LaVoieHealthScience
Strategic Communications

SIRION BIOTECH

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

LinkedIn /Facebook (Click for Animation)

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.

Twitter (Click for Animation)

#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.

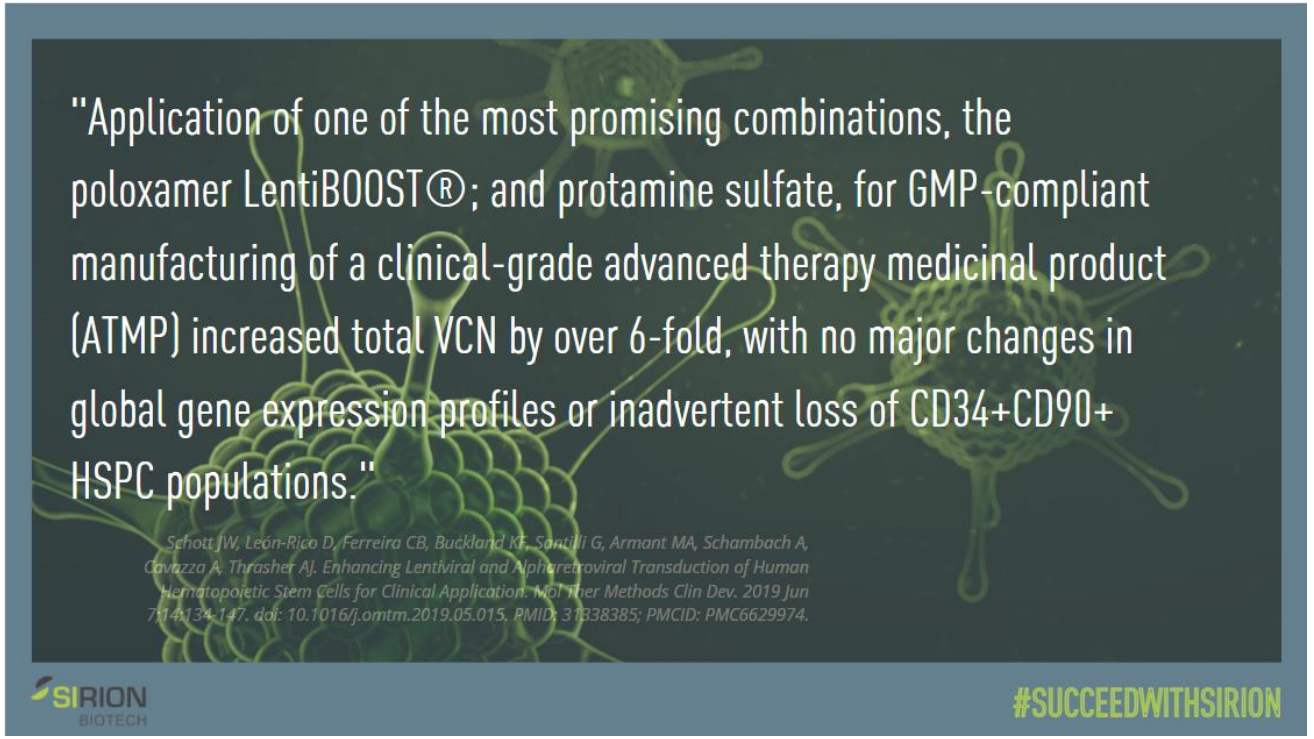
Thread: Over the next few weeks, we're going to share research leveraging our technology. Follow along with #SUCCEEDWITHSIRION to learn more

Video views 22,689 〉

#SUCCEEDWITHSIRION: POST 2

LinkedIn/Facebook (Click for Animation)

#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)



Video views 13,569 >

Twitter (Click for Animation)

