

Paper

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Using brand personality to assess whether biotechnology firms are saying the right things to their network

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Abstract

Through their websites, biotechnology firms communicate information about themselves and their products to other members of their networks. These networks are made up of an array of organisations with which biotechnology firms collaborate on product development projects, and on whom they rely for funding, and/or marketing and production. Therefore, it is important that the information communicated by firms' websites portrays them in the light they wish to be perceived by others. Despite its importance, biotechnology firms, however, do not prioritise branding or the development of a brand personality. By using demonstrated content analysis methodologies, our study shows that biotechnology firms *are* nonetheless portraying brand personalities online, even if unintentionally. We show that, by using the same methodologies, managers in biotechnology firms can monitor and manage their firms' brand personalities to ensure that the words they communicate online present an appropriate and attractive image of the firm to their communities. We extend previous research in the area of brand personality and show its application in and importance for the biotechnology industry.

Keywords:

biotechnology firms, brand personality, website communication, content analysis