING COLLATERAL & GRAPHICS

Overview

HWdm partnered with Magnitude Biosciences—a leader in cutting-edge biotech—to **transform complex scientific concepts into clear, engaging marketing collateral**. By crafting custom graphics and visual narratives, we enabled Magnitude Biosciences to effectively communicate their innovative ideas to both expert and lay audiences.

Testimonial

“The HWdm team helped us to visualize complex ideas for our marketing collateral. We have always struggled to make some of the nitty gritty science engaging due to it’s complexity - It’s amazing to have marketing collateral and graphics that do this for us!

Chris Saunder
Magnitude Bioscience Founder



**VISUALIZE
COMPLEX IDEAS**

CONCLUSION

By transforming complex scientific ideas into compelling visual stories, our creative marketing agency helped Magnitude Biosciences break down barriers to understanding and engagement. The strategic use of custom graphics and tailored marketing collateral not only enhanced communication but also bolstered investor confidence and brand authority. This project underscores the power of effective visual storytelling in bridging the gap between scientific innovation and market success.

CHALLENGES

Magnitude Biosciences faced the challenge of conveying intricate scientific concepts in a way that was accessible and compelling for diverse stakeholders, including investors, potential partners, and the broader public. Key challenges included:

- **Complexity:** Simplifying high-level research and development processes without losing technical accuracy.
- **Engagement:** Creating visuals that could capture attention in a competitive, technical field.
- **Consistency:** Ensuring all marketing materials maintained a unified look and tone that aligned with the brand’s authority and innovation.

RESULTS

- **Increased Engagement:** The introduction of custom visuals led to a 45% increase in online content engagement, as measured by social media shares and website interaction metrics.
- **Enhanced Communication:** Investor presentation materials featuring our custom graphics contributed to a 30% rise in investor inquiries within three months of rollout.
- **Brand Impact:** The unified visual language across all collateral reinforced Magnitude Biosciences’ position as an innovative leader in biotechnology, garnering positive feedback from both scientific peers and industry analysts.
- **Content Reach:** Our collateral reached over 100,000 viewers across various digital channels, significantly expanding the company’s market presence.

