

Marketing Tools & Tales: Effectively Telling Your Stories



Paul Tumarkin

Marketing & Communications Manager

Tech Launch Arizona

The University of Arizona

pault@tla.arizona.edu, 520.626.8770



Paul Tumarkin

Marketing & Communications Manager
pault@tla.arizona.edu, 520.626.8770



Quentin Thomas

Marketing Manager, Office of Technology Transfer
qjthoma@emory.edu, 404.727.1899



Today's Plan



Association of University Technology Managers®
Advancing Discoveries for a Better World®
AUTM Professional Development

What's the difference between branding and marketing?

What is core messaging?

How do you apply it to story writing?

How do you get your stories in front of the right audiences?

What's the Difference Between Branding and Marketing?

Marketing	Branding
Focused on immediate business goals	Focused on long-term relationship value
Focused on features and benefits	Focused on creating value

We need to be doing both.

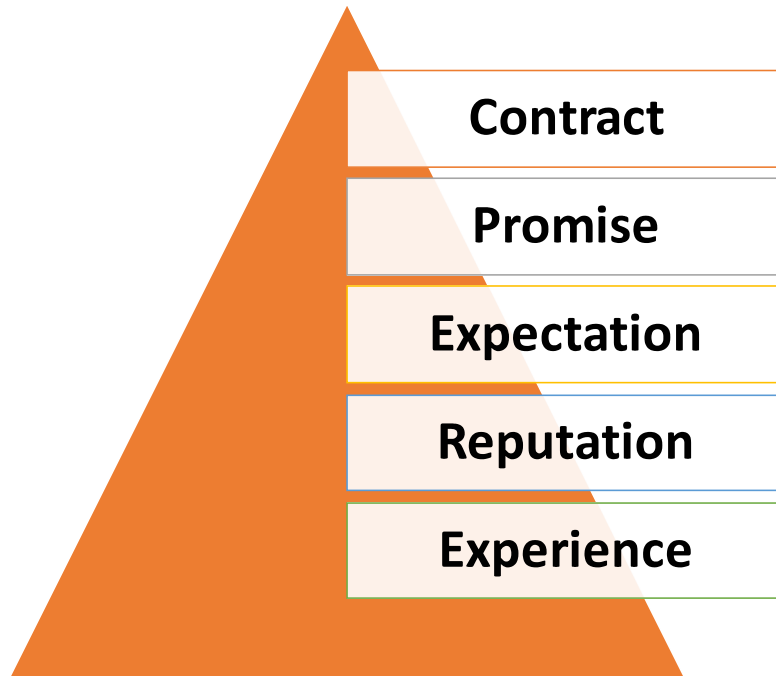
Why bother?

Makes it easier for the organization to accomplish business goals and for the customer to make choices.

It is an economic tool that provides value for both the brand owner and the customer.

BRANDING

What is a brand?



Think different.