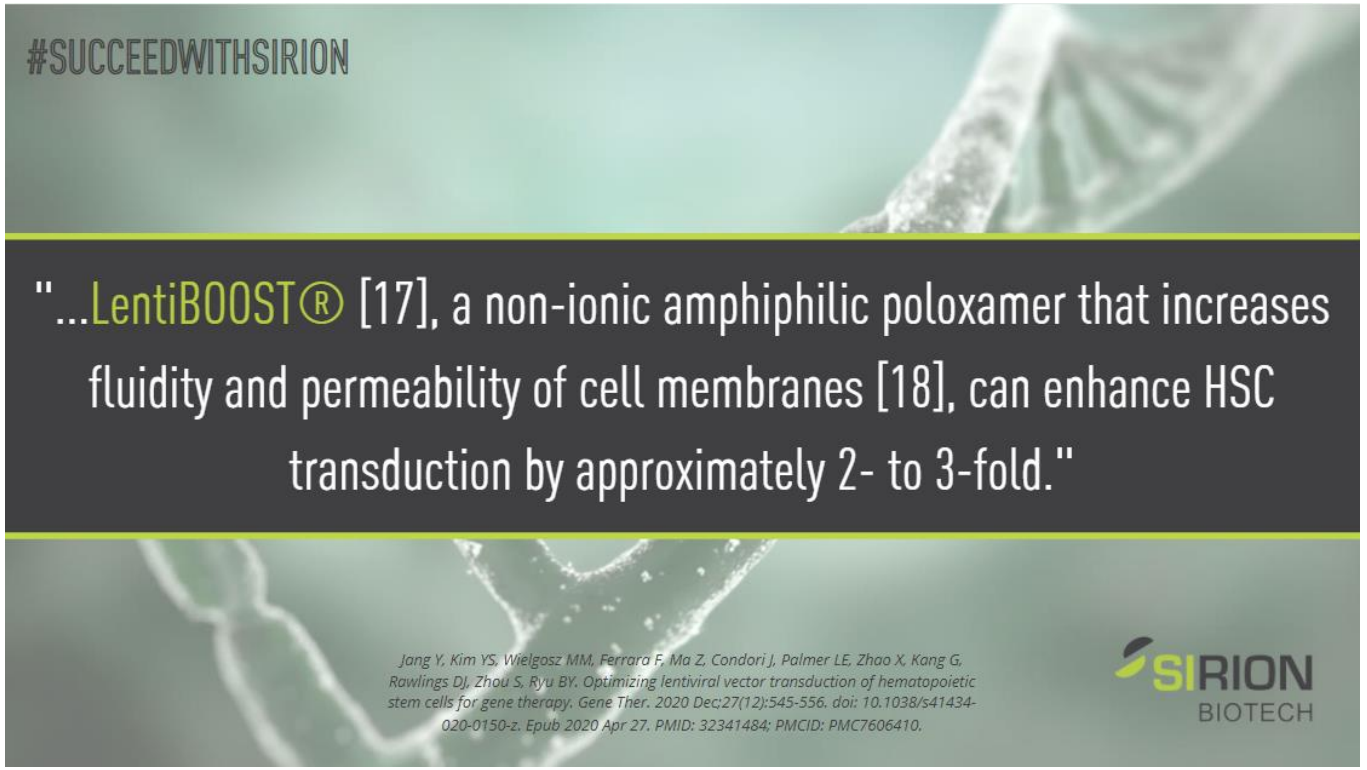
#SUCCEEDWITHSIRION: SIRION technologies were leveraged in research on enhancing #lentiviral and alpharetroviral transduction of human hematopoietic #stemcells for use in a clinical setting by Dr. Juliane Wilhelmine Schott and colleagues in @MolTherapy. https://bit.ly/Sir24

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

#SUCCEEDWITHSIRION: POST 3

LinkedIn/Facebook (Click for Animation)

#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.



Video views 366 ›

Twitter (Click for Post)

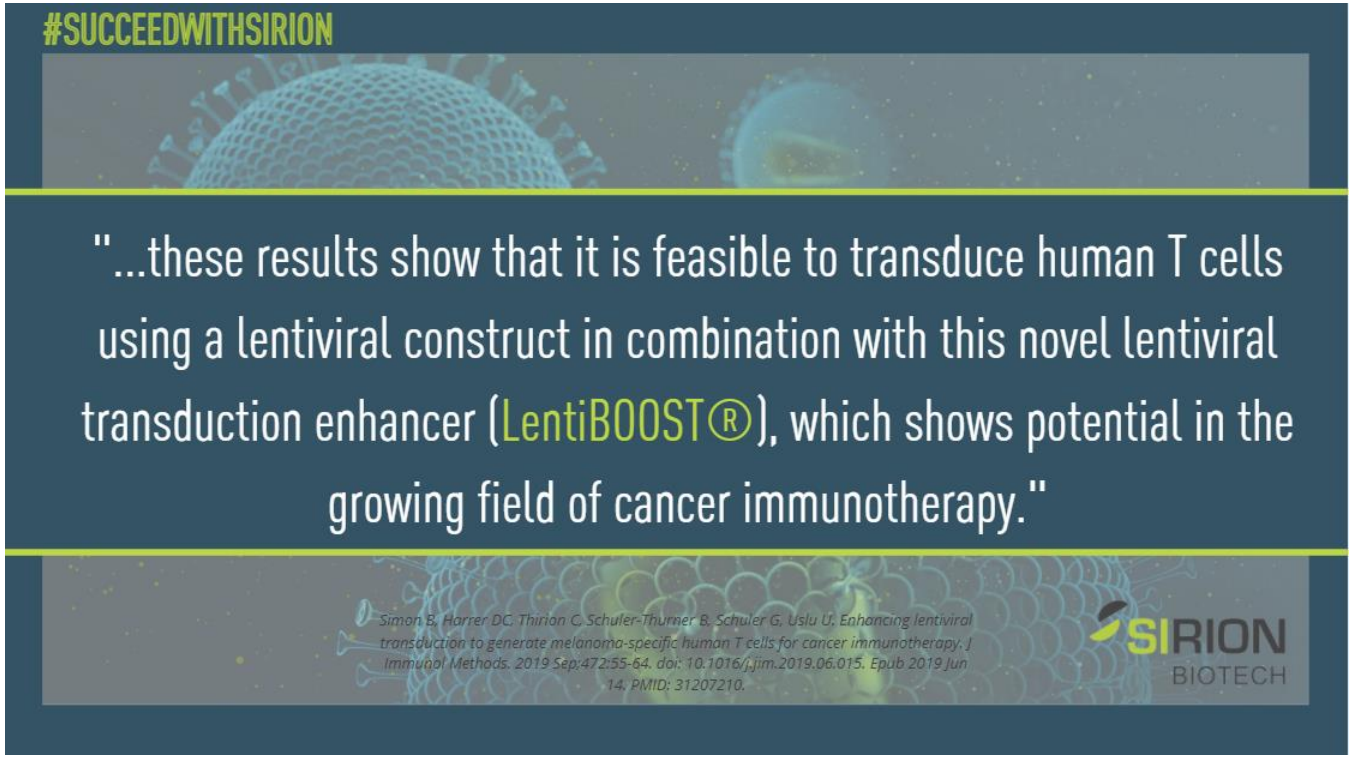
#SUCCEEDWITHSIRION: Research shows that SIRION's #LentiBOOST® increases #HematopoieticStemCell VCN by 2-to-3-fold. This research by Jang Yoonjeong, of St. Jude's Children's Hospital, and her colleagues was published in the journal Gene Therapy: https://bit.ly/Sir77. #stemcells

