



**LaVoie Health Science**  
*Strategic Communications*



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# LaVoieHealthScience Develops and Executes

**Vectors Gone Viral; Episodic Social  
Series on Viral Vectors for Gene and  
Cell Therapy, and Vaccine  
Development**

**LinkedIn Social Series/Campaign**

# OBJECTIVES, CHALLENGES, AND SOLUTIONS

Our **objectives** were to highlight SIRION's role in gene therapy development and showcase research papers where SIRION's viral vector technology was used in both a digestible and visually pleasing way.

Some **challenges** we faced with this campaign were making deep but important science visually appealing and easy to understand.

We resolved these challenges by spending ample time understanding each research paper, incorporating video and a consistent style and look and feel, and collaborating with team members with unique experience and expertise around SIRION'S science, client preferences, social and new media, and graphic design. Our **solution** resulted in a client pleased with the results, a robust episodic social campaign, promotion of the partnerships and collaborations our client has, and a useful lead list generated from our paid campaign. In this niche target audience, 15,818 people were reached over a 10-day period between two of the posts. The Sirion LinkedIn page experienced 452% growth in impressions during the duration of the campaign.



# #SUCCEEDWITHSIRION: INTRODUCTORY POST

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Did you know SIRION's technology is leveraged in laboratories across the globe each day? We have manufactured more than 5,000 vectors and have more than 500 repeat clients who have implemented our optimized #viralvectors for #genetherapy and #celltherapy, as well as #vaccinedevelopment, and transduction enhancement. Over the next few weeks, we're going to share research leveraging our technology! Follow along with #SUCCEEDWITHSIRION to learn more.

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#DYK SIRION's technology is leveraged in laboratories across the globe each day? We have more than 500 repeat clients who have implemented our optimized #viralvectors for #genetherapy & #celltherapy, and #vaccine development, as well as our leading transduction enhancers.

**Thread:** Over the next few weeks, we're going to share research leveraging our technology. Follow along with #SUCCEEDWITHSIRION to learn more



Video views

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# #SUCCEEDWITHSIRION: POST 2

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#SUCCEEDWITHSIRION: SIRION's LentiBOOST® technology was leveraged in research on enhancing #lentiviral and alpharetroviral transduction of human hematopoietic from @Dr. Juliane Wilhelmine Schott and colleagues in #stemcells for use in a clinical setting. They systematically tested eight transduction enhancers and developed a protocol for usage in clinics. The research was published in the journal, Molecular Therapy: <https://bit.ly/Sir24>. #biotech #genetherapy #celltherapy #viralvector #hematology (Tags: [\(4\) Juliane Wilhelmine Schott | LinkedIn](#))

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#SUCCEEDWITHSIRION: SIRION technologies were leveraged in research on enhancing #lentiviral and alpharetroviral transduction of human hematopoietic #stemcells for use in a clinical setting by Dr. Juliane Wilhelmine Schott and colleagues in @MolTherapy. <https://bit.ly/Sir24>

Tags: @ucl, @uclchildhealth, @BostonChildrens, @harvardmed, @GreatOrmondSt, @moltherapy, @elsiver, @CellCellPress, @ElsevierNews

"Application of one of the most promising combinations, the poloxamer LentiBOOST®; and protamine sulfate, for GMP-compliant manufacturing of a clinical-grade advanced therapy medicinal product (ATMP) increased total VCN by over 6-fold, with no major changes in global gene expression profiles or inadvertent loss of CD34+CD90+ HSPC populations."

Schott JW, León-Rico D, Ferreira CB, Buckland KF, Santilli G, Armani MA, Schambach A, Cavazza A, Thrasher AJ. Enhancing Lentiviral and Alpharetroviral Transduction of Human Hematopoietic Stem Cells for Clinical Application. Mol Ther Methods Clin Dev. 2019 Jun 7;14:134-147. doi: 10.1016/j.omtm.2019.05.015. PMID: 31338385; PMCID: PMC6629974.

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# #SUCCEEDWITHSIRION: POST 3

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#SUCCEEDWITHSIRION: Research shows that SIRION's #LentiBOOST® increases hematopoietic #Stem Cell VCN by 2-to-3-fold. The scientists developed an optimized protocol to increase the VCN of HSCs. This research by Jang Yoonjeong, of St. Jude's Children's Hospital, and her colleagues was published in the journal Gene Therapy: <https://bit.ly/Sir77>.