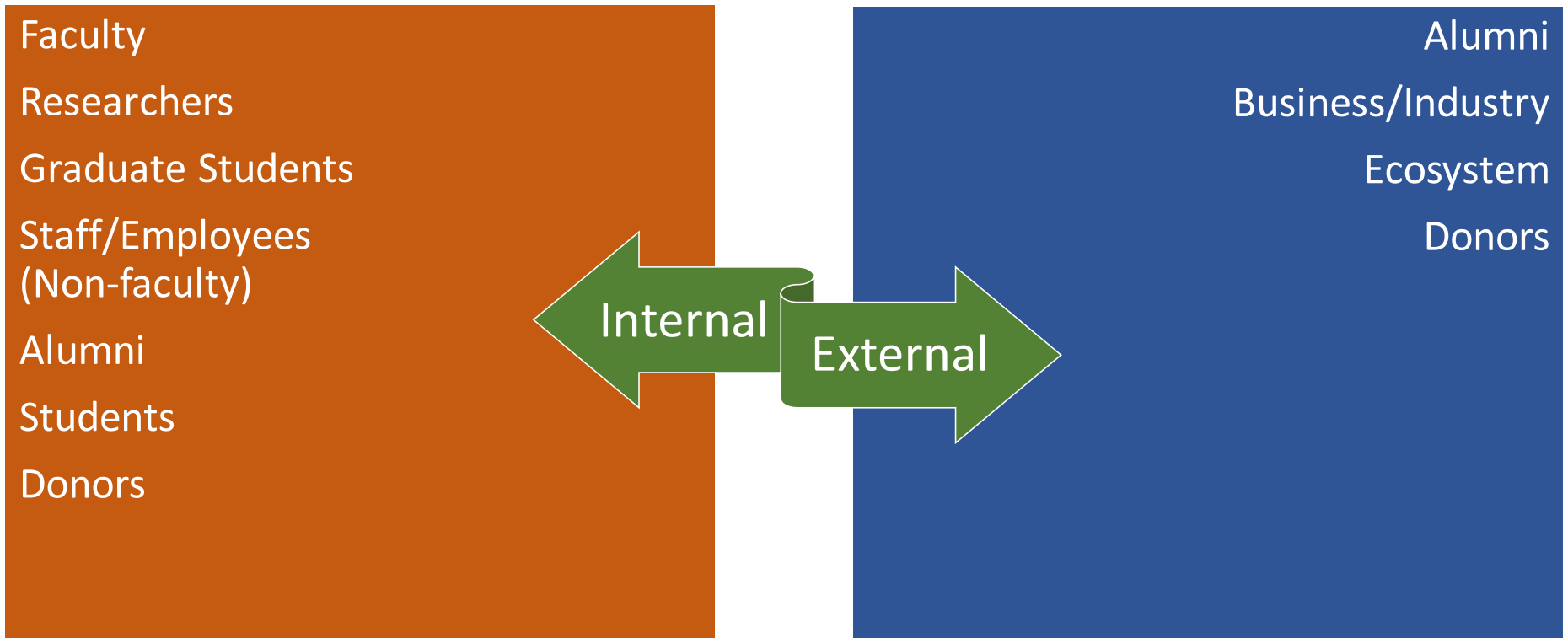
Love.



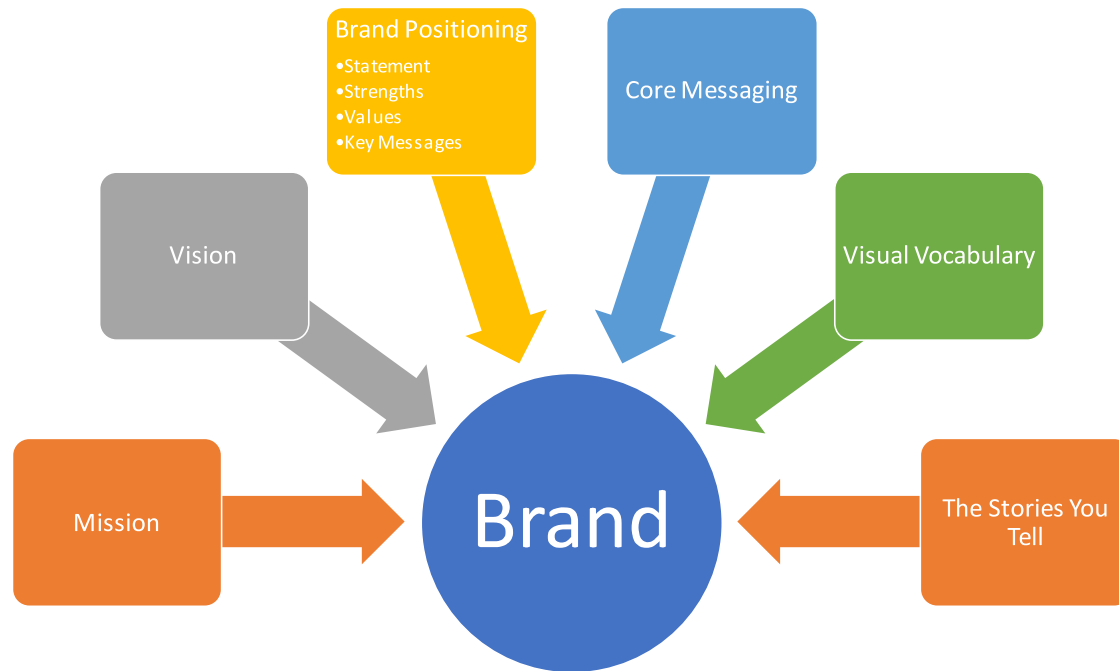
Third place.

