

STAY RELEVANT

CASE COMPETITION

COMPANY:

NAME AND ADDRESS OF COMPANY	
<i>Name:</i>	<i>Cryos International, Vesterbro Torv 3, 8000 Aarhus C</i>
<i>Address:</i>	
<i>Web:</i>	<i>www.cryosinternational.com</i>

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DESCRIPTION OF COMPANY
<p>Cryos International is the world's largest sperm and egg bank, and our vision is to help everyone make their dream of having a child come true.</p> <p>We have existed for more than 30 years and have helped more than 65,000 children into this world. We have a global mindset and distribute to more than 100 markets, as well as having representatives in Europe and a department in Orlando, USA.</p> <p>We have three main target groups, of which lesbian couples is the biggest, followed by single women, while the smallest target group is heterosexual couples.</p> <p>Our marketing department is responsible for our global marketing, communication, visual identity, e-commerce website and public relations. Here we produce global communication and locally adapted campaigns, as well as producing a large amount of content for our website, blog, newsletters and social media. We also have an e-commerce team that works on optimising the website, through which the vast majority of our sales take place, as both B2C and B2B clients order donor sperm and eggs online.</p> <p>https://www.linkedin.com/company/cryosinternational/ https://www.facebook.com/CryosInternationalDenmark https://www.facebook.com/CryosInternationalUSA https://www.instagram.com/cryosinternational/ https://www.instagram.com/cryos_usa/</p>

COMMUNICATION CHALLENGE

Our challenge is that in addition to creating campaigns and information aimed at specific target groups, we would also like to produce global information aimed at lesbian couples, single women and heterosexual couples. But how do we attract the attention of such a diverse target group?

In our communication and marketing, we have a strong focus on performance marketing, but also on branding Cryos as unique in relation to our competitors.

COMMUNICATION TASK

We wish to receive a proposal for the above challenge. Is it possible to create a global campaign that attracts the attention of all three target groups, or is this not the right strategy? Are they too different, and will information targeted at all three groups not have an effect?

The challenge is that we are also recruiting donors, and we therefore need to make sure that information aimed at clients will not be perceived negatively by the donors. This was also one of the things we discussed last year when we created a new donor recruitment campaign called “Some save lives – others give life”: <https://www.cryosinternational.com/da-dk/dk-shop/bliv-saeddonor/>. Here, we had to ensure that our clients would also find our campaign sympathetic.

Another challenge is that the information needs to function globally, and it varies greatly in both the EU and the rest of the world whether it is acceptable to have a donor child, especially as a lesbian or a single woman.