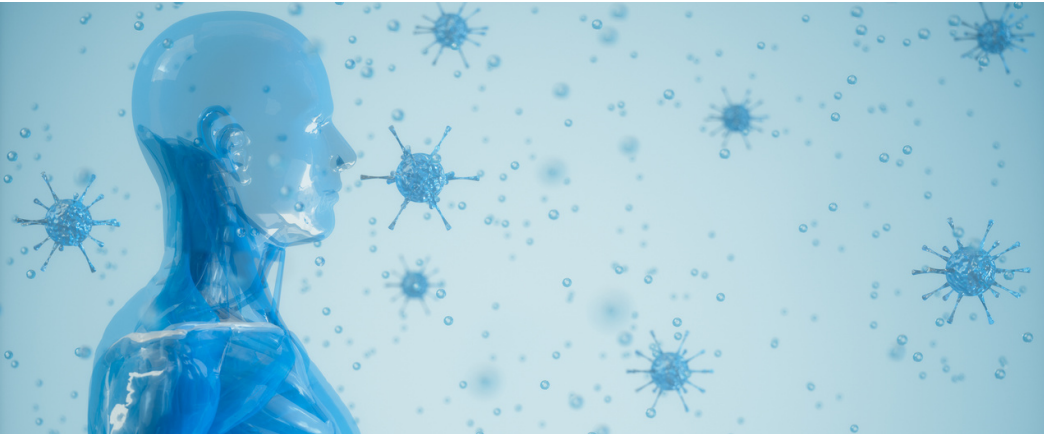
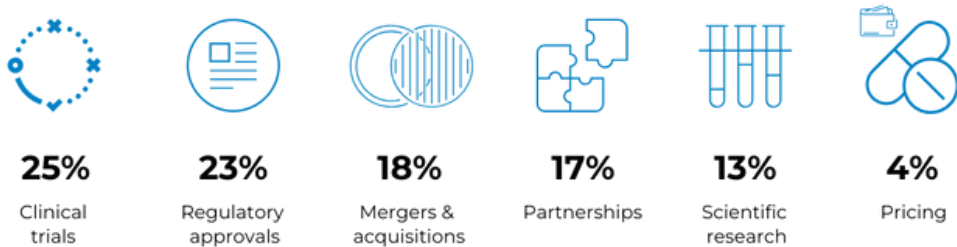


# Immuno-Oncology: How Can Pharma PR and Comms Boost Their Immuno-Campaigns?

Media Analysis Summary



## Topics in the immunotherapy debate by share of voice

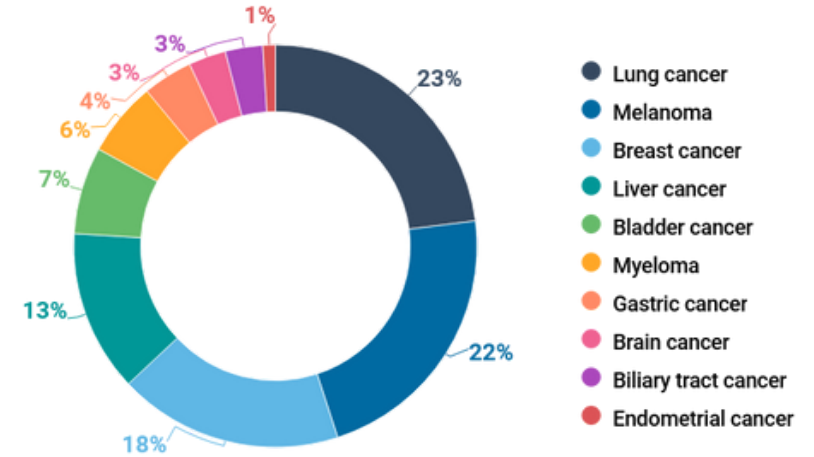


We found that Clinical trials within immuno-oncology have provided a near-constant stream of stories and fulfilled many news values, particularly for specialised pharma publications.

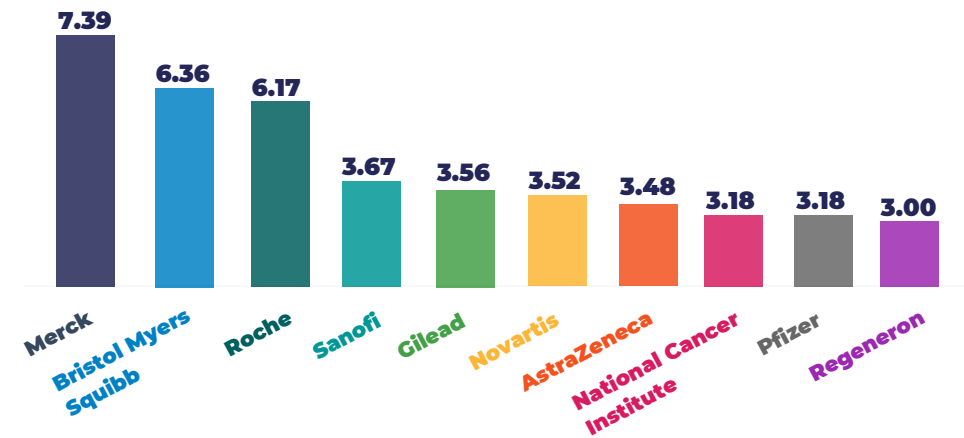
## 5 tips how pharma can improve its immuno-comms

- Build distinctiveness
- Go beyond sending press releases to your traditional media list
- Tell stronger partnership stories
- Capitalise on the public's appetite for health and innovation stories
- Return to the industry's core value – saving human lives

## Cancer types in the immunotherapy debate by share of voice



## Top 10 organisations in the immunotherapy debate by media impact score



Journalists noted that Merck and Roche have been more active than their peers in testing immunotherapies against breast cancer.

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Read the whole analysis

[here](#)