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#SUCCEEDWITHSIRION: Research shows that SIRION's #LentiBOOST® increases #HematopoieticStemCell VCN by 2-to-3-fold. This research by Jang Yoonjeong, of St. Jude's Children's Hospital, and her colleagues was published in the journal Gene Therapy: <https://bit.ly/Sir77>. #stemcells

Tags: @StJudeResearch , @Mustang\_Bio, @seattlechildren, @UWDeptMedicine, @nresearchnews, @SpringerNature

#SUCCEEDWITHSIRION

"...LentiBOOST® [17], a non-ionic amphiphilic poloxamer that increases fluidity and permeability of cell membranes [18], can enhance HSC transduction by approximately 2- to 3-fold."

Jang Y, Kim YS, Wielgosz MM, Ferrara F, Ma Z, Condori J, Palmer LE, Zhao X, Kang G, Rawlings DJ, Zhou S, Ryu BY. Optimizing lentiviral vector transduction of hematopoietic stem cells for gene therapy. *Gene Ther.* 2020 Dec;27(12):545-556. doi: 10.1038/s41434-020-0150-z. Epub 2020 Apr 27. PMID: 32341484; PMCID: PMC7606410.

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# #SUCCEEDWITHSIRION: POST 4

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#SUCCEEDWITHSIRION: #SIRION'S technologies were leveraged in @ Dr. Bianca Simon and her colleagues' research showing potential in the growing field of #cancer #immunotherapy. They isolated human CD8+ T cells and transduced them with a lentiviral construct for a tumor antigen-specific T cell receptor (TCR) combined with the transduction enhancer #LentiBOOST®. Their research shows it is feasible to transduce human T cells using a lentiviral construct in combination with #LentiBOOST®. Read the paper here: <https://bit.ly/Sir56>. #oncology

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#SUCCEEDWITHSIRION: SIRION'S technologies were leveraged in research by Bianca Simon and colleagues showing potential in the field of #cancerimmunotherapy.

Thread: The research shows it is feasible to transduce human T cells using a lentiviral construct in combination w/ LentiBOOST®. <https://bit.ly/Sir56>.

#SUCCEEDWITHSIRION

"...these results show that it is feasible to transduce human T cells using a lentiviral construct in combination with this novel lentiviral transduction enhancer (LentiBOOST®), which shows potential in the growing field of cancer immunotherapy."

Simon B, Harrer DC, Thirion C, Schuler-Thurner B, Schuler G, Uslu U. Enhancing lentiviral transduction to generate melanoma-specific human T cells for cancer immunotherapy. J Immunol Methods. 2019 Sep;472:55-64. doi: 10.1016/j.jim.2019.06.015. Epub 2019 Jun 14. PMID: 31207210.

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# #SUCCEEDWITHSIRION: POST 5

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#SUCCEEDWITHSIRION: A study by @ Vania Lo Presti and her colleagues shows efficient gene modification of CB CD8<sup>+</sup> T cells using LV to potentially generate off-the-shelf T cell therapy products for #cancer treatment. SIRION's #LentiBOOST® was proven a non-toxic transduction enhancer of CB CD8<sup>+</sup> T cells in this study published in the Molecular Therapy – Methods and Clinical Development journal: <https://bit.ly/Sir78>. #oncology #genemodification #cancertherapy #viralvector #lentiviral

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#SUCCEEDWITHSIRION: A study done by Vania Lo Presti and her colleagues, shows efficient gene modification of CB CD8<sup>+</sup> T cells using LV to potentially generate off-the-shelf T cell therapy products for #cancer treatment. <https://bit.ly/Sir78>. #genemodification #cancertherapy #viralvector

Tags: @CTI\_UMCUtrecht , @prinsesmaximac , @cancercenterumc , @sloan\_kettering , @amsterdamumc , @VUamsterdam, @moltherapy

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"In addition, we demonstrate how to further increase the transduction efficiency using the transduction enhancer **LentiBOOST®** (LB) without altering CB CD8<sup>+</sup> T cells' functionality and maintaining the ability to expand in vitro, especially when using a low multiplicity of infection (MOI)."