Tags: @StJudeResearch , @Mustang_Bio, @seattlechildren, @UWDeptMedicine, @nresearchnews, @SpringerNature

#SUCCEEDWITHSIRION: POST 4

LinkedIn/Facebook (Click for Post)

#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



Twitter (Click for Animation)

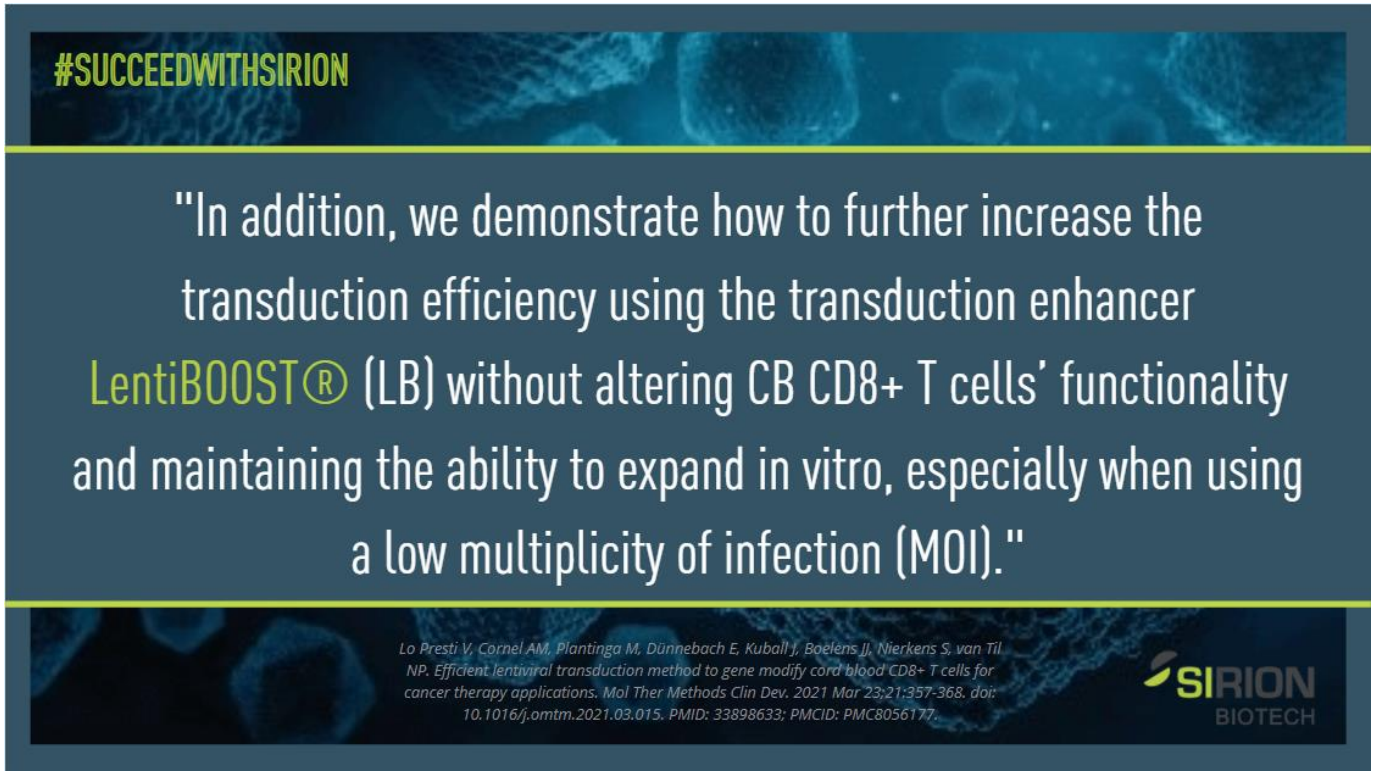
#SUCCEEDWITHSIRION: SIRION'S technologies were leveraged in research by Bianca Simon and colleagues showing potential in the field of #cancerimmunotherapy.

