



CASE STUDY

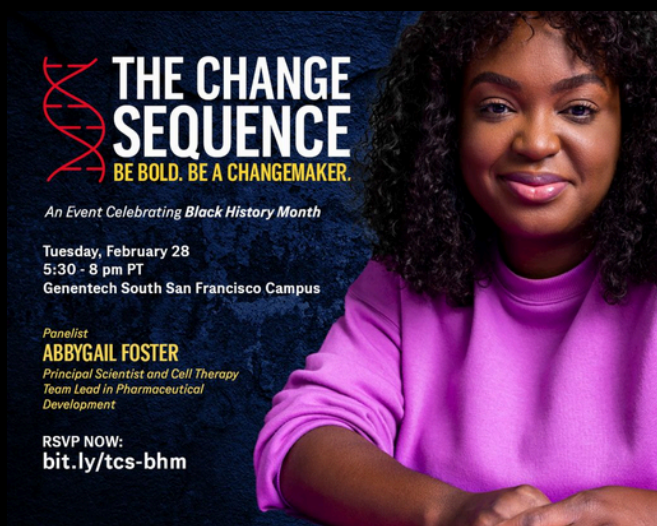
**Empowering Diversity in Biopharma: A Genentech
Case Study**



SIERRA
MARKETING - MEDIA - PRODUCTION

OVERVIEW

Genentech, a leading biopharmaceutical company, sought to enhance its commitment to diversity and inclusion by attracting high-level executives from diverse backgrounds. Sierra Media Productions and Liquid Soul partnered with Genentech to create and execute targeted media campaigns on LinkedIn, Facebook, and Instagram. These campaigns included initiatives for Black History Month, Hispanic Heritage Month, and evergreen content under the banners of "Answer the Call" and "The Change Sequence."



BACKGROUND

Genentech has long been recognized for its innovative contributions to biopharma. However, the company identified a need to strengthen its leadership diversity to foster inclusive innovation and better represent the communities it serves. Genentech approached Liquid Soul and Sierra Media Productions to design a media buy strategy aimed at attracting diverse high-level executives.

OBJECTIVE

The primary objective of this campaign was multifaceted:

1. Attract Diverse Talent:

- High-Level Executives: Specifically target high-level executives from Black and Hispanic backgrounds to apply for leadership positions at Genentech. This involved reaching out to seasoned professionals with the experience and skills needed to drive innovation within the company.

2. Enhance Brand Reputation:

- Diversity and Inclusion: Position Genentech as a leader in diversity and inclusion within the biopharma industry. This objective was critical not only for attracting talent but also for fostering a workplace culture that values and benefits from diverse perspectives.

3. Celebrate Cultural Heritage:

- Black History Month and Hispanic Heritage Month: Develop campaigns specifically for Black History Month and Hispanic Heritage Month to highlight Genentech's commitment to celebrating and supporting these communities. This involved creating content that educates, honors, and engages.

By achieving these objectives, the campaign sought to not only fill immediate leadership vacancies but also to embed diversity and inclusion into the fabric of Genentech's organizational culture, thereby driving sustainable growth and innovation.

OUR STRATEGY



Sierra Media Productions and Liquid Soul devised a comprehensive strategy that encompassed several key elements to ensure the success of Genentech's diversity and inclusion campaign:

1. Creative Development:

- Tailored Messaging: Developed content specifically designed to resonate with diverse high-level executives, emphasizing Genentech's commitment to diversity and inclusion. This included powerful narratives and success stories of current diverse leaders within the company.
- Visual Appeal: Created visually compelling graphics and videos that highlighted the unique cultural aspects of Black History Month and Hispanic Heritage Month, as well as evergreen content that underscored the ongoing commitment to inclusivity.

2. Platform Selection:

- LinkedIn: Leveraged LinkedIn's robust professional network to precisely target high-level executives. Utilized LinkedIn's advanced targeting options to reach individuals with specific job titles, industries, and experience levels.
- Facebook and Instagram: Used these platforms for their broad reach and ability to create engaging, interactive content.

3. Precise Targeting:

- Demographic and Psychographic Segmentation: Employed advanced targeting techniques to identify and reach high-level executives from Black and Hispanic backgrounds. This included analyzing demographics, job titles, industry sectors, and psychographic data to create a detailed target persona.

4. Monitoring and Optimization:

- Real-Time Analytics: Utilized real-time analytics to monitor the performance of each campaign component. This allowed for quick adjustments to optimize targeting, content delivery, and engagement.

By integrating these elements into a cohesive strategy, Sierra Media Productions ensured that Genentech's diversity and inclusion campaign was not only impactful but also sustainable, driving meaningful engagement and attracting top-tier diverse talent.

ANALYSIS

The campaign achieved all its goals, resulting in significant advancements in Genentech's diversity and inclusion efforts. Here's a detailed breakdown of the outcomes:

1. Increased Awareness:

- Engagement Metrics: The campaigns garnered a substantial increase in engagement rates on LinkedIn, Facebook, and Instagram.
- Brand Visibility: Genentech's brand visibility was significantly enhanced within targeted professional communities.

2. Application Boost:

- Application Volume: There was a notable increase in applications from diverse high-level executives.

3. Enhanced Social Media Engagement:

- Content Interaction: The culturally resonant content created for Black History Month and Hispanic Heritage Month generated high levels of interaction.

4. Positive Community Feedback:

- Community Support: The campaigns received positive feedback from both internal and external stakeholders. Employees and community members expressed appreciation for Genentech's commitment to diversity, enhancing the company's internal morale and external reputation.



• Data-Driven Insights:

- Analytics and Optimization: Continuous monitoring and real-time analytics allowed for effective optimization of the campaigns. Adjustments based on performance data led to improved targeting and higher engagement rates throughout the campaign period.

CONCLUSION

The comprehensive strategy and meticulous execution from the collaborative effort resulted in a highly successful campaign for Genentech. The achievement of all set goals not only demonstrated the efficacy of the targeted media buy but also underscored the importance of diversity and inclusion in driving organizational success. Genentech is now better positioned to continue its journey as an inclusive leader in the biopharma industry, with a reinforced reputation and a more diverse executive team.

THANK YOU!

Inspired by Genentech's success story?
Get in touch with us to start your journey
toward outstanding results.



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