

## CASE STUDY

### Listed company communications, product launches, issues management

Over 12 years as an ASX listed company, Novogen Limited has launched three successful OTC products and developed a pipeline of new pharmaceuticals, including several targeting cancer and with one in final clinical trialling.



The original research underlying Novogen's biotechnology identified the health benefits of isoflavones, compounds contained in natural foods such as legumes and pulses. This research has extended into the development of compounds known as phenolic hormones as therapeutics across the fields of oncology, cardiovascular and inflammatory diseases.

#### *Challenges*

As it has developed, Novogen has sought a higher profile with the media, scientific and investment communities and consumers as it has initiated a name change, launched OTC products, embarked on clinical trials in Australia and internationally, established specialist subsidiaries and listed on overseas stock exchanges. A key component of its communication needs has been to translate scientific information simply into news for its target markets.

#### *Strategy*

The communications strategy has been to link Novogen initiatives in research and development, consumer products and business progress with its corporate and scientific story. In this way communication has achieved a wider understanding of the science driving Novogen's commercial potential and contributed to product positioning.

#### *Implementation*

Initial positive media support for the first product, *Promensil*, led to it becoming the top selling OTC product in its category. Among communications initiatives were development of natural therapies as a story of media interest, involving challenging alternative scientific views. Our role involved developing messages for a variety of Novogen's communications markets and included training spokespersons, such as patients and academics, to respond to television interviews. Communications input has also reflected the corporate calendar of a listed company and bringing Novogen's news flow across a variety of initiatives to the attention of the media and investment markets.

#### *Results*

Among a variety of communications results, Novogen has developed a position as one of Australia's leading biotechnology companies. Each year, we have developed communications results into a newsreel for the company's annual meeting.

#### *Award*

Our communications work with Novogen has been awarded for excellence by the public Relations Institute of Australia.