Lo Presti V, Cornel AM, Plantinga M, Dünnebach E, Kuball J, Boelens JJ, Nierkens S, van Til NP. Efficient lentiviral transduction method to gene modify cord blood CD8<sup>+</sup> T cells for cancer therapy applications. Mol Ther Methods Clin Dev. 2021 Mar 23;21:357-368. doi: 10.1016/j.omtm.2021.03.015. PMID: 33898633; PMCID: PMC8056177.

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# #SUCCEEDWITHSIRION: POST 6

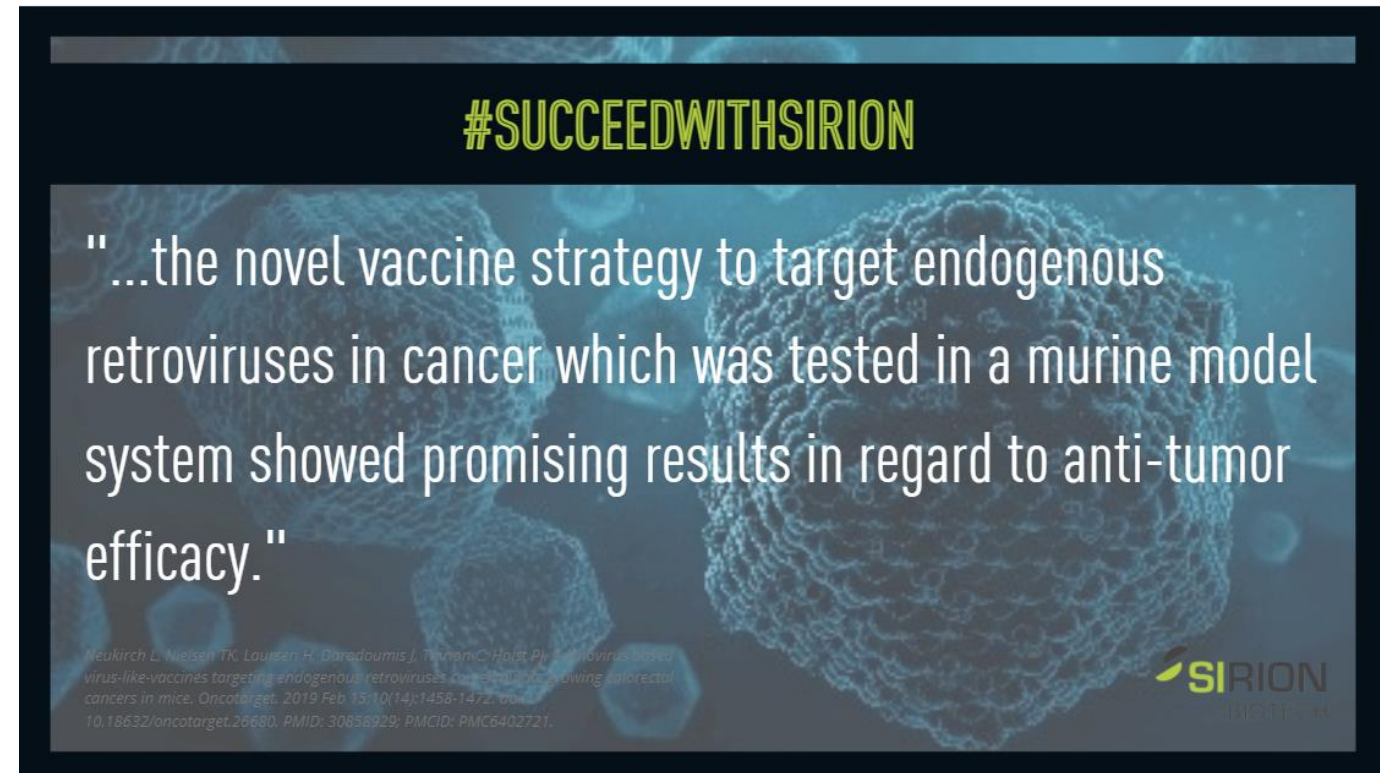
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#SUCCEEDWITHSIRION: Lasse Neukirch and colleagues, including Christian Thirion, Dr., CEO and Founder of SIRION Biotech, developed a #vaccine strategy that could represent a novel tool to successfully target diverse ERV-bearing tumors in patients with #cancer. The vaccine strategy led them to find that T cell responses were strong enough to prevent colorectal CT26 tumor growth and progression in BALB/c mice after a single vaccination before or after tumor challenge. Read the full paper here: <https://bit.ly/Sir90>. #oncology #colortectalcancer #cancerresearch

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#SUCCEEDWITHSIRION: Thirion & colleagues developed a #vaccine strategy that may act as a tool to target diverse ERV-bearing tumors in cancer patients. T cell responses were strong enough to prevent tumor growth & progression in mice after one vaccination. <https://bit.ly/Sir90>.