It lives in the mind of your audience.

Map Your Audiences



Foundations of Your Brand: What Is Core Messaging?



- 1) There's a system.
- 2) There's more to it than what's here.
- 3) There's enough here to get you started.
- 4) *Want more? Join us this spring in Phoenix to dive deeper!*

Mission & Vision: Who Are You and Where Are You Going?

Mission

- A **Mission Statement** defines the organization's business, its objectives and its approach to reach those objectives.
- *TLA will build upon the synergies among the faculty, administration, students and alumni of the University of Arizona, its tech parks, and the technology and business community to significantly enhance the impact of UA research, intellectual property (IP) and technological innovation.*

Vision

- A **Vision Statement** describes the desired future position of the organization.
- *By 2020, the University of Arizona through Tech Launch Arizona will become a recognized national resource for its role in commercializing UA-created knowledge, thereby bringing the University's inventions to the public for economic and social benefit.*

Mission & Vision: Who Are You and Where Are You Going?

Mission

Emory University

- We support the University's mission through *comprehensive* management of Emory innovations to maximize the benefit to the University and to humanity.

Positioning Statement

“An expression of how a given product, service or brand fills a particular consumer need in a way that its competitors don't.”

Geoffrey Moore, Crossing the Chasm



Positioning Statement



Example: Tech Launch Arizona

Tech Launch Arizona is the office of the University of Arizona that creates social and economic impact through protecting and developing inventions stemming from UA research, and transitioning those inventions from the lab to the world through commercial pathways. In connecting faculty and researchers with entrepreneurs, investors and opportunities, we transform inventions into assets, and assets into products and businesses that benefit society.

Strengths: What Are You Best At?

Example: Tech Launch Arizona

- Service-oriented
- Resourcefulness
- Connectivity/networks/relationships
- Communicative, transparent
- Accountable
- World-class facilities

Values: What Do You Hold Dear?

Example: Tech Launch Arizona

- Research that pushes the envelope of science
- Novelty and innovation
- Developing valuable assets
- Connecting people, expertise and resources
- Creating social and economic impact
- Improving lives
- Creating opportunity

Key Messages: What Do You Want People to Know About You?



Example: Tech Launch Arizona

- We create social and economic impact through collaborating with inventors to bring the inventions of the University of Arizona from the lab to the world as new products and businesses.
- We are improving lives and creating jobs.
- We are building an ecosystem of invention and commercialization by connecting the talents of UA faculty and researchers with the experience of entrepreneurs and investors.
- We provide programs, resources, facilities and experts to connect technology companies with the research expertise of the UA.

Key Messages: What Do You Want People to Know About You?



Example: Emory University

- Collaborating with researchers and industry to build and nurture partnerships that will move ideas from the lab to the marketplace.
- Creatively negotiating with industry partners, on clinical and non-clinical agreements, and securing terms that are fair and equitable.
- Working with researchers to acquire the knowledge, expertise, and resources to navigate the complexities of protecting intellectual property and securing commercial licensing opportunities.
- Developing commercialization strategies that benefit both Emory and our industry partners while maximizing benefit to the public.
- Diligently managing commercial license agreements to ensure that licensees honor their terms and obligations.

Boilerplates: What Words Will You Use for Each of Your Audiences?



