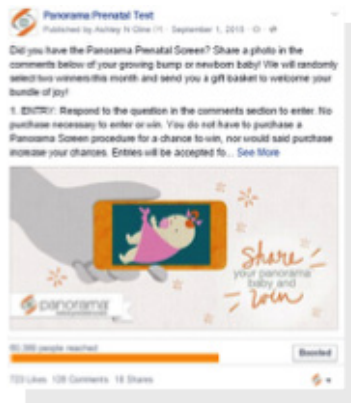
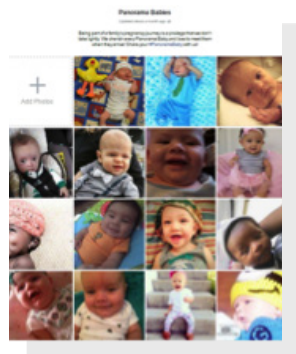


KNOWLEDGE IS POWER: LAUNCH OF PANORAMA NIPT



SITUATION

Leading genetics technology company wanted to increase clinical awareness and make a push into the consumer marketplace with new non-invasive prenatal and genetic screening tests aimed at women.

Our challenge was that there were several competitors with similar products, larger marketing budgets and consumers/doctors thought they were all the same; prenatal genetic testing is an extremely sensitive and controversial topic; DNA testing/analysis is a very complicated subject; need to simplify for consumer audience.

SOLUTION

Conducted multi-tiered traditional and social media campaign to raise awareness of non-invasive prenatal tests and establish Panorama as key player in marketplace.

Launch strategy employed a combination of paid, earned, owned and shared media that leveraged consumer research, seasonal trends, and clinical studies.

Executed several unique and targeted social media campaigns to educate consumers about NIPT, including "Know Your Baby" influencer campaign and "Panorama Mom" and "Panorama Baby" UGC and social advocacy.

SUCCESS

- Over 540 million targeted consumer impressions
- Panorama featured in more than 500 online, print and TV stories related to prenatal testing including the top pregnancy, parenting and lifestyle outlets
- Message playback strong - 92% of coverage
- Profiled in more than 36 trade publications
- Natera's physician network grew by 46% and utilization of Panorama from existing practices increased by 58%
- Social influencer/advocacy efforts generated 2.5 million social impressions
- An audit of physicians indicated an increase in consumers requesting Panorama test by name