Tags: @KU\_GlobalHealth , @DKFZ , @sirionbiotechmu



Organic Impressions

660 >





# #SUCCEEDWITHSIRION: POST 7

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#SUCCEEDWITHSIRION: The use of LentiBOOST® in a study by @ Marianne Delville and research colleagues resulted in high-level transduction of murine T cells and consistently efficient transgene expression, with no signs of toxicity. The study can be found in the Molecular Therapy Methods - Clinical Development journal: <https://bit.ly/Sir55>.

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#SUCCEEDWITHSIRION: The use of LentiBOOST® in a study by Marianne Delville and research colleagues resulted in high-level transduction of murine T cells and consistently efficient transgene expression, with no signs of toxicity. <https://bit.ly/Sir55>. #Lentiviral #Tcells

Tags: @InstitutImagine , @Univ\_Paris , @APHP .

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"Our present results demonstrate that the addition of LentiBOOST® enhances the lentiviral transduction of both murine CD4+ and CD8+ T cells in terms of both the proportion of targeted cells and the integrated VCN."

Delville M, Soheili T, Bellier F, Durand A, Denis A, Lagresle-Peyrou C, Cavazzana M, Andre Schmutz I, Six E. A Nontoxic Transduction Enhancer Enables Highly Efficient Lentiviral Transduction of Primary Murine T Cells and Hematopoietic Stem Cells. *Mol Ther Methods Clin Dev.* 2018 Aug 8;10:341-347. doi: 10.1016/j.omtm.2018.08.002. PMID: 30191160; PMCID: PMC6125771.

Organic Impressions

795 >



# #SUCCEEDWITHSIRION: POST 8

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#SUCCEEDWITHSIRION: SIRION's clinically proven poloxamer, LentiBOOST®, can significantly improve lentiviral CD34+ HSC transduction protocols with the potential to improve production of gene-modified cell products, found Ilona Hauber and colleagues, including some researchers from SIRION. Read the full paper here: <https://bit.ly/Sir59>  
#lentiviral #genemodified #Stemcells #genetherapy

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#SUCCEEDWITHSIRION: SIRION's reagent LentiBOOST®, can significantly improve lentiviral CD34+ HSC transduction protocols with the potential to improve production of gene-modified cell products, Ilona Hauber and colleagues found. <https://bit.ly/Sir59>. #lentiviral #genemodified

Tags: @DZIF\_ , @sirionbiotechmu , @UKEHamburg

## #SUCCEEDWITHSIRION

"We demonstrate that inclusion of LentiBOOST® in a standard HSC transduction protocol yields high transduction efficiencies while preserving the ability of the transduced HSC to differentiate into various hematopoietic lineages."

Hauber I, Beschörner N, Schrödel S, Chemnitz J, Kröger N, Hauber I, Thiel E, C. Improving Lentiviral Transduction of CD34+ Hematopoietic Stem and Progenitor Cells. Hum Gene Ther Methods. 2018 Apr;29(2):104-113. doi: 10.1089/hgtb.2017.085. PMID: 29631437.