Example: Tech Launch Arizona

Audience: Faculty, Researchers, Graduate Students

- Voice/Copy
 - Through your research, you develop breakthrough ideas and inventions that can change the world. Tech Launch Arizona has the people and resources to help you bring those inventions to the marketplace. We can help you patent, license and mature your inventions, turning them into products that create jobs and improve lives.
- Key Messages
 - Through the commercialization of your inventions, your research can improve lives and positively impact society and the economy.
 - We provide people, services, resources and funding to help you bring your invention from the lab to the marketplace.
 - We offer resources to help you develop early-stage inventions and move them towards market-readiness.
 - We amplify the results and impact of your research.
- Values
 - Research that pushes the envelope of science
 - Novelty and innovation
 - Creating social and economic impact
 - Improving lives
 - Creating opportunity

Knuckle down and do it for every audience. You'll be glad you did.

Visual Vocabulary: How Do You Express Messages?

Example: Tech Launch Arizona, Expression of “Opportunity”

- Looks like:
 - Inventor interacting with potential beneficiary, learning about their challenges.
 - Researcher showing an invention to someone who could benefit from it.
 - People in dynamic business situations, showing the “churn” of lots of people and ideas; lots of talking, smiles, mid-speech, connecting. Eyes meeting.
- Sounds like:
 - “...we identify market opportunities for inventions...”
 - “...we solve problems with inventions and ingenuity...”
 - “...bringing people together to explore opportunities...”
 - “...spirit of entrepreneurship...”

Visual Vocabulary: What Kinds of Images Express Your Brand Essence?

Example: Tech Launch Arizona



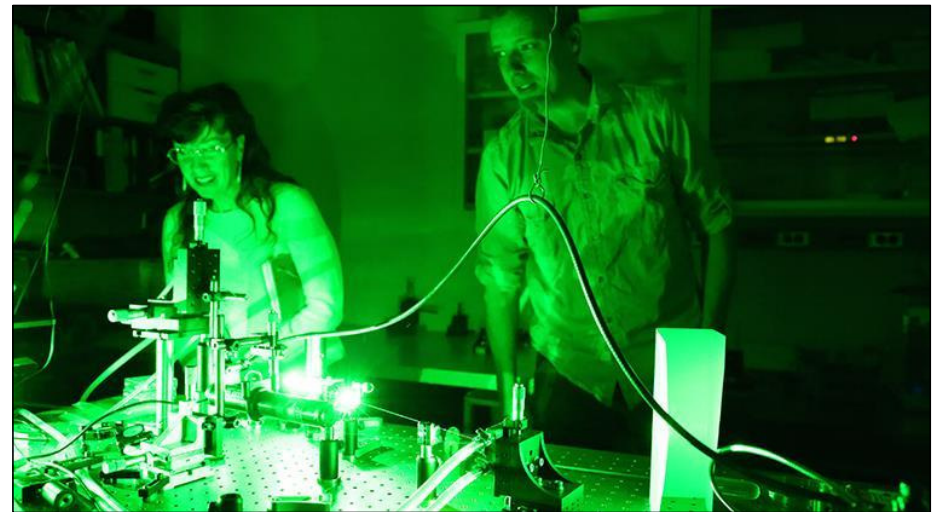
Visual Vocabulary: What Kinds of Images Express Your Brand Essence?

Example: "Startup Licenses UA-Invented 3-D Printed Radar System"



Visual Vocabulary: What Kinds of Images Express Your Brand Essence?

Example: “UA Licenses Tunable Laser Technology to Startup”



Visual Vocabulary: What Kinds of Images Express Your Brand Essence?

- **Example: “Startup Commercializes Beating Heart Graft Invented at University of Arizona”**



Visual Vocabulary: What Kinds of Images Express Your Brand Essence?

Example: “University of Arizona Startups Draw Silicon Valley Attention to Tucson”

