

We Create Communications that Engage & Influence Your Highest-value Stakeholders

- Prioritizing audiences varies across the lifecycles of your company and products
 - For early-stage biotechs, we usually focus on **investors** and **medical opinion leaders**
 - For small to medium biopharmas, we also create effective programs to engage & align **employees**, whose buy-in can make or break a product or project's success
- We collaborate with clients as a ‘thought partner’ to ensure focus and rigor in the **strategy, communications planning & core messaging** – *helping you get it right from the start*



Our Core Capabilities Align to 3 Critical First Steps



1

BRAND & BUSINESS
STRATEGY



2

COMMUNICATIONS
STRATEGY & PLANNING



3

CORE MESSAGING &
VISUALIZATIONS

Strategy Is about Choices



“What problem are we trying to solve?” is the question with which we usually start our conversations.

It’s simple, yet it gives us insight into whether the challenge you’re dealing with has been clearly defined, and if it’s worth the effort to solve. That first choice sets up the rest.

Services include:

- **Strategic Business Planning**
- **Product Marketing Planning**
- **Business Case Development**
- **Positioning Recommendations**



Communications Planning Is about Systems



Clients often engage us to help identify high-priority stakeholders and influencers, understand their needs, and plan systematic interventions to create awareness, change minds and drive action. Whether you focus on external or internal audiences, our solutions engage, influence and create sustainable behavior changes.

Services include:

- **Strategic Communications Planning** for external audiences, including Investor Relations
- **Communications & Change Management Planning** for internal audiences
- **Assessing Stakeholder Needs**
- **Creating Measurement Frameworks**



Messaging Is about Storytelling



The strongest media plan in the world falls flat if the story is weak.

We believe in sharpening your messaging well before investing large sums to reach your most important stakeholders.

So, we help clients develop their core story, including the right words, compelling images and creative concepts. And we often coach them to deliver the story themselves.

Services include:

- Developing Core Lexicon & Key Messages
- Designing Core Visuals & Creative Concepts
- Creating Core Presentations & Slide Libraries
- Delivering Training & Coaching





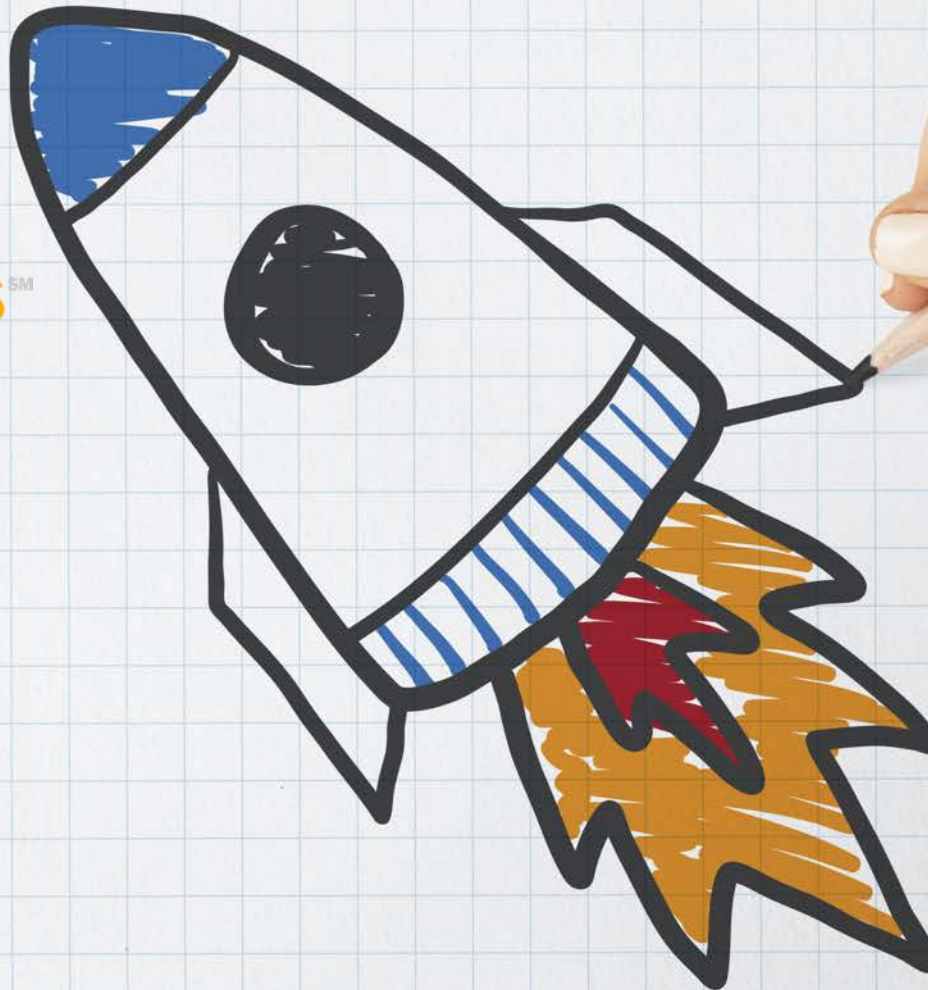
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Right
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