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: POST 5

LinkedIn/Facebook (Click for Post)

#SUCCEEDWITHSIRION: A study by @ Vania Lo Presti and her colleagues shows efficient gene modification of CB CD8$^+$ 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$^+$ T cells in this study published in the Molecular Therapy – Methods and Clinical Development journal: https://bit.ly/Sir78. #oncology #genemodification #cancertherapy #viralvector #lentiviral



Twitter (Click for Post)

#SUCCEEDWITHSIRION: A study done by Vania Lo Presti and her colleagues, shows efficient gene modification of CB CD8+ 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

#SUCCEEDWITHSIRION: POST 6

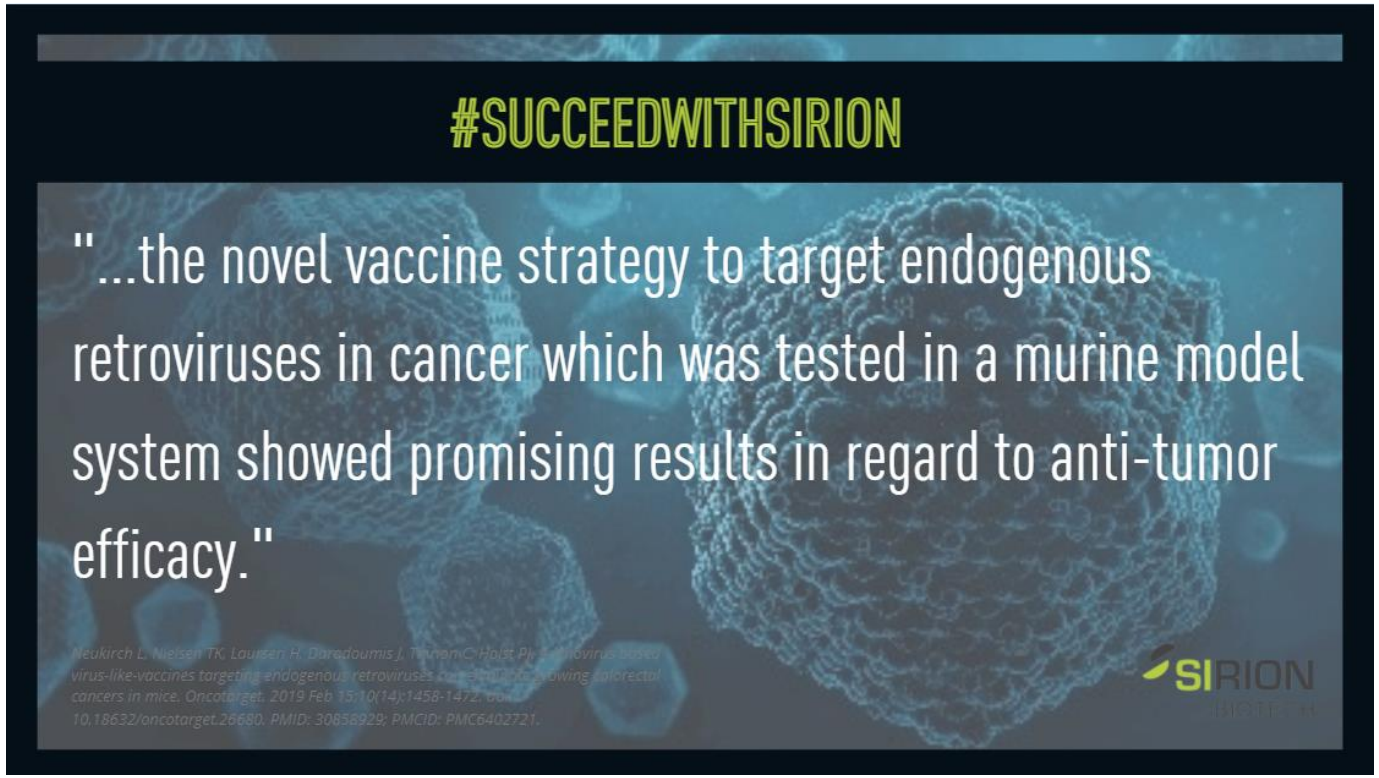
LinkedIn/Facebook (Click for Post)