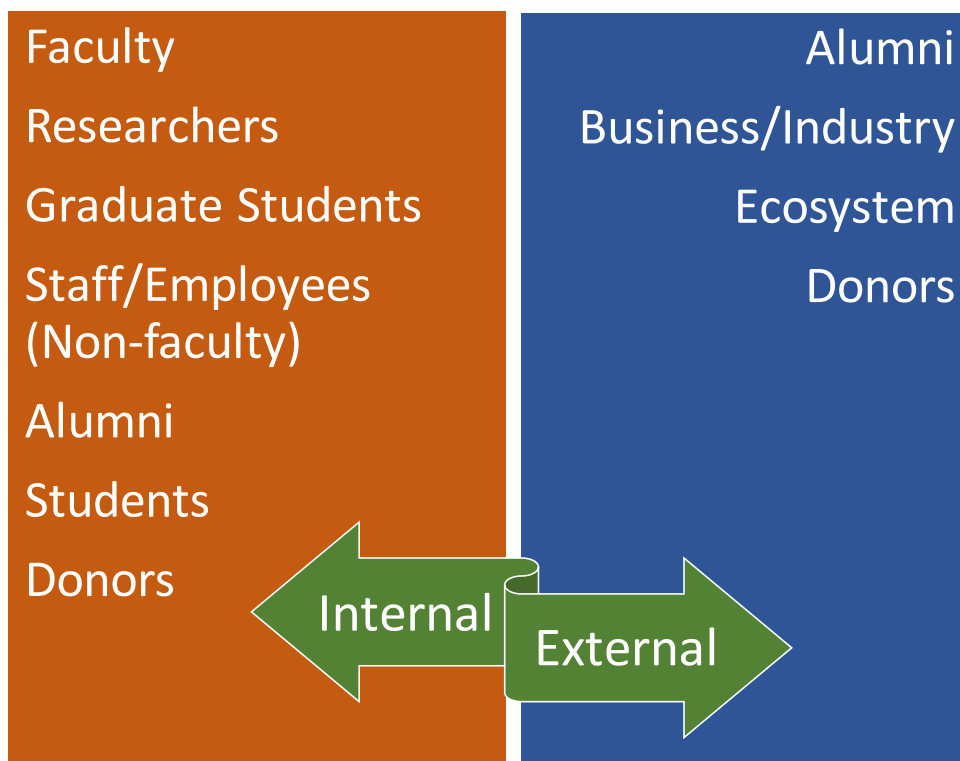


Visual Vocabulary: What Kinds of Images Express Your Brand Essence?

Example: Tech Launch Arizona



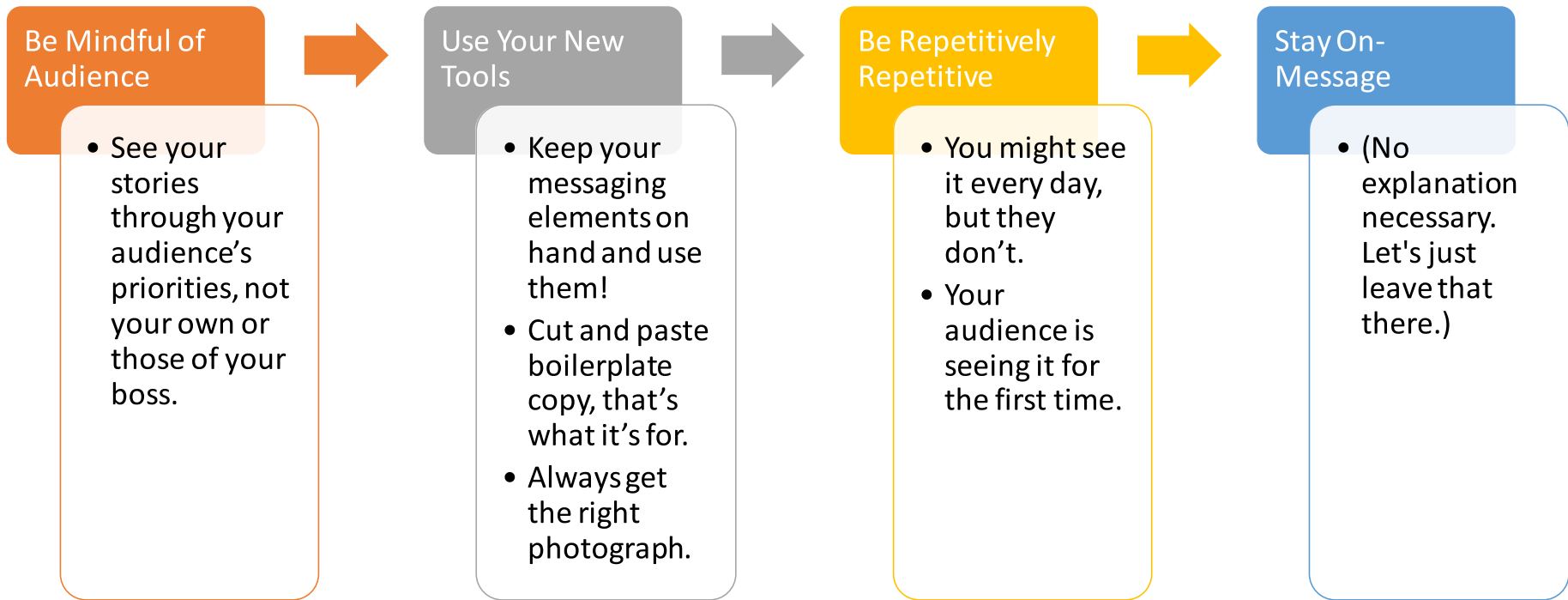
Your Job: Develop All of These For Each of Your Audiences



