

# Beyond the bench: Standing out in pharma CDMO marketing

Insights from CDMO marketers highlight untapped potential in segmentation, creativity and brand strategy — all key to building real competitive advantage.



## Challenge: Brand differentiation in a highly-competitive market

*In a crowded market, CDMOs struggle to establish a distinct identity while managing budget constraints.*

45%

of CDMOs struggle to balance brand building with short-term sales goals

52%

of CDMOs cite brand differentiation as their biggest marketing challenge

## The audience insight paradox

*Although there is recognition among CDMOs that their customer base is diverse, few leverage audience insights in their decision-making.*

51%

of CDMOs acknowledge their customers comprise **distinct groups requiring different marketing approaches**

15%

report that **audience insights have a major impact on decision-making**

## Marketing strategy points to growth

*CDMOs are taking a balanced approach to marketing, focusing on acquisition, reputation and loyalty.*

70%

identify lead generation as a key marketing priority

70%

cite brand awareness as increasing in importance

61%

plan to focus on thought leadership development

## From agreement to action: Closing the creativity gap

*While creativity is valued, there's consensus that pharma communications lack creative distinction, representing an opportunity for further differentiation.*

42%

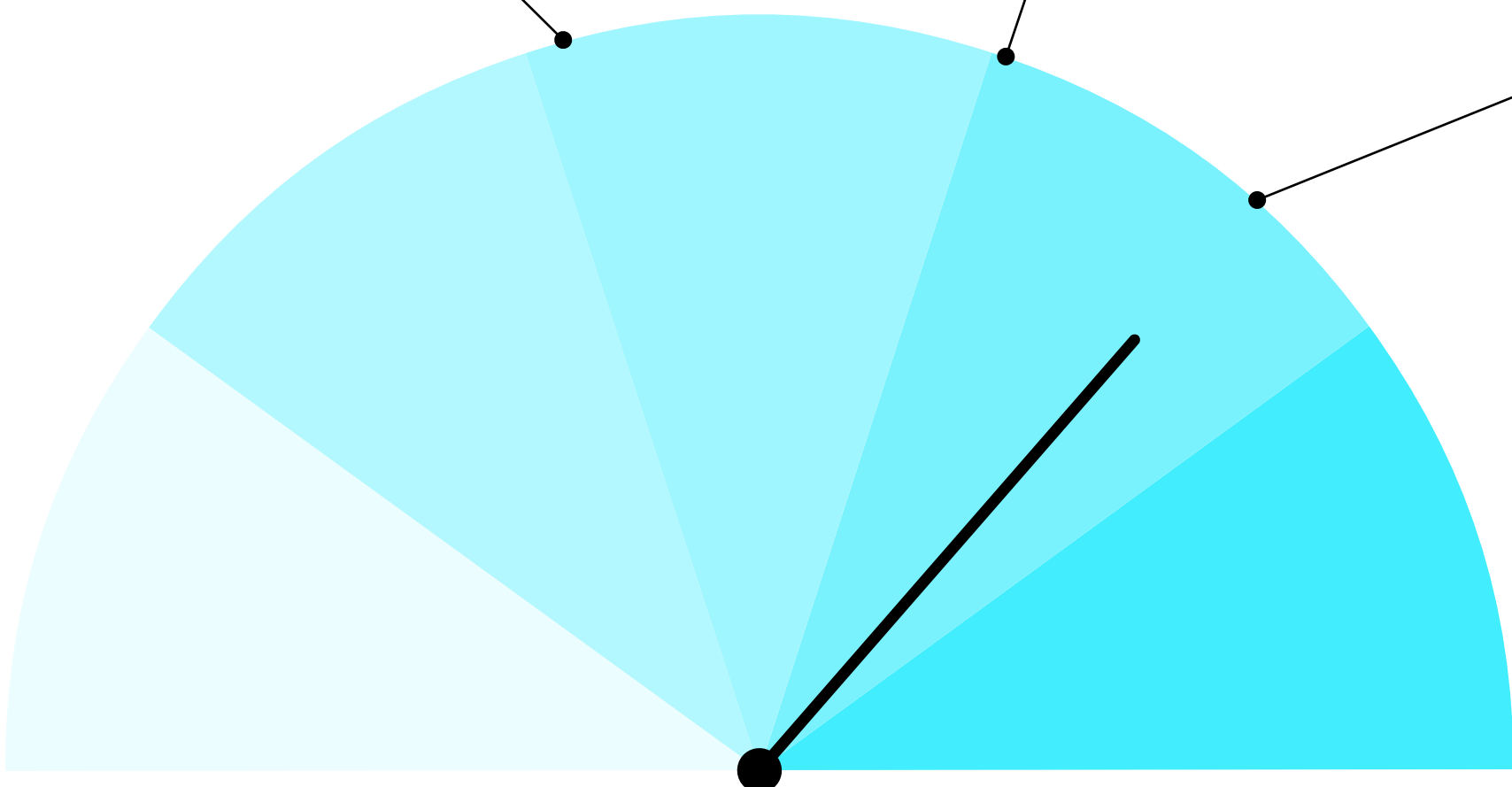
of CDMOs feel their marketing is more creative than industry standards