#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

Twitter (Click for Post)

#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

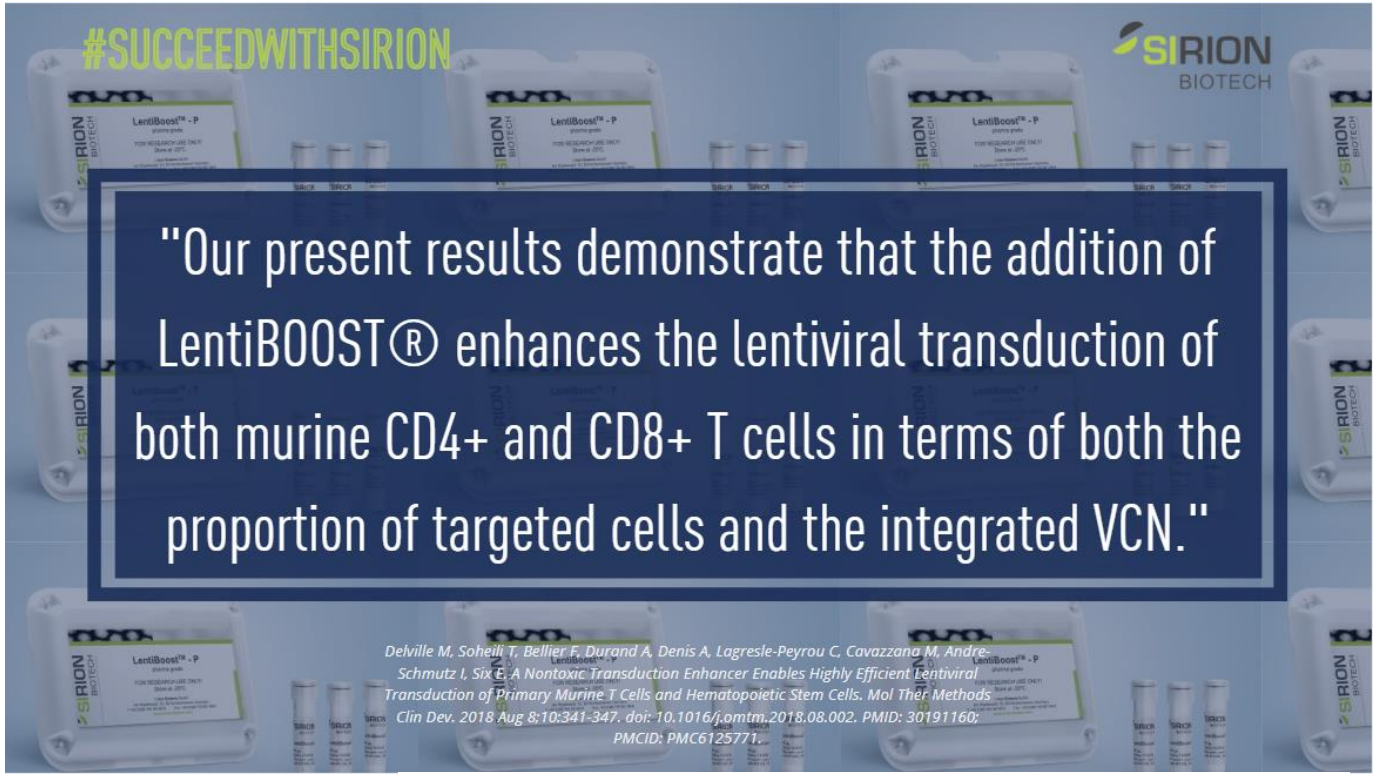
LinkedIn/Facebook (Click for Post)

#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.

Twitter (Click for Post)

#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 .