- Voice
- Key Messages
- Value Points
- “Looks Like” and “Sounds Like” Vocabularies

It's a lot of work...and you can't afford not to do it. It's a time saving tool that will ground your brand.

How Do You Apply It to Story Telling?



How Do You Apply It to Story Telling?

- **Choose Great Stories:** Pursue *only* those that support your mission. Ask yourself, “SO WHAT?”
 - Was a startup created? An exclusive license signed? An inventor honored?
 - **ALWAYS** get the photograph.
- **Make it Relevant:** What makes *this* story important *at this moment in time*?
- **Partner to Augment Your Reach:**
 - University relations, college and departmental communications.
 - Licensees (they often want publicity, too.)
- **Pitch & Place Your Stories:** If you post it to your website, they will NOT come.

How Do You Place Stories?

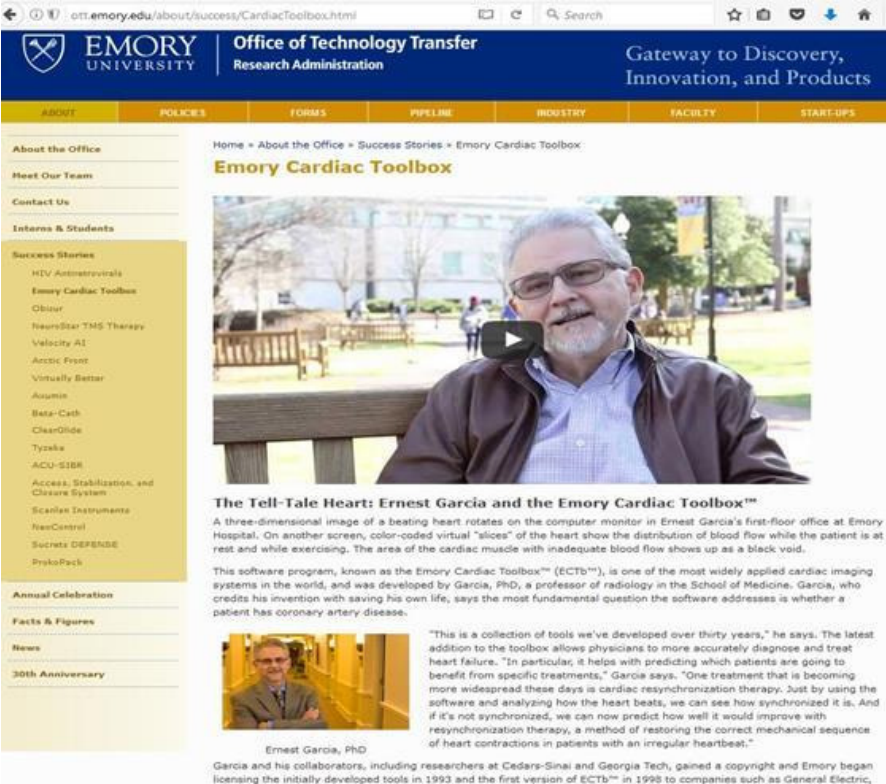
- 1. Identify the Right Channels:** What are your audiences reading? Where are their eyes going?
- 2. Define Your Target People:** Make a list of reporters and editors at the publications and websites where you want to be.
- 3. Be Proactive & Helpful:** Contact them ahead of time, introduce yourself and then LISTEN. Ask how you can best be an available resource for them.
- 4. Once You're Connected, Be Responsive:** Send them pitches. When they call, address requests as quickly as possible; ask about their timeframes. Respond immediately to inquiries; they're on deadline...don't miss your window!