61%

report that communications in this segment don't tend to be particularly creative

73%

believe creativity is central to pharma marketing



## Evolving channel strategy

*CDMOs rely on a mix of traditional and digital channels, with shifts toward online engagement.*

Most-used channels among CDMOs

94%

use trade shows/events/conferences

88%

use social media advertising

85%

use face-to-face meetings

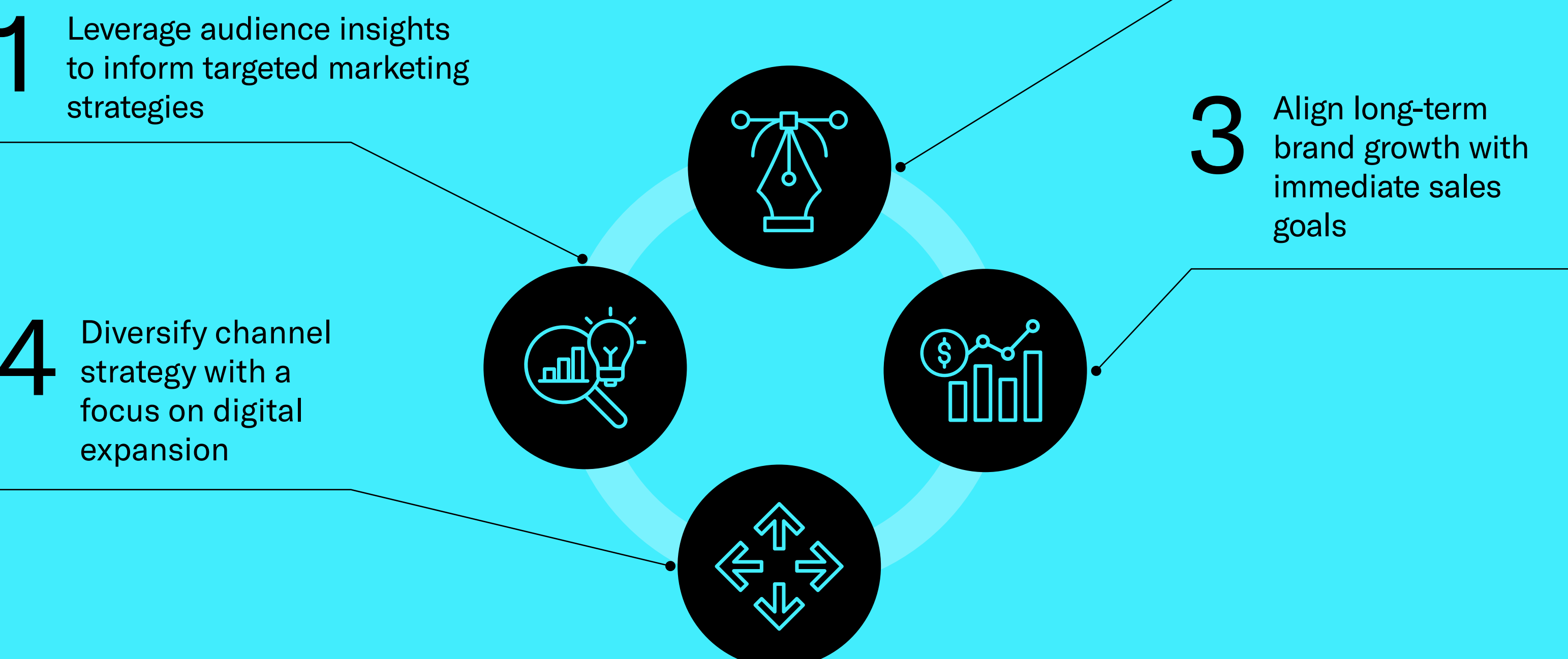
47%

of CDMOs plan to increase email marketing in the next 12 months

48%

intend to expand their social media advertising efforts

## Peer perspectives: CDMO lessons learned



Based on responses from 33 CDMOs as part of the Pharma Benchmark report, October 2024.

## About BDB

We are an integrated, consultative B2B marketing agency that turns complex science into clear, compelling campaigns with global impact.

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