Organic Impressions 795 >

#SUCCEEDWITHSIRION: POST 8

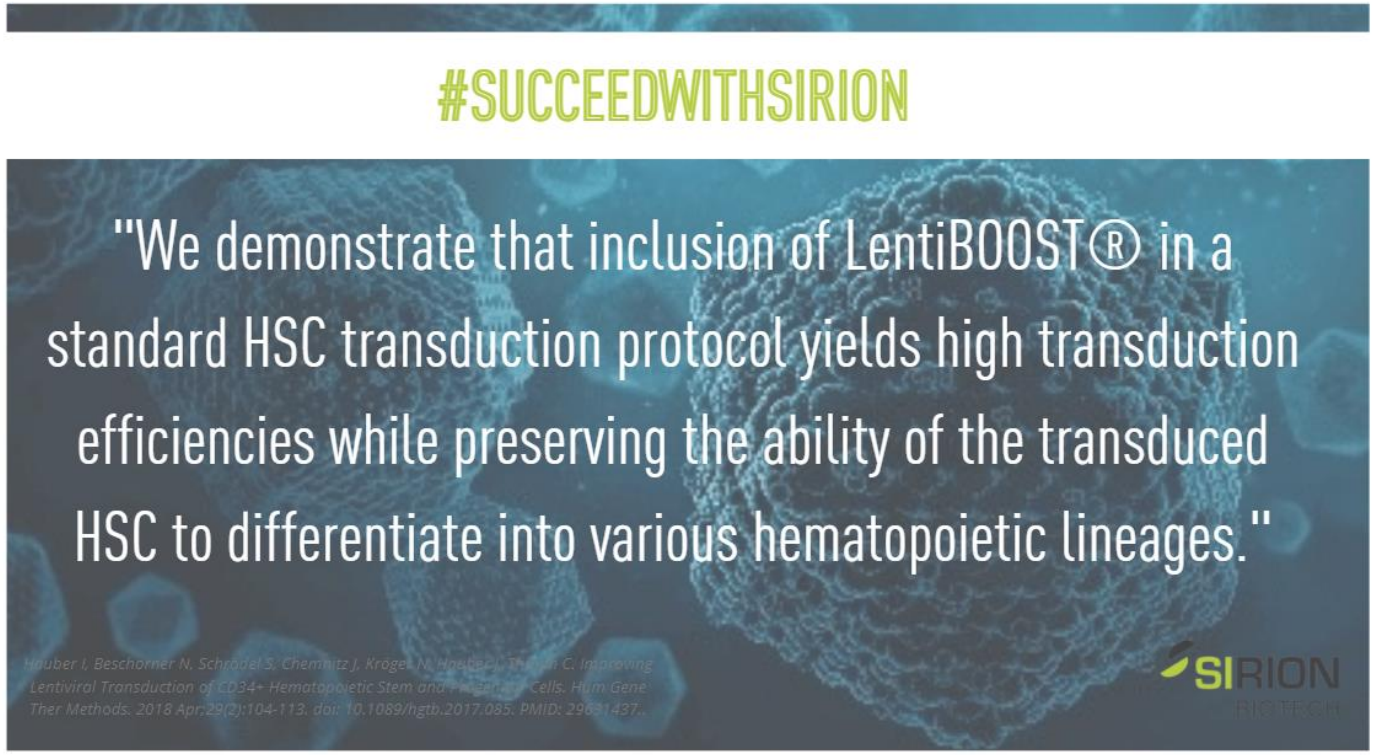
LinkedIn/Facebook (Click for Animation)

#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

Twitter (Click for Animation)

#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

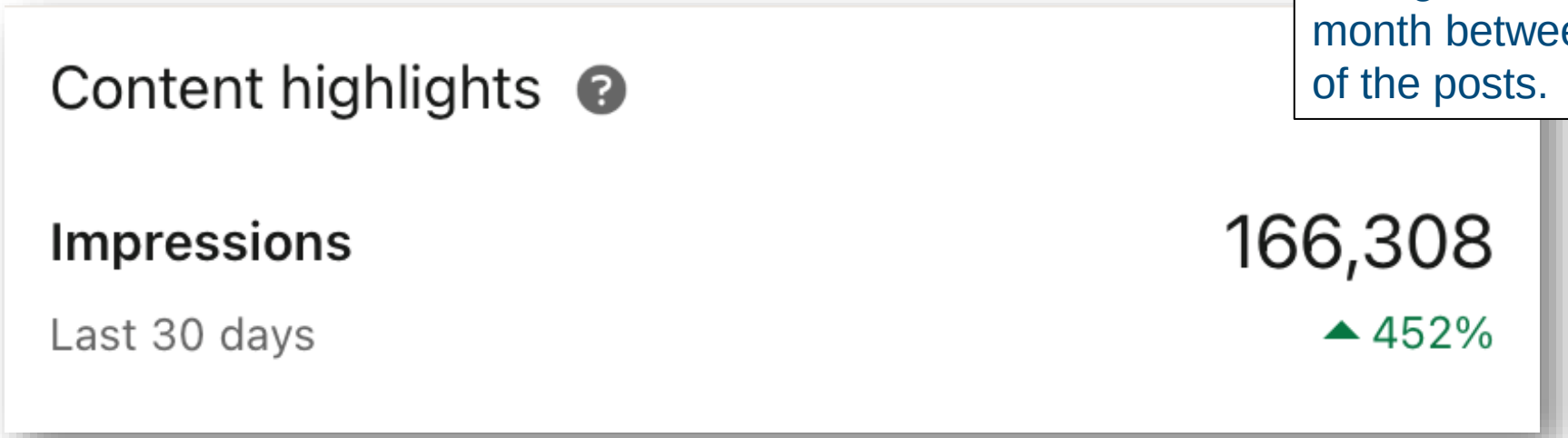
Tags: @DZIF_ , @sirionbiotechmu , @UKEHamburg



Video views 207 ›

IMPACT OF #SUCCEEDWITHSIRION PAID LINKEDIN CAMPAIGN

452% growth in impressions throughout 1 month between 4 of the posts.