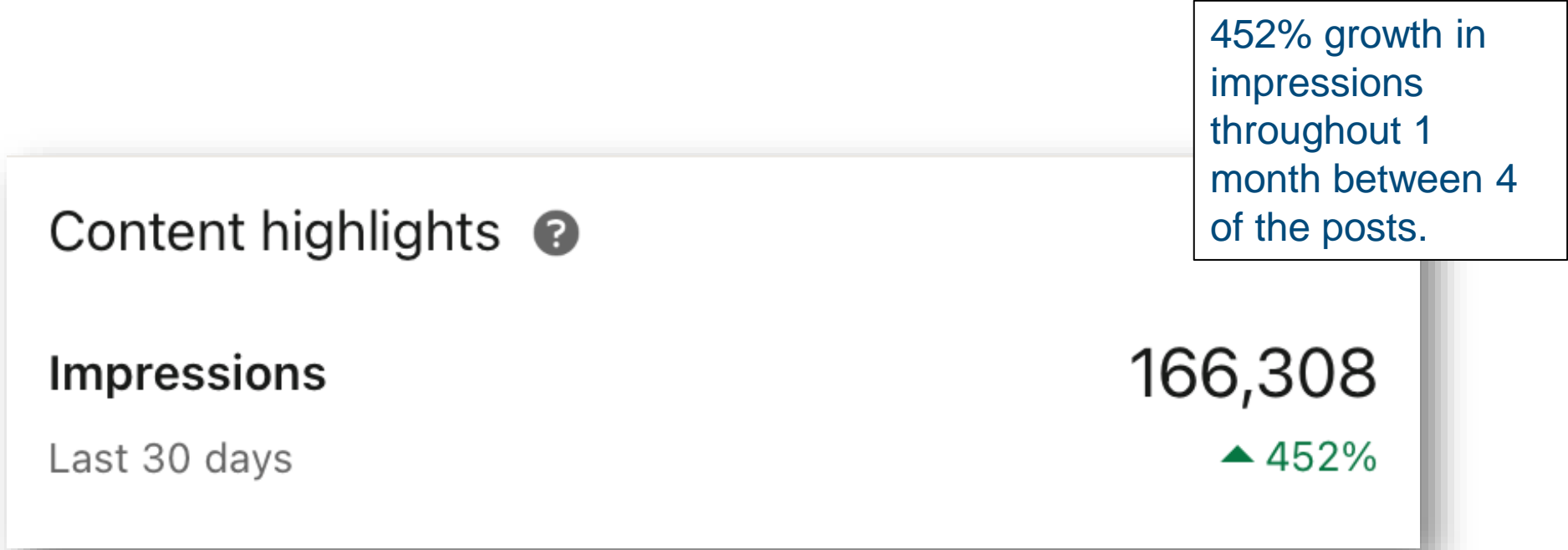
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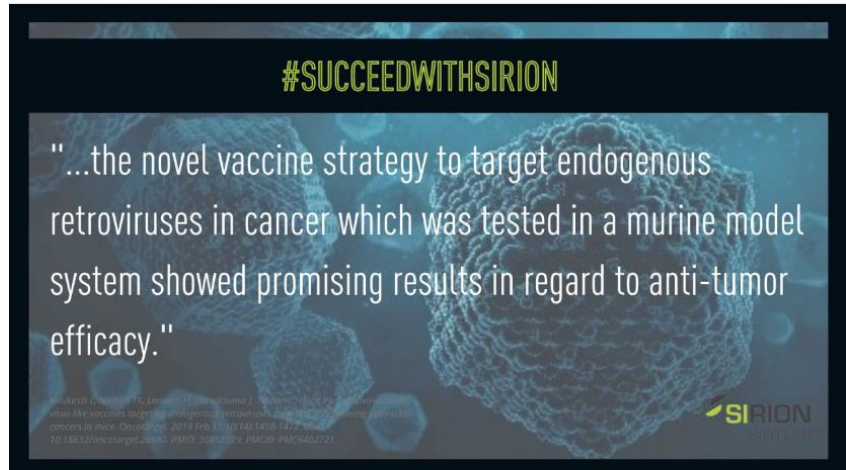
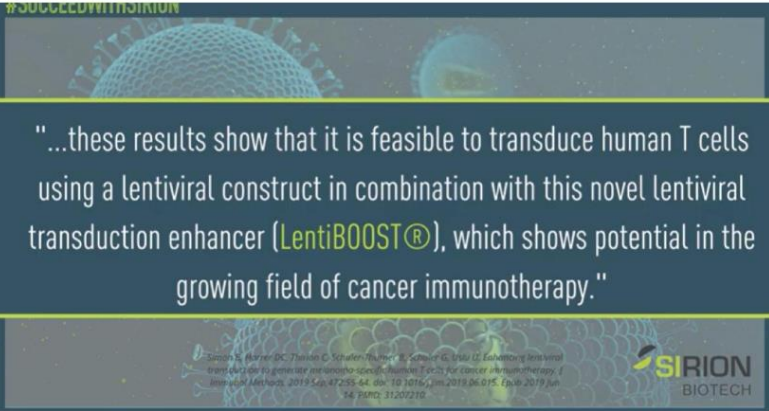