For Big Stories, Create a Communications Plan



- **Background:** What are the key facts underlying the story?
- **Target Audiences:** Who exactly do you wish to reach?
- **Message Points:** What are the core messages specific to this piece of news? What are the outcomes? So WHAT?
- **Communications Vehicles:** What channels will you target?
 - Internal websites, publications, social media channels and newsletters
 - External websites, publications, social media channels and newsletters
- **Reporters:** Which reporters/publications will you pitch? Local, regional, national?
- **Communications Action Plan:** Activity (press release, tweet, video, phone call) Date, Property/Properties, Who is Responsible
- **Challenging Questions:** Plan ahead for the tough questions you might get asked and construct pre-thought answers.
- **Outcomes & Results:** Track your success. Where was the story picked up? By whom? What was your reach?

Emory University: Success Stories




ott.emory.edu/about/success/CardiacToolbox.html

EMORY UNIVERSITY Office of Technology Transfer
 Research Administration Gateway to Discovery, Innovation, and Products

Home » About the Office » Success Stories » Emory Cardiac Toolbox


Emory Cardiac Toolbox



The Tell-Tale Heart: Ernest García and the Emory Cardiac Toolbox™

A three-dimensional image of a beating heart rotates on the computer monitor in Ernest García's first-floor office at Emory Hospital. On another screen, color-coded virtual "slices" of the heart show the distribution of blood flow while the patient is at rest and while exercising. The area of the cardiac muscle with inadequate blood flow shows up as a black void.

This software program, known as the Emory Cardiac Toolbox™ (ECTb™), is one of the most widely applied cardiac imaging systems in the world, and was developed by García, PhD, a professor of radiology in the School of Medicine. García, who credits his invention with saving his own life, says the most fundamental question the software addresses is whether a patient has coronary artery disease.



Ernest García, PhD

García and his collaborators, including researchers at Cedars-Sinai and Georgia Tech, gained a copyright and Emory began licensing the initially developed tools in 1993 and the first version of ECTb™ in 1998 to companies such as General Electric,

"This is a collection of tools we've developed over thirty years," he says. The latest addition to the toolbox allows physicians to more accurately diagnose and treat heart failure. "In particular, it helps with predicting which patients are going to benefit from specific treatments," García says. "One treatment that is becoming more widespread these days is cardiac resynchronization therapy. Just by using the software and analyzing how the heart beats, we can see how synchronized it is. And if it's not synchronized, we can now predict how well it would improve with resynchronization therapy, a method of restoring the correct mechanical sequence of heart contractions in patients with an irregular heartbeat."

Emory Cardiac Toolbox – Ernie Garcia, PhD



ott.emory.edu/about/success/NeuroStar.html

EMORY UNIVERSITY Office of Technology Transfer
 Research Administration Gateway to Discovery, Innovation, and Products

Home » About the Office » Success Stories » NeuroStar TMS Therapy

NeuroStar TMS Therapy



Zapping Away Depression: Magnetic Pulses May Provide New Hope for Individuals Suffering From Psychiatric Disorders

Transcranial Magnetic Stimulation (TMS), which generates small bursts of MRI-strength magnetic energy that stimulate nerve cells in the brain, has shown success in easing depression when used on an area of the brain linked to mood.