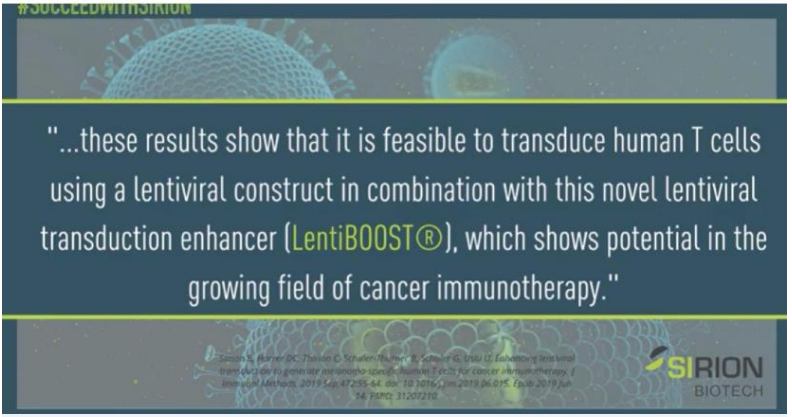


IMPACT OF #SUCCEEDWITHSIRION PAID LINKEDIN CAMPAIGN

447 Organic Impressions

SIRION BIOTECH GmbH
2,124 followers
1mo •

SIRION Update: Succeed with Sirion – Cancer Immunotherapy #SirionBiotech #Biotech #GeneTherapy



Succeed with Sirion – Cancer Immunotherapy
www.pharmaceutical-networking.com • 1 min read

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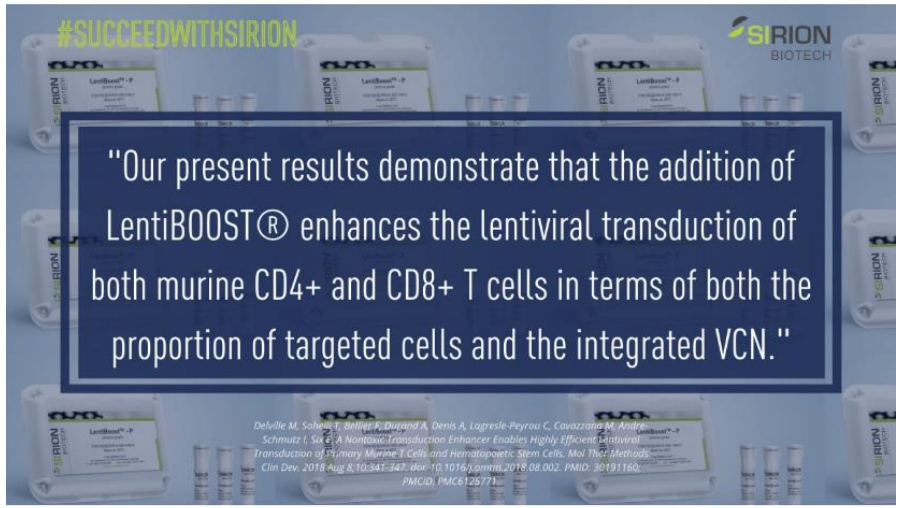

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2,124 followers
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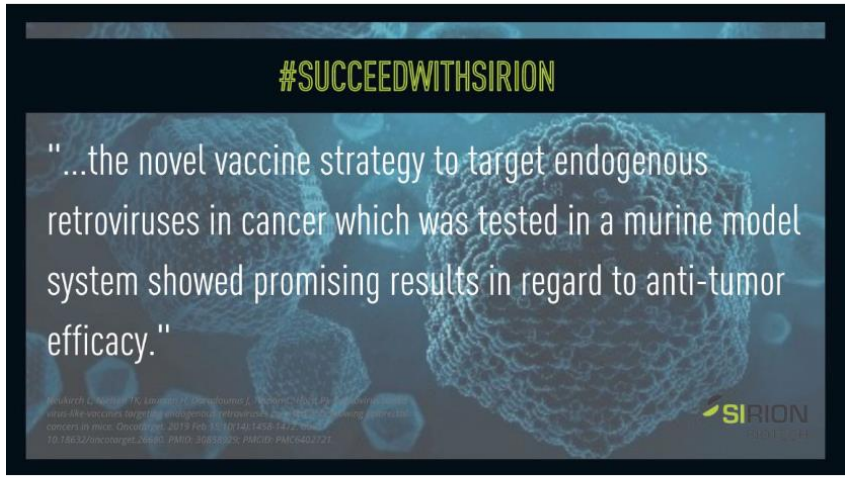