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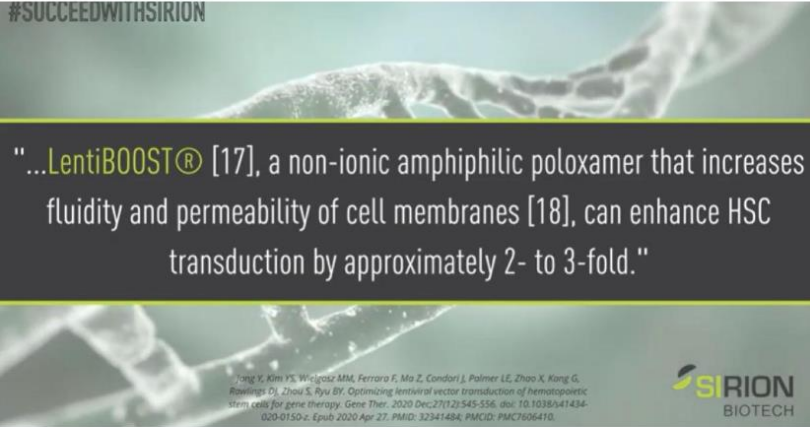
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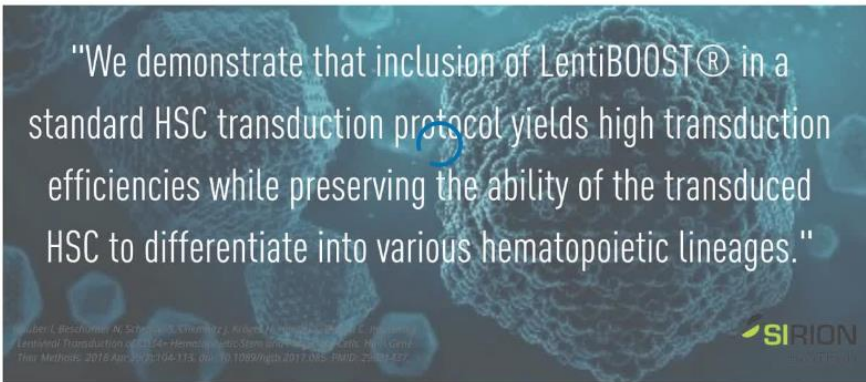
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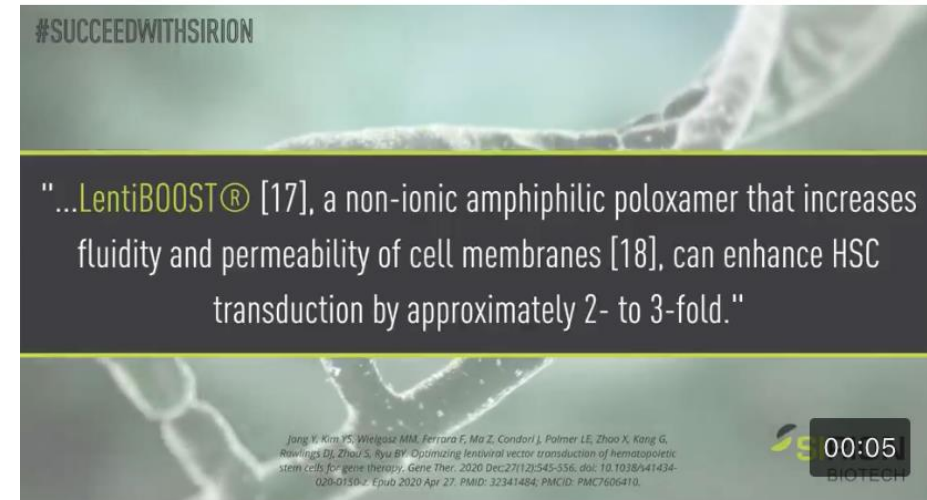
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Total Spent	Impressions
\$800	187,784