Charles M. Epstein, MD, neurologist and founder/director of the Laboratory for Magnetic Stimulation at Emory University, co-invented the core technology for NeuroStar TMS Therapy®, the first TMS therapy to be approved by the FDA for the treatment of depression. NeuroStar® has been selected as a winner in the 2009 Medical Design Excellence Awards (MDEA), the leading awards program for the medical technology community.

Neuroonetics, the start-up medical device company created for the development of NeuroStar®, has safely administered more than 10,000 treatments with clinically significant results: among patients studied, 54 percent responded to the therapy and 33 percent found their depression in remission.

"The novelty of this technology is that it is non-surgical and non-invasive treatment," said Cale Lennon, of Emory's Office of Technology Transfer. "And it's been shown to work in patients who have not responded to other treatments."

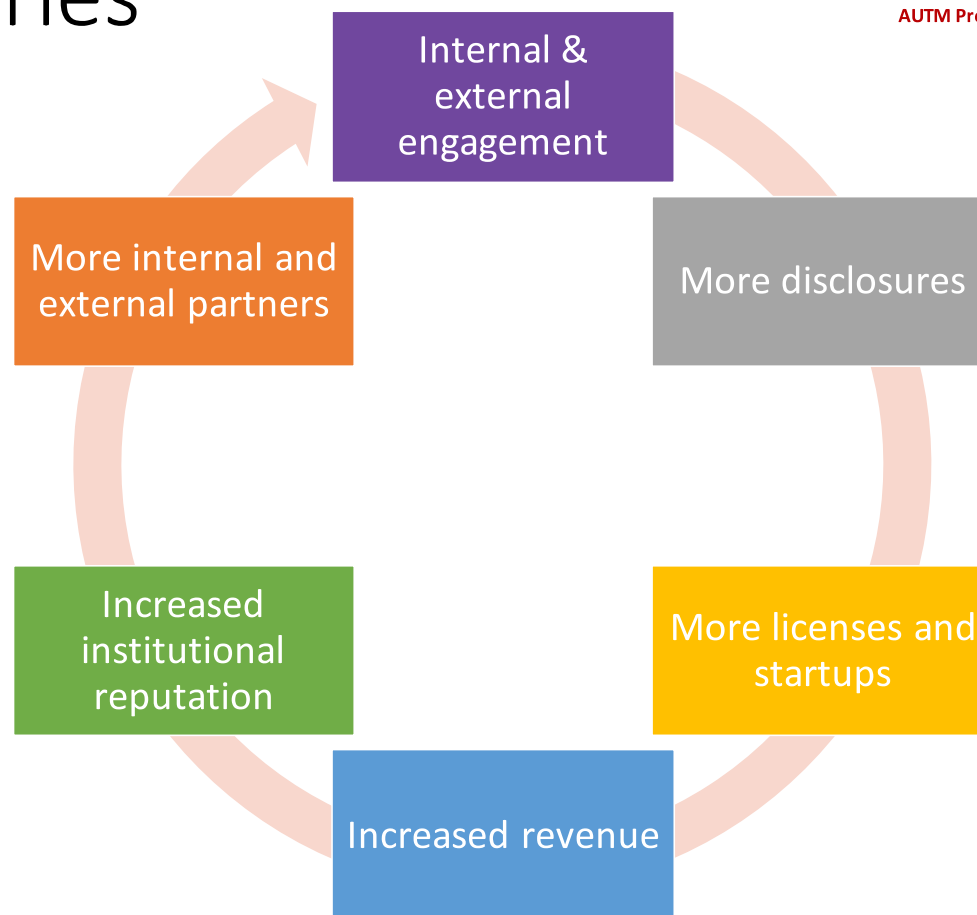


Charles M. Epstein, MD

Despite being the second most prescribed drugs in the country, with more than 30

TMS Therapy – Chip Epstein, MD

The Payoff of Telling and Placing Branded Stories



AUTM Marketing Webinar Series

Professional Development Programs, www.autm.net



Paul Tumarkin

Marketing & Communications Manager

pault@tla.arizona.edu, 520.626.8770



Quentin Thomas

Marketing Manager, Office of Technology Transfer

qjthoma@emory.edu, 404.727.1899