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IMPACT OF #SUCCEEDWITHSIRION PAID LINKEDIN CAMPAIGN

427 Organic Impressions

SIRION BIOTECH GmbH
2,124 followers
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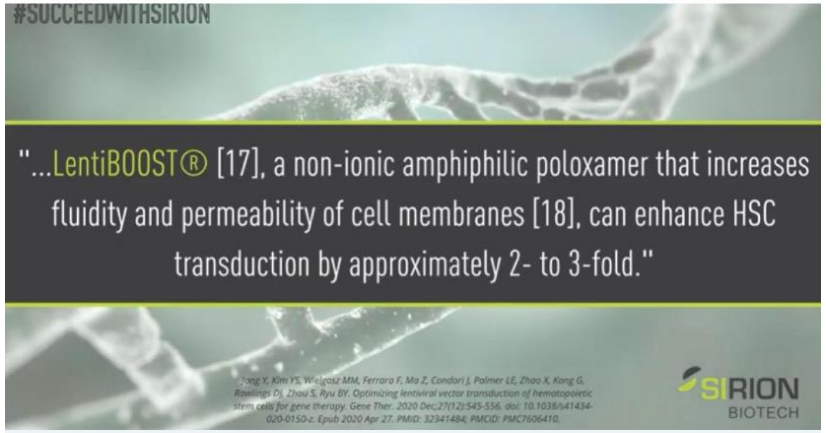
SIRION Update: Succeed with Sirion – LentiBOOST®
#SirionBiotech #Biotech #GeneTherapy



Succeed with Sirion – LentiBOOST®
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SIRION Update: Succeed with Sirion #SirionBiotech
#Biotech #GeneTherapy

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403 Organic Impressions

IMPACT OF #SUCCEEDWITHSIRION PAID LINKEDIN CAMPAIGN

13,569 Video Views

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#SUCCEEDWITHSIRION: SIRION's LentiBOOST® technology was leveraged in research on enhancing #lentiviral and alpharetroviral transduction of human ...see more

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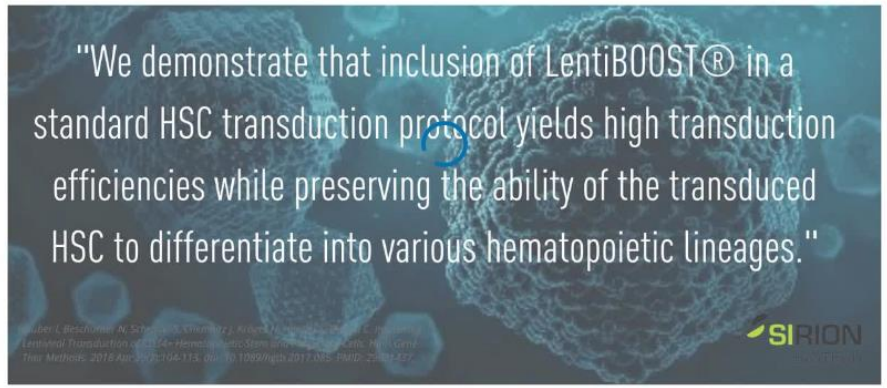

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366 Video Views

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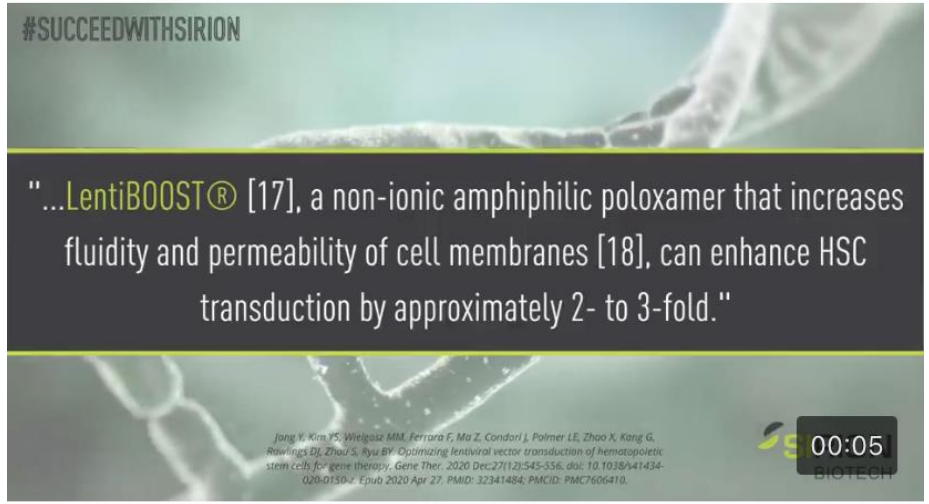

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IMPACT OF #SUCCEEDWITHSIRION PAID LINKEDIN CAMPAIGN

Total Spent	Impressions
$800	187